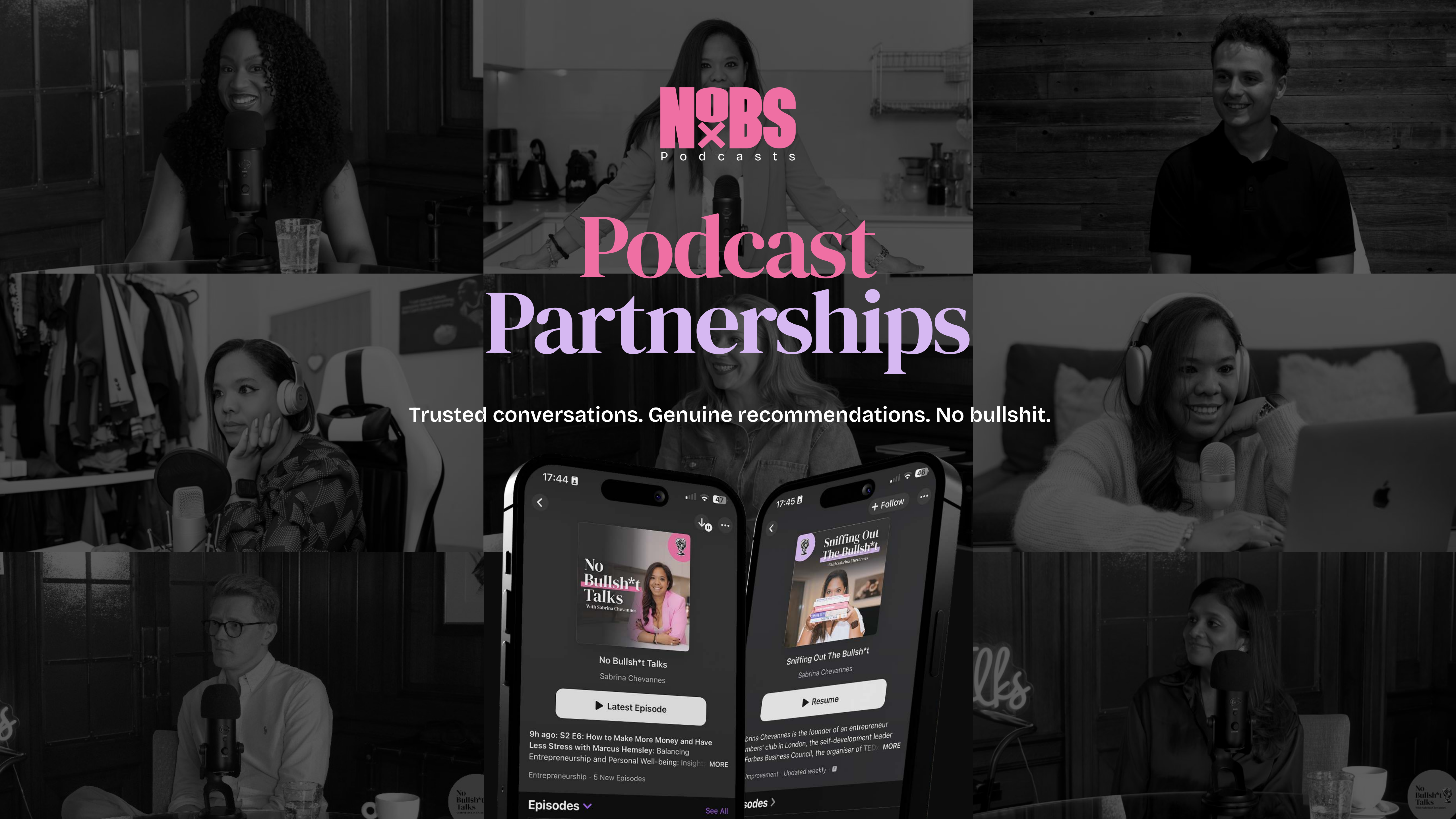
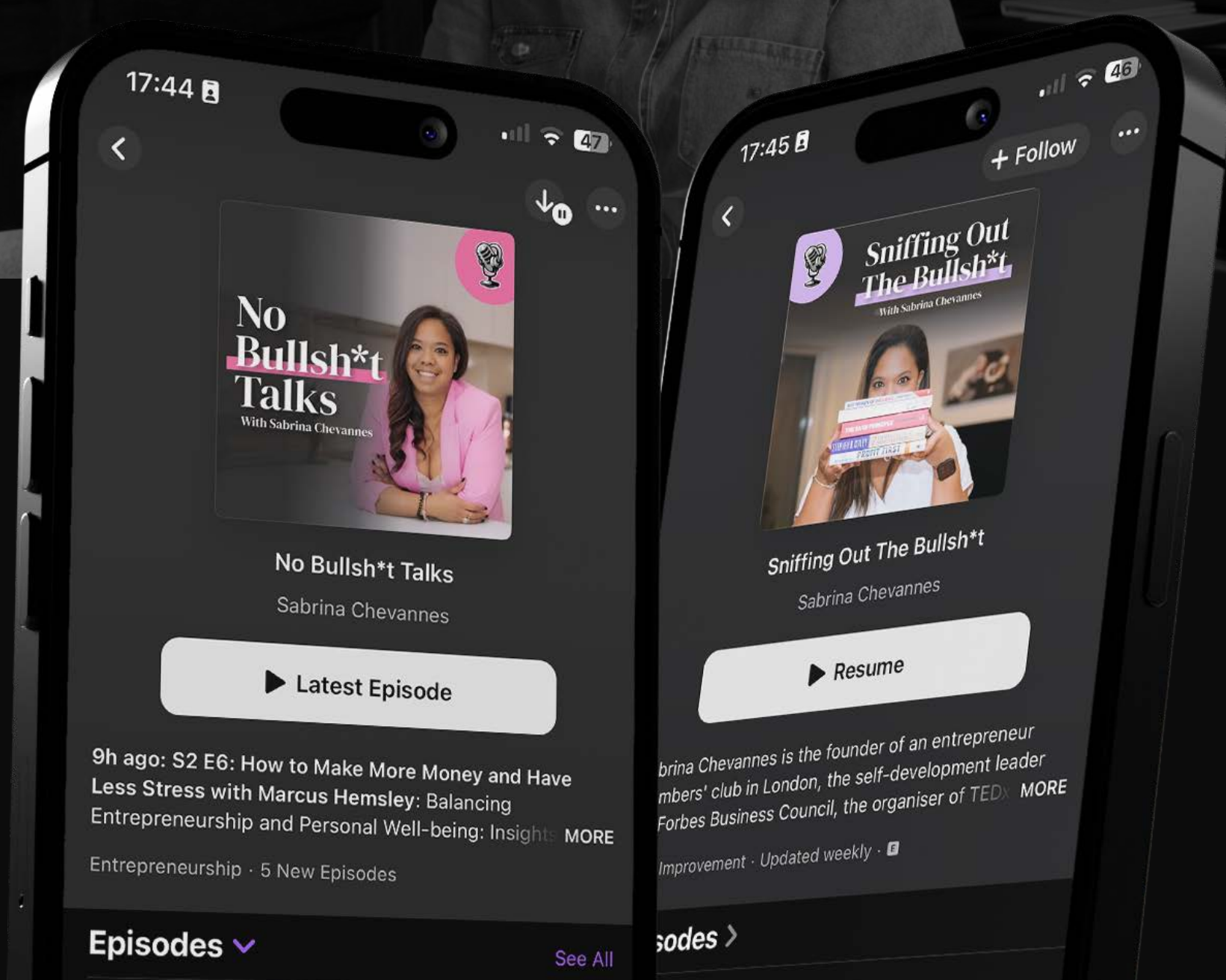




NOBS
Podcasts

Podcast Partnerships

Trusted conversations. Genuine recommendations. No bullshit.



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Not Just Another Ad Break

Most podcast advertising interrupts the content. A polished, pre-recorded message appears, the listener recognises the commercial break and reaches for the skip button.

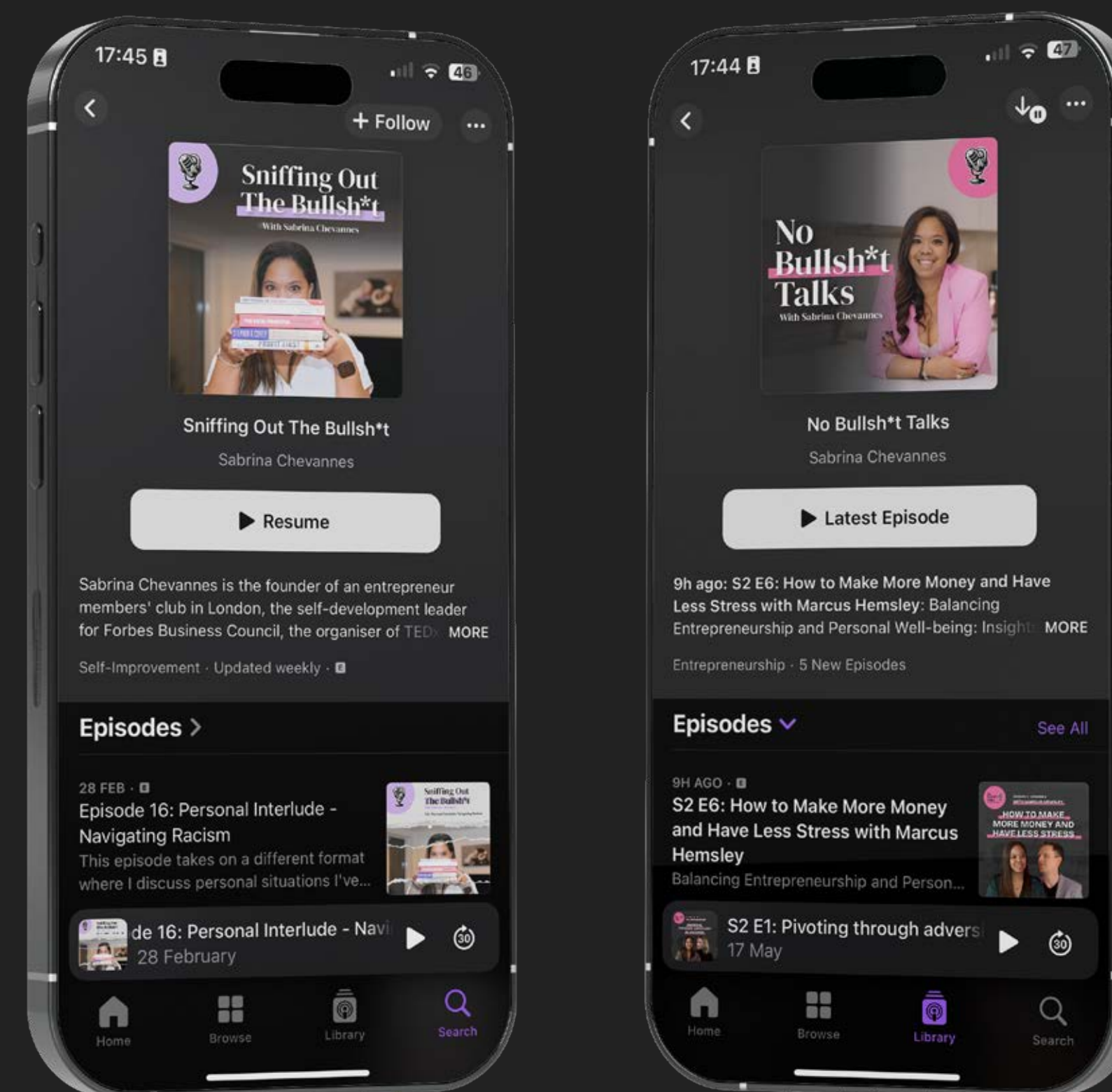
That is not how NOBS partnerships work.

We introduce selected partners naturally within our conversations. The partnership is clearly disclosed, but the message is delivered in Sabrina's own voice and connected to something genuinely relevant to the episode.

In an interview, the partner can become part of a natural conversation with the guest where relevant and agreed in advance.

**No *generic* scripts. No *awkward* commercial cutaways.
No *pretending* to love something we have *never* used.**

Just a credible introduction from somebody whose audience values her word.



The NOBS Difference

NOBS stands for no bullshit. That principle shapes who we work with and how we talk about them.

We will not endorse a brand simply because it is willing to pay. Before accepting a partnership, we need to understand the product, believe it is relevant and be comfortable using or recommending it ourselves.

Sponsors do not buy Sabrina's opinion. They buy the opportunity to be properly assessed and, if accepted, introduced to an audience that trusts her judgement.

Partner inventory is deliberately *selective* because trust is the most *valuable* thing we offer.

Our promise to the *audience*

- Every paid partnership is clearly disclosed.
- We only work with brands we genuinely believe are worth knowing.
- Sabrina communicates in her own voice.
- Sponsors may provide verified facts and talking points, but they cannot purchase a dishonest opinion.
- NOBS retains editorial control.
- If something is not right for our audience, we will not promote it.

Our promise to *partners*

When we agree to work with you, we take the partnership seriously. We will understand what you offer, identify the most relevant way to introduce it and create an integration that belongs within the content rather than feeling bolted onto it.

Two Podcasts. One NOBS Audience.



An audio-led *solo* podcast for *ambitious* entrepreneurs.

Every week, Sabrina identifies the bullshit being repeated across business and social media, explains what is really happening and explores the tools, decisions and mindsets entrepreneurs actually need.

Episodes combine honest entrepreneurial commentary, practical insight, personal experience and mindset coaching.

Although Sniffing Out the Bullsh*t is audio-led, every episode also generates video and short-form content for distribution across NOBS and Sabrina's social platforms.

Partnership opportunities

- Integrated sponsor conversations
- Relevant product or service recommendations
- Sponsor offers or discount codes
- Links in episode descriptions
- Branding on the main promotional trailer
- Optional branding across the episode's social clips



Two Podcasts. One NOBS Audience.



A *professionally* produced, *in-person* 4K video podcast.

No Bullsh*t Talks features honest, in-depth conversations with high-achieving entrepreneurs and people with experiences worth learning from.

Sabrina asks the questions other hosts often avoid. The result is a raw, thoughtful and genuinely useful conversation about what success, failure and entrepreneurship really look like.

The podcast attracts recognised guests with substantial audiences of their own. Many have hundreds of thousands of followers, with upcoming guests reaching audiences of approximately half a million people.

Guests frequently share their episodes with their own communities, creating valuable organic distribution beyond the established NOBS audience.

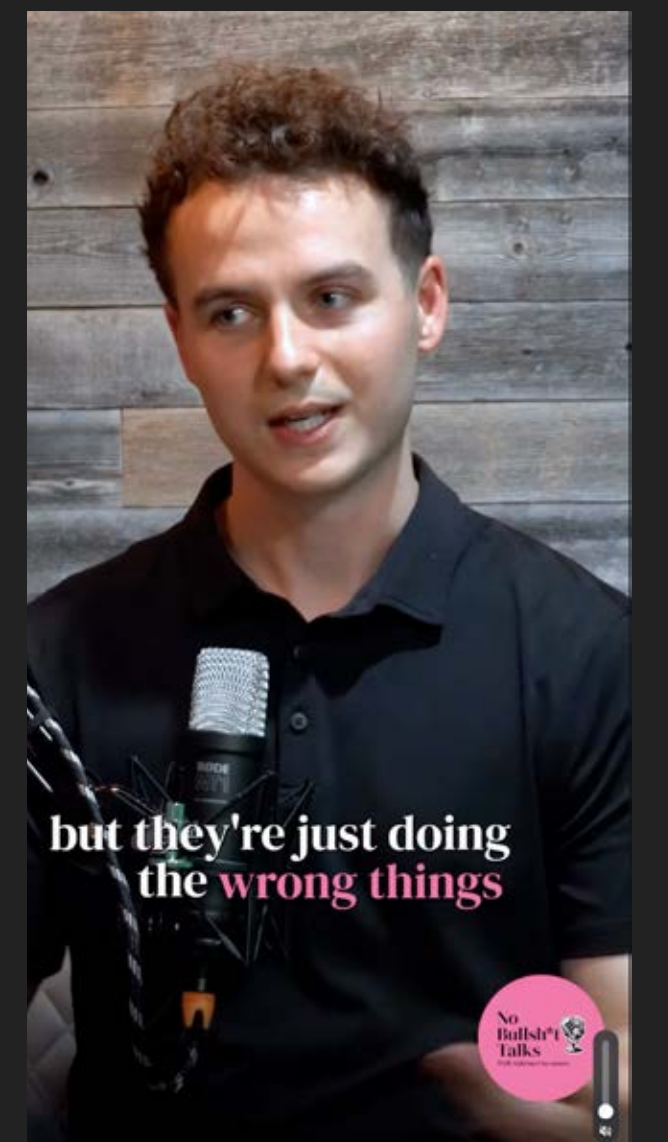
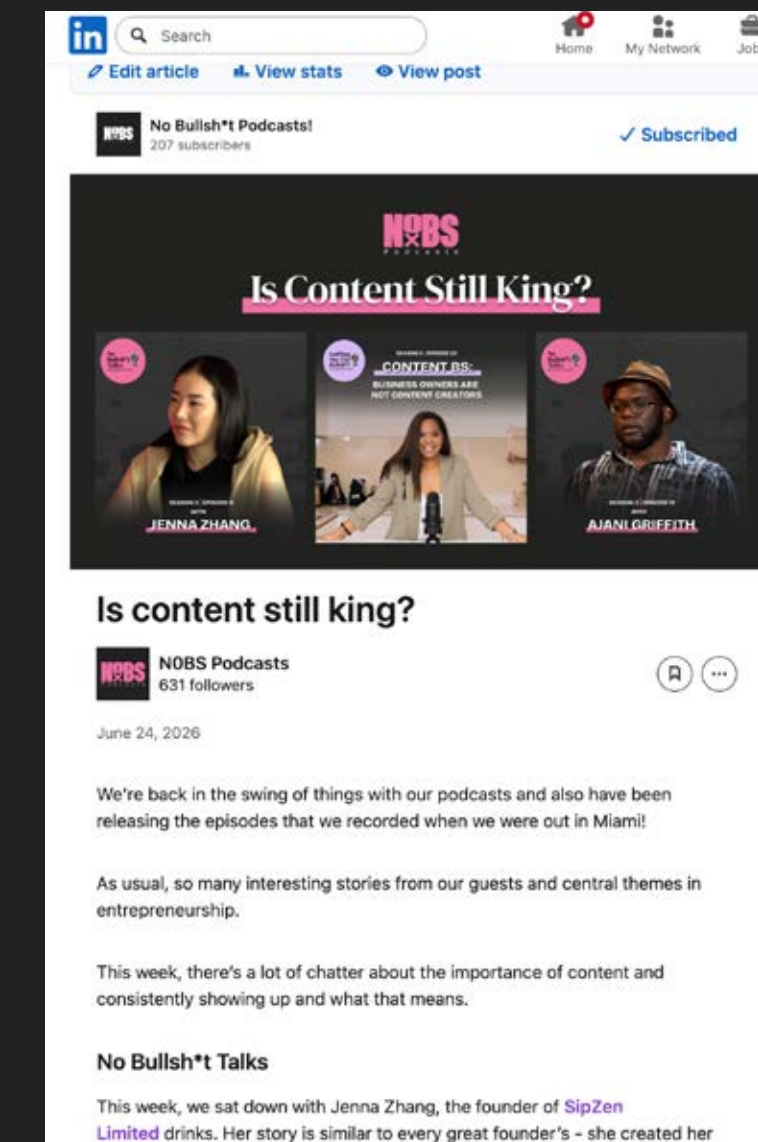
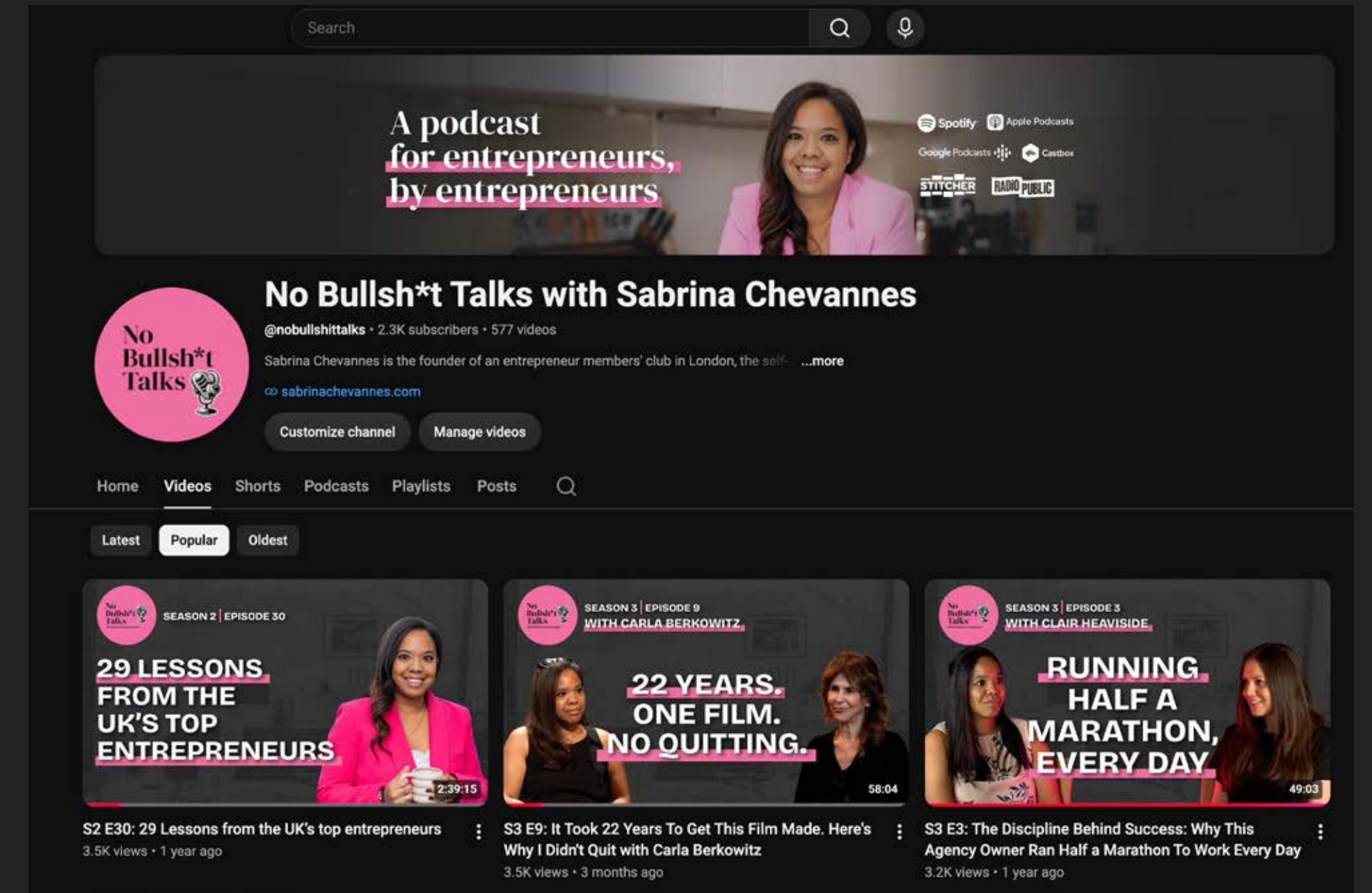
Every episode is professionally filmed *in person* in 4K, creating premium *long-form* video, trailers, social clips and partner assets.



Beyond the Podcast Feed

A NOBS episode is not only a piece of audio or a single YouTube upload. Every conversation becomes the source of a wider content campaign.

- Spotify and other podcast platforms
- YouTube long-form video and Shorts
- LinkedIn
- Instagram
- TikTok
- The NOBS website
- The NOBS newsletter
- Sabrina Chevannes' personal brand
- The audiences of participating guests



A cross-platform audience

4M+

cumulative social media reach across the NOBS ecosystem

**Six-figure
reach**

achieved by individual short-form clips across platforms

45K+

followers across Sabrina
Chevannes' personal brand

15K+

monthly YouTube views across full
episodes and short-form podcast
content

2.5K+

NOBS newsletter
subscribers

NOBS content is available globally and reaches an international audience of entrepreneurs, founders and business leaders.

Detailed audience information and recent content performance can be supplied on request.

Why the Guest Matters

No Bullsh*t Talks is built around people worth listening to.

Our guests bring genuine experience, unusual stories and established communities of their own. They are not selected purely because of their follower numbers, but their reach creates an important additional benefit for partners.

When a guest shares their episode, the conversation can travel beyond the NOBS ecosystem and reach an entirely new, highly relevant audience.

Potential layers of exposure

- The full No Bullsh*t Talks episode
- The NOBS podcast audience
- Sabrina's personal audience
- The NOBS newsletter and website
- Short-form distribution across multiple platforms
- Organic sharing from the guest
- Continued long-term discovery of the episode and its clips



Sponsors can *select* an available episode that is particularly *relevant* to their audience, subject to availability and NOBS approval.

A sponsor cannot purchase control over the guest, interview questions or editorial conclusions.

How an Integrated Partnership Works



1. We assess the fit

We consider the brand, product, reputation, audience relevance and whether Sabrina would genuinely use or recommend it. Not every brand will be accepted.



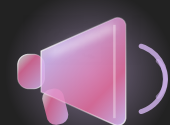
2. We understand the partner

We learn what the partner offers, what makes it useful and which verified points matter most. Partners can provide facts and talking points, but Sabrina does not read generic promotional scripts.



3. We find the natural connection

We identify an appropriate way to connect the partner to the episode, guest, challenge, recommendation or listener benefit.



4. We disclose the partnership

The paid relationship is made clear to the audience before the integrated conversation begins.



5. We have the conversation

Sabrina discusses the partner naturally in her own words. Where it makes sense and the guest agrees, the sponsor may become part of the wider conversation.



6. We distribute the episode

The full episode and promotional content are published across the appropriate NOBS and Sabrina channels.



7. We report the results

Partners receive an agreed performance summary covering relevant platforms, tracked links, offer-code usage and other available results.

Partnership Options



Episode Sponsor

For brands that want to align with one relevant conversation, subject or guest.

- One integrated sponsor conversation
- Clear spoken sponsorship disclosure
- Audio inclusion
- On-screen inclusion for No Bullsh*t Talks
- Sponsor link and agreed offer in the episode description
- Sponsor logo on the main promotional trailer
- Sponsor identification on the episode page
- Post-campaign performance summary



Social Clip Branding

Available as an addition to an Episode Sponsorship, extending the partnership beyond the main episode.

- Sponsor logo, end card or “in partnership with” treatment across up to three official short-form clips
- Sponsor attribution in relevant social captions
- Repeated visibility as the conversation is distributed across platforms

Social Clip Branding provides additional visibility. It does not mean every clip contains a verbal endorsement or discussion of the sponsor.

Partnership Options



Show Partner

For brands seeking consistent presence across a complete month or quarter.

- Sponsorship of every agreed new episode
- Integrated sponsor conversation in each episode
- Logo on every main episode trailer
- Audio and video inclusion as applicable
- Links and agreed offers in episode descriptions
- Partner inclusion in the NOBS newsletter
- Website partner identification
- Monthly or quarterly performance summary
- The option to add Social Clip Branding

The standard partnership covers four episodes per month. If the publishing schedule changes, sponsorship is fulfilled using equivalent episode credits.



Founding Partner Rates

Our introductory Founding Partner rates are designed to make NOBS partnerships accessible to excellent founder-led businesses and growing brands, not only large corporate advertisers.

Partner **suitability** remains more important than budget.



Partnership	Standard	Social Clip Branding
One episode	£250	£400
One month - four episodes	£900	£1,440
One quarter - twelve episodes	£2,400	£3,840

Founding Partner Rates



Partnership	Standard	Social Clip Branding
One episode	£450	£650
One month - four episodes	£1,620	£2,340
One quarter - twelve episodes	£4,320	£6,240

- One-month partnerships receive a 10% commitment saving.
 - Quarterly partnerships receive a 20% commitment saving.
- Partnerships spanning both podcasts can be quoted separately.
 - All prices exclude VAT where applicable.

Founding Partner rates are available for a limited introductory period and may change as the podcasts, audience and partnership programme develop.

Bespoke Podcast Partnerships

Some brands need more than a standard sponsorship package. We can develop bespoke podcast and content partnerships around a particular objective, subject or campaign.



Partner-Led Episode

A professionally produced episode featuring the partner's founder, CEO or selected expert. The subject must still be genuinely useful and relevant to the NOBS audience.



Bespoke Editorial Angle

A conversation or solo episode exploring a relevant challenge, issue or opportunity connected to the partner's expertise.



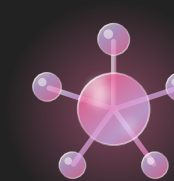
Custom Content Assets

Additional short-form videos, founder interviews, educational content, product demonstrations, campaign trailers, behind-the-scenes content or social-first edits.



Live Podcast Sponsorship

Sponsorship of a live podcast recording, podcast day or NOBS event activation, with options including naming rights, venue branding, hospitality and filmed content.



Multi-Channel Partnership

A wider campaign combining podcasts with NOBS events, newsletter content, social distribution, member opportunities or other agreed activations.



Content Usage and Licensing

Partners can request permission to reuse selected NOBS content across their own organic or paid channels. Usage rights, duration and formats are agreed and priced separately.

Bespoke partnerships are priced on request.

Offers, Discount Codes and Performance

NOBS does not normally accept commission-only sponsorship arrangements.

Where appropriate, a partner can provide an exclusive benefit for the NOBS audience, such as a discount, extended trial, preferential access, useful resource, special package or audience-specific benefit.

A simple code or tracked link helps listeners act on the recommendation and gives both NOBS and the partner useful performance information.

Fixed-fee partnerships remain the standard arrangement. Selected brands may discuss a hybrid agreement combining a fixed sponsorship fee with an agreed commission for attributable results.

What Partnership Does And Does Not Buy

Any rights for a sponsor to reuse NOBS footage, Sabrina's voice, clips or branded content in its own paid advertising must be agreed and priced separately.

Partnership **includes**

- A clearly defined commercial integration
- Sabrina's time and preparation
- A relevant, natural introduction
- Agreed distribution and branding
- Factual coordination with the sponsor
- Performance reporting
- Access to the trust NOBS has earned, subject to our standards

Partnership **does not** include

- A guaranteed positive opinion
- Guaranteed sales, enquiries or return on investment
- Control over the guest or editorial conversation
- Automatic endorsement from a guest
- Guaranteed sharing by a guest
- Unrestricted access to the NOBS community
- Member, subscriber or listener data
- Unapproved use of Sabrina's image or voice
- Paid advertising rights using NOBS content
- Category exclusivity unless agreed separately
- Unlimited revisions or additional content

Who We Want to Work With

We are interested in partners that can genuinely improve an entrepreneur's business, judgement, health, relationships or wider life.

- Business tools and technology
- Professional and financial services
- Education and professional development
- Health, wellbeing and performance
- Travel and hospitality
- Workspaces and venues
- Food, lifestyle and experiences
- Products and services built by credible entrepreneurs

Category fit alone is not enough. We look for useful products, honest claims, credible people and businesses we would be proud to introduce to the NOBS audience.

If we would **not use it, trust it or recommend it** without the payment, it is not a NOBS partnership.



Let's Have a Proper Conversation

Partnership Enquiries

podcasts@n0bs.com | <https://n0bspodcasts.com>

The best partnerships begin with fit, not a rate card.

Tell Us:

- What your business does
- Who you want to reach
- Why it is relevant to the NOBS audience
- Whether a particular subject or upcoming guest interests you
- What you would like the partnership to achieve
- Whether you can provide a meaningful audience offer
- Whether you are interested in an episode, monthly, quarterly, live or bespoke partnership

No generic scripts. No fake enthusiasm. No bullshit.