



sober stories

Media Kit



We are sober stories

A MULTIMEDIA PLATFORM DEDICATED TO THE POWER OF REALLY, REALLY GREAT STORIES

Sober Stories™ was founded on the belief that shared stories are the most transformative medium for change.

When we see ourselves in others' stories, and when we share our own stories, we are able to connect and heal on a deep, juicy level.

We are the only multimedia platform telling the stories of folks all across the "sober" spectrum, with storytelling of hope, honesty, inspiration, and at least a fewwww sparkling water jokes.

Folks describe us as:

Warm

Inspiring

Eclectic

Compassionate

Motivating





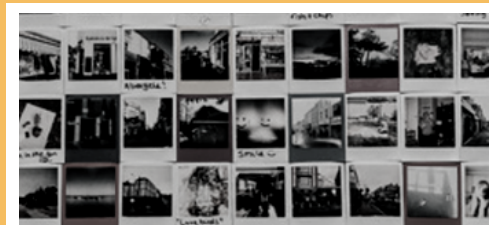
Our Vision

We dream of a world where no one feels alone in this *waves wildly* (that's us waving wildly), where there is no more shame or stigma around changing our relationship with alcohol, where every person is seen for the whole, complex, beautiful human being they are.

We are demystifying the process of sobriety by pulling back the curtain on the good, the bad, and the ugly of what it looks like to ditch the booze.

By sharing stories of resilience and courage, we believe that Sober Stories™ has the power to change the world.

Together, let's end the stigma of living alcohol-free and help just one person feel a little less alone.



Brand Values

Equity

Handing the mic to marginalized communities
+ often-untold stories

Visibility

Making sobriety as cool as (or cooler than) our
present drinking culture

Empathy

Creating safe spaces for shared stories and
relatable experiences

Community

People-first containers that prioritize safety
and connection.

Service

Paying it forward + highlighting the interests
of the sober community

Diversity

Sharing the vibrant, eclectic spectrum of
"sober," and the diverse humans within that
spectrum





The Team

Beth Bowen // Founder + Chief Story Steward

With a background in clinical therapy and 4 years of sobriety, Beth has an intimate understanding of the many different ways we can live in the world without alcohol. Through her work with sober-curious and alcohol-free women, she has discovered the massive transformation we come to through storytelling.

Beth lives outside of Austin, TX, with her family of 4 and rather large assortment of animals. She holds a BA in psychology from Texas A&M University and a MA in social work from The University of Texas, and has a decade of experience in the mental health and substance use fields.

Beth celebrates a sober date of September 29th, 2017.



Alexis Archuleta

Podcast Manager + Producer
Founder of Archuleta Virtual



Daniela Marti

Brand + Graphic Designer
Founder of Lunaria Design Studio





COMMUNITY

The Stories We Tell

Here at Sober Stories™, we believe there are a million ways to change your relationship with alcohol. Every story, every methodology, every path has a place in Sober Stories™ — it's all valid.

We tell stories of “the quitting,” we tell stories of “the recovery,” we tell stories of “the hardest parts,” and we tell stories of “the very best parts.”

Our aim is to tell an eclectic array of stories, from diverse perspectives and voices across all demographics.

From the story of how they got married sober to the story of their rock bottom in the middle of a rock concert, we want to tell that story.



JOINING US ON THE
POD THIS SEASON:



(and so many more powerful stories)



Building Omnipresence:

(Not your mama's hobby podcast)

Our team is comprised of seasoned creatives with some serious marketing chops between them.

We understand the value of omnipresence and intentional community building in service of creating a lasting, trusted brand.

And because of this, we are experiencing explosive growth on our social channels — we're talking 129%+ growth month over month. (No, seriously. It's fun.)

INSTAGRAM

BLOG

PODCAST

FACEBOOK

YOUTUBE

TIKTOK

EMAIL MARKETING

PRIVATE COMMUNITY



LET'S MAKE IT OFFICIAL

How We Can Collaborate

Rooting in connection and good storytelling, we love to share products we believe in with our ultra-engaged community.

We believe in the power of longevity and trust-building, always centered on creating a know-like-trust relationship with our audience and the brands we introduce to them.

We also take our platform and community very seriously, and only partner with brands we know they'll love and use like we do.

You're one such brand. Let's co-create a campaign together.

Sounds like a party!





Partnership Pricing



3-MONTH LEGACY CAMPAIGN

\$6,000

***Currently available**

(Weekly) Host-read pre-roll ad at the top of the podcast
(Weekly) Host-read ad featuring product at the top of the Youtube video
(Weekly) Mid-line feature in our weekly email newsletter

- (1) Blog brand feature
- (3) Instagram Posts featuring brand
- (12) Instagram Stories featuring brand
- (3) TikTok videos featuring brand

Brand exclusivity - you (and only you!) will be featured in all Sober Stories communications across all platforms for the duration of 3 months.



Partnership Pricing



1-MONTH PARTNERSHIP CAMPAIGN

\$2,200

(Weekly) Host-read pre-roll ad at the top of the podcast

(Weekly) Host-read ad featuring product at the top of the Youtube video

(1) Mid-line feature in our weekly email newsletter

(1) Instagram Co-Post featuring brand

(4) Instagram Stories featuring brand

(1) TikTok video featuring brand

1-MONTH PARTNERSHIP MINI CAMPAIGN

\$1,200

(Weekly) Host-read mid-roll ad on the podcast

(1) Instagram Co-Post featuring brand

(2) Instagram Stories featuring brand

FRIEND OF THE POD PARTNERSHIP

\$600

(4) Host-read mid-roll ads on the podcast across 4 epsidoes

Let's Connect

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PHONE

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WEBSITE

wearesoberstories.co
(coming soon)



[@wearesoberstories](https://www.instagram.com/wearesoberstories)





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