

Valuable Nonsense Podcast

Chicago's *Only* Latine/x Lesbian-hosted pod

Where diverse voices rise, stereotypes fall, and nonsense turns into life lessons – one episode at a time.

Launch Event Sponsorship Deck
Chicago, IL



VNP Podcast *Co-Hosts*



Alicia
Figueroa

Litigation Paralegal &
College Instructor

Dee
Luna

Entrepreneur &
Advocate; owner of
DeLuna Empanadas



PRIDE IS
EVERYDAY



”

Mic'd Up, Brown,
& Queer — Live
from the *Community*

VNP Team





Why this pod matters.

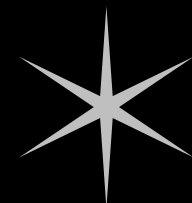


COMMUNITY IMPACT +

VISIBILITY +

CULTURAL REVELANCE +

- Latine/x are one of the fastest-growing demographics in Chicago
- Latine/x voices are underrepresented in media
- Consumers support brands that align with their cultural identity



The Event

Saturday September 2026 (tbd)

7pm - 1am
(tentative)

- **Location: TBD**
- **Expected attendance: 125+**
- **VIP guest list (creatives, entrepreneurs, influencers, community leaders, etc.)**
- **Content creation focus (photo, reels, press opportunities, etc.)**

SPONSORSHIP TIERS

LA AMIGA

COMMUNITY
SUPPORTER IN-KIND

FOR THE LOCAL BUSINESSES THAT PULLS UP WITH LOVE.



EVENT SHOUT OUT



SOCIAL TAGS

VIP BAG INCLUSION (LIMITED QTY) OR \$150

LA BOCHINCHOSA

BECAUSE SOME
GOSSIP IS SIMPLY THE
BEST.



DEDICATED POST



LOGO PLACEMENT
ON WEBSITE



STORY FEATURES



SOCIAL TAGS

\$300

LA JEFA

SHE THE BOSS,
WHO RUNS IT.



SPOTLIGHT MOMENT



REEL COLLAB



PRIME LOGO
PLACEMENT ON
WEBSITE



SOCIAL TAGS

\$600

LA MADRINA

THE FAIRY GODMOTHER
OF THE NIGHT.



"PRESENTED BY" NAMING
RIGHTS AT PARTY



SPEAKING MOMENT AT
PARTY



PRIME LOGO PLACEMENT
ON WEBSITE



PODCAST AD SLOT
DURING FIRST 5 EPISODES
AFTER LAUNCH



SOCIAL TAGS

\$1000+

CONTACT US

@VALUABLENONSENSEPODCAST | (773) 990-0574

WWW.VALUABLENONSENSEPODCAST.COM

WHAT SPONSORS GAIN

- Direct engagement with 100+ queer consumers
- Multi-platform exposure across live event + digital media
- Early partnership with a growing queer media brand
- Authentic alignment with Chicago's queer women community

Media Expansion Vision

SEASON 1 LAUNCH

LIVE PODCAST RECORDINGS
FROM COMMUNITY BUSINESSES

INTERVIEWS WITH COMMUNITY
QUEER AND/OR LATINE/X
BUSINESS OWNERS

RAINBOW TABLE TALK SERIES
LAUNCH

PODCAST MERCH

FUTURE SOCIAL EVENTS



Let's Build Together.

Mi gente, we're not just launching a podcast
– we're *reigniting* a movement.

Our commitment is strong.

Our vision is stonger.

What's next is bolder.

The pod is just the beginning.

Stay tuned.

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CONTACT US

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