

# LESS SURFACE LEVEL

YOUR QUEER STORIES PODCAST



MEDIA KIT

# DEAR READER,

THANK YOU FOR BEING HERE.

LESS SURFACE LEVEL BEGAN AS A NEED FOR HONEST, UNFILTERED CONVERSATIONS ABOUT QUEER IDENTITY, LOVE, MENTAL HEALTH, AND EVERYTHING IN BETWEEN. IT WAS BORN FROM A FEELING I KNOW MANY OF US CARRY: THE CRAVING FOR CONNECTION THAT GOES DEEPER THAN SMALL TALK, DEEPER THAN STEREOTYPES, DEEPER THAN SURFACE-LEVEL STORIES.

AS THE HOST, I'M NOT HERE TO HAVE ALL THE ANSWERS; I'M HERE TO HOLD SPACE. FOR VULNERABILITY. FOR COMPLEXITY. FOR QUEER VOICES THAT DESERVE TO BE HEARD IN ALL THEIR RICHNESS AND NUANCE.

THIS PODCAST IS BOTH A PERSONAL PASSION AND A COMMUNITY OFFERING, AND EVERY EPISODE IS MADE WITH CARE, CURIOSITY, AND COURAGE.

WHETHER YOU'RE HERE AS A POTENTIAL SPONSOR, COLLABORATOR, OR SOMEONE SIMPLY EXPLORING WHAT THIS SPACE IS ABOUT, I'M GRATEFUL. YOUR INTEREST HELPS AMPLIFY VOICES THAT OFTEN GO UNHEARD AND SUPPORTS THE KIND OF STORYTELLING THAT MAKES PEOPLE FEEL SEEN.

HERE'S TO CONNECTION THAT LASTS LONGER THAN A SCROLL.

WITH WARMTH,

TESSA LLOYD  
CREATOR + HOST OF LESS SURFACE LEVEL

# THE DETAILS

- **Title:** Less Surface Level
- **Host:** Tessa Lloyd (she/her)
- **Location:** Naarm/Melbourne, Australia
- **Format:** Fortnightly, conversational episodes via Youtube and Spotify
- **Themes:** Queer identity, relationships, mental health, love, emotional resilience, personal growth

## ABOUT THE PODCAST

**Less Surface Level is a female-led, queer podcast that explores the inner worlds of LGBTQIA+ individuals, through honest, vulnerable, and moving conversations. Each episode is grounded in deep listening and emotional inquiry, offering insight into how queer people love, hurt, heal, and grow.**

**Past guests have included creatives, changemakers, ex-athletes, queer couples in business, and close friends of the host. Whether unpacking early imprints of love, the quiet rebellions of youth, or the nuances of identity, every episode is an invitation into the spaces beneath what we show the world.**

**As a queer woman and therapist, Tessa saw a need for a space where real, honest dialogue could happen around the things that truly impact us: identity, relationships, self-worth, emotional patterns, and healing. The podcast was born out of a desire to go deeper; to explore the messy, beautiful complexities of being human, especially through a queer lens.**

# ABOUT THE HOST



@tessajlloyd



**Tessa Lloyd is a queer Occupational Therapist, podcast host, and mental health advocate based in Victoria, Australia. She is the founder of Our Mindful Youth, a therapy practice supporting young people through creative and trauma-informed approaches. Tessa supports neurodivergent and LGBTQIA+ individuals in living with greater authenticity and ease.**

**Tessa's advocacy focuses on creating community spaces that are inclusive, vulnerable, and emotionally honest. Her work extends beyond the therapy room into mentorship, workshops, and group circles designed to support self-worth, nervous system regulation, and self-expression.**

**Tessa brings both lived experience and professional insight to every episode, creating a space that's honest, reflective, and emotionally grounded.**

## TESTIMONIALS

the poddy with holly is AMAZING  
genuinely the best one yet  
so good

I'm sitting down with a wine to watch  
ep one this w/e can't wait 🥂🥂🥂

I've just listened to your first  
podcast episode. What a bloody  
gem you are. I'm so glad you  
came across my orbit. And I'm  
excited to see what else you have  
to share with us.

Tessa! Just wanted to reach out  
and let you know that I listened  
to your first podcast episode this  
arlo and loved it. You're such a  
beautiful communicator and a lot  
of what you said really resonated  
with me. Keep doing good things,  
you're killing it! ❤️❤️

I'm loving the podcasts so much  
sweetheart. I'm stuck in bed  
recovering from a bad stomach  
infection so having your voice to  
listen to has felt like I'm not alone

I'm listening to your first podcast  
and it is really speaking so clearly  
to me about allowing yourself to  
actually acknowledge that you  
have been hurt and working  
through that pain. I feel like that's  
so big in my life I have  
experienced so much trauma and  
never unpacked any of it. Or even  
allowed myself to see what  
happened to me for what it really  
is because its too dark. Great  
podcast xx

# WHY SPONSOR LESS SURFACE LEVEL?

**Authentic Connection:** Our audience trusts us to hold complex, raw conversations. Sponsors are integrated into that trust space.

**Highly niche, highly engaged:** Queer listeners are underserved in the podcasting world. We speak directly to them; especially WLW and gender-diverse folk.

**Multi-platform reach:** In addition to the podcast, we offer:

- A growing TikTok presence (WLW culture, queer therapy, queer reflections)
- Instagram community with visual storytelling, quotes, and reels
- Cross-promotion through guests' platforms

**Shared values:** We partner only with brands that align with our values, community-driven, inclusive, ethically grounded, and queer-affirming.

## MEDIA STATISTICS



SPOTIFY

DOWNLOADS

16K+



YOUTUBE

VIEWS

13K+

AND GROWING..

# PAST GUESTS



**Sophie Cachia**  
**CACHIA, Shaw  
Media, BODA**



**Kat John**  
**Life Coach, Author,  
Speaker**



**Natasha Fabrizi,  
MAFS participant,  
identity coach**



**India and Kristina  
Krithararis, "Scizza"**



**Julie McKenzie**  
**Sundaylicious owner**



**Erica Perry**  
**Queer Writer**



**Kirby Bentley**  
**Survivor, AFLW,  
Djookian Founder**



**Beca Pressing**  
**Bachelorette,  
Beans Bar**



**Charlotte Fresh**  
**Wife and lesbian  
IVF Mum**

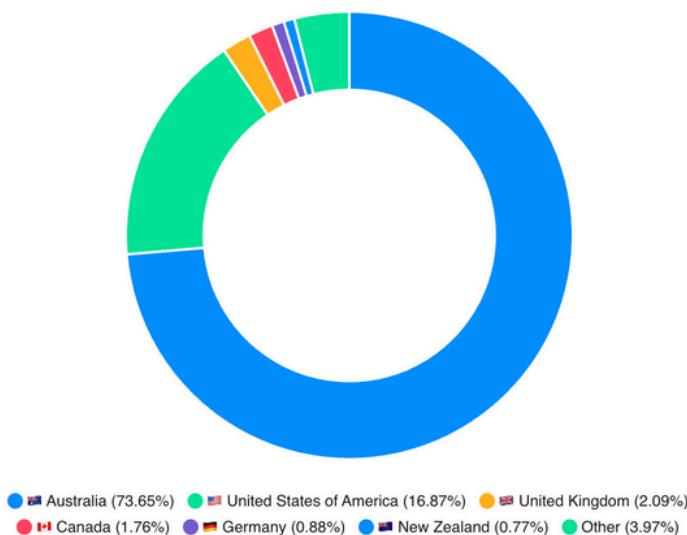
# AUDIENCE SNAPSHOT

- Primarily queer-identifying listeners (WLW, trans, and non-binary inclusive)
- Predominantly women and gender-diverse people aged 18-40
- Based in Australia (73.6%) and America (16%)
- Passionate about queer community, emotional wellbeing, and authentic storytelling
- Loyal, reflective, and socially conscious audience

## OUR REACH

- Downloaded from Spotify RSS Feed statistics

Downloads by Country (28 countries)



Top 5 Cities (164 cities)

| Country   | City      |
|-----------|-----------|
| Australia | Melbourne |
| Australia | Sydney    |
| Australia | Brisbane  |
| Australia | Perth     |
| Australia | Geelong   |

Less Surface Level has cultivated a strong and growing audience, with listeners tuning in from 28 countries around the world. The podcast's core audience is proudly Australian, making up over 73% of total downloads, followed by listeners in the United States (17%), the United Kingdom, Canada, and New Zealand. The top cities engaging with the show are Melbourne, Sydney, Brisbane, Perth, and Geelong, reflecting deep national reach and community resonance across urban centres.

# AVAILABLE SPONSORSHIPS

## Episode Sponsor:

- Mid-roll mention and ad read
- Logo or product mention in episode caption
- Cross-post on Instagram story and TikTok

## Season Partner:

- Logo and link placement on all episodes of the season
- Short “brought to you by” tag at the top of each ep
- One featured social media post per month
- Optional co-created content (e.g. giveaways, interviews, or behind-the-scenes)

## Custom Collabs:

- We're open to creative partnerships that spotlight queer-friendly services, events, or products in authentic and engaging ways

## MOCK UPS:



# COLLAB ORATIONS

We're always looking to build authentic connections with creatives, brands, organisations, and community members who share our values, curiosity, care, queerness, and meaningful conversation.

While some partnerships are structured through sponsorship, others are built around collaboration, shared energy, and mutual goals. If you're working on something that aligns with the heart of this podcast, and think we could support one another's growth, let's chat.

## **Collaboration ideas include:**

- Cross-promotion on social media or podcasts
- Event partnerships or guest speaking
- Featuring your work, story, or project on the podcast
- Creating content together that uplifts queer voices and stories
- Collaborative giveaways or campaigns rooted in shared values

If you're here to make something beautiful, bold, or real, we're here to explore it with you.

# PACKAGES AND PRICING

## STARTER SHOUT OUT - \$150

*Ideal for: Small queer-led businesses, local events, or brands testing sponsorship*

- One host-read mention (15-20 seconds) in Spotify episode intro or outro
- Business mentioned in show notes
- Tag in 1x Instagram story

## COMMUNITY SUPPORTER - \$300

*Ideal for: Brands who want visibility across both podcast, social and website platforms*

- One mid-roll host-read ad (30-45 seconds)
- Tag and visual mention in 1x Instagram story
- Logo and link in episode description
- Listed as a Community Sponsor on our website
- Ideal for: Brands who want visibility across both podcast, social and website platforms
- Optional add-on: +\$75 for IG/TikTok collaboration reel

## THEMED EPISODE SPONSOR - \$500

*Ideal for: Brands wanting meaningful alignment with a specific topic or guest*

- One full mid-roll or integrated segment ad (up to 60 seconds)
- Sponsor is mentioned in intro and outro as "This episode is brought to you by..."
- 1x Instagram feed post with custom shout-out
- 1x TikTok mention (voiceover or visual tag)
- Show notes mention
- Priority for future collaborations or giveaways

# SEASON SPONSOR PACKAGE

**\$2500**

- Ongoing, multi-platform brand recognition
- Alignment with a purpose-driven, queer-led podcast
- Builds trust and familiarity with a highly engaged audience over time
- Ideal for brands focused on community, inclusivity, and emotional storytelling

## ***WHAT'S INCLUDED:***

### **Podcast integration throughout entire season**

- “This season of Less Surface Level is brought to you by [Brand Name]” - verbal mention in intro and outro of every episode (10 episodes in total)
- 1x full host-read ad per episode (60 seconds)

### **Social Media Exposure**

- 1x Instagram feed posts (e.g. intro to sponsor/ mid-season feature)
- 3x Instagram stories (with link + tag)
- 1x TikToks (voiceover or visual integration)
- Brand tagged and credited across all relevant platforms

### **Website**

- Logo, link and short blurb on website’s sponsor page
- Option to include Logo on cover art of all Spotify and Youtube episodes

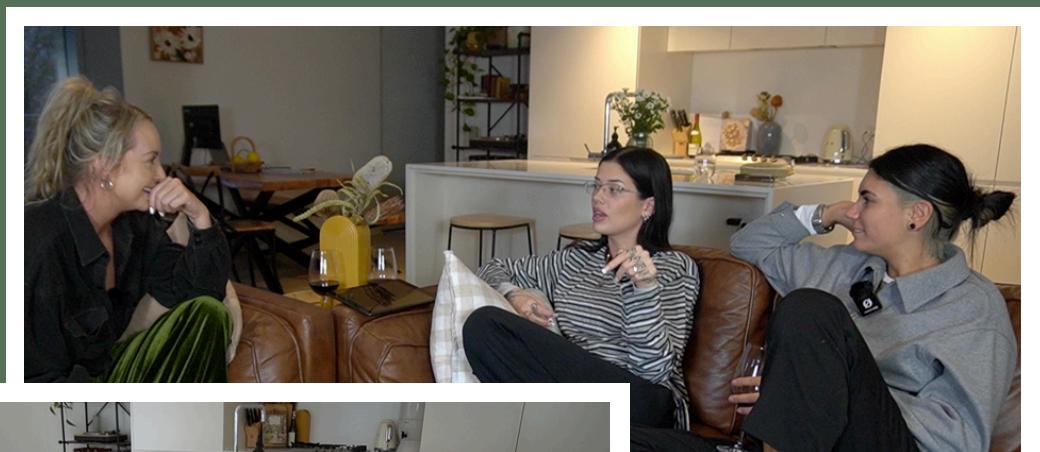
### **Relationship extras**

- Invitation to co-create a bonus episode or branded mini-segment (optional)
- Opportunity to run a giveaway or community activation (e.g. "Queer Joy Prize Pack presented by [Brand]")

# BEHIND THE SCENES



@kirbybentley



@indiaking\_  
@kristinzkrithararis

@sundayliciousau



@becapressing

# LET'S WORK TOGETHER

**Whether you're interested in sponsoring the show, collaborating on content, or simply learning more about Less Surface Level, I'd love to hear from you. This podcast was built on connection, and I'm always open to building meaningful partnerships that align with its values of curiosity, community, and queer joy.**

## Contact information

**Tessa Lloyd**

**Host & Creator of Less Surface Level**

**Email: [hello@lessurfacelevel.com.au](mailto:hello@lessurfacelevel.com.au)**

**Website: [www.lesssurfacelevel.com.au](http://www.lesssurfacelevel.com.au)**

**Instagram: [@tessajlloyd / @less.surface.level.pod](https://www.instagram.com/@tessajlloyd)**

**TikTok: [less.surface.level](https://www.tiktok.com/@less.surface.level)**

**If you'd like a custom package or have a vision you want to bring to life, just reach out. I'm always open to ideas and always up for a conversation.**

**Tessa. X**