

“**HRC has officially declared a state of emergency for LGBTQ+ people** in the United States for the first time in our more than 40-year history, following a **dangerous and unprecedented spike in anti-LGBTQ+ legislative assaults** sweeping the states this year” - June 6, 2023

just married

The Heroic Love Stories of Marriage Equality

DOCUSERIES



PODCAST



BOOK

SPONSORSHIP OPPORTUNITY
EXPERIENTIAL OPPORTUNITIES
FEBRUARY 2024-JUNE 2025

The JustMarried Project

weaves together the love stories
that captured the compassion and consciousness of our nation
–winning what was once unimaginable– marriage equality.



The JustMarried Project an 16-month-long, multi-platform treasure trove of real life narratives–
a collection of stories that didn't exist, until now–
which combined, reveals, completely and honestly, the fight for
love, dignity and **human inclusion**
from the 1950s through today

Designed to celebrate the 10th anniversary of Marriage Equality, this project will also preserve
an LGBTQ+ history of critical importance at this moment in time when:

- Book bans and laws designed to erase our existence are at an historic high
- A newly conservative Supreme Court is threatening to take back our newly found human rights
- One of the largest states in the union is criminalizing the mere mention of us in schools

“Projects like JustMarried are so important. These are **vital stories, they are emotional and nurturing.** They are **essential for us to move forward in life** with an understanding of what people have gone through. And we really need to capture those so we can **keep our history alive and share it with future generations.**”

~Jim Obergefell

ONE OF THE BEST TOOLS WE HAVE TO CREATE CHANGE- **ARE THE STORIES WE TELL ABOUT OUR LIVES.**

THE PODCAST

FEBRUARY 2024

An eight-episode series, with potential bonus episodes, kicking off and promoting the program. Distributed in partnership with Apple, Radio Public and Stitcher.

THE BOOK

JUNE 2024

Over 100 personal narratives immerse this artful coffee-table book in uplifting stories that won equality while bringing to bear the current and unfolding barrage of aggression on marriage equality today.
**Press and pre-order ready
April 2024**

PREMIERE/FASHION EVENT

APRIL 2025

The Docuseries Premiere kicks off 2025—An evening pre-launch promotion of the docuseries, beginning with a wedding-themed fashion extravaganza featuring some of the most well-known brands in the business.

THE DOCUSERIES

JUNE 2025

The moving, at times heart-breaking, yet ultimately triumphant 8-part Docuseries illuminates the love stories that captured the compassion of America while reminding viewers that the most powerful resistance to ongoing threats is to remain vigilant and visible.

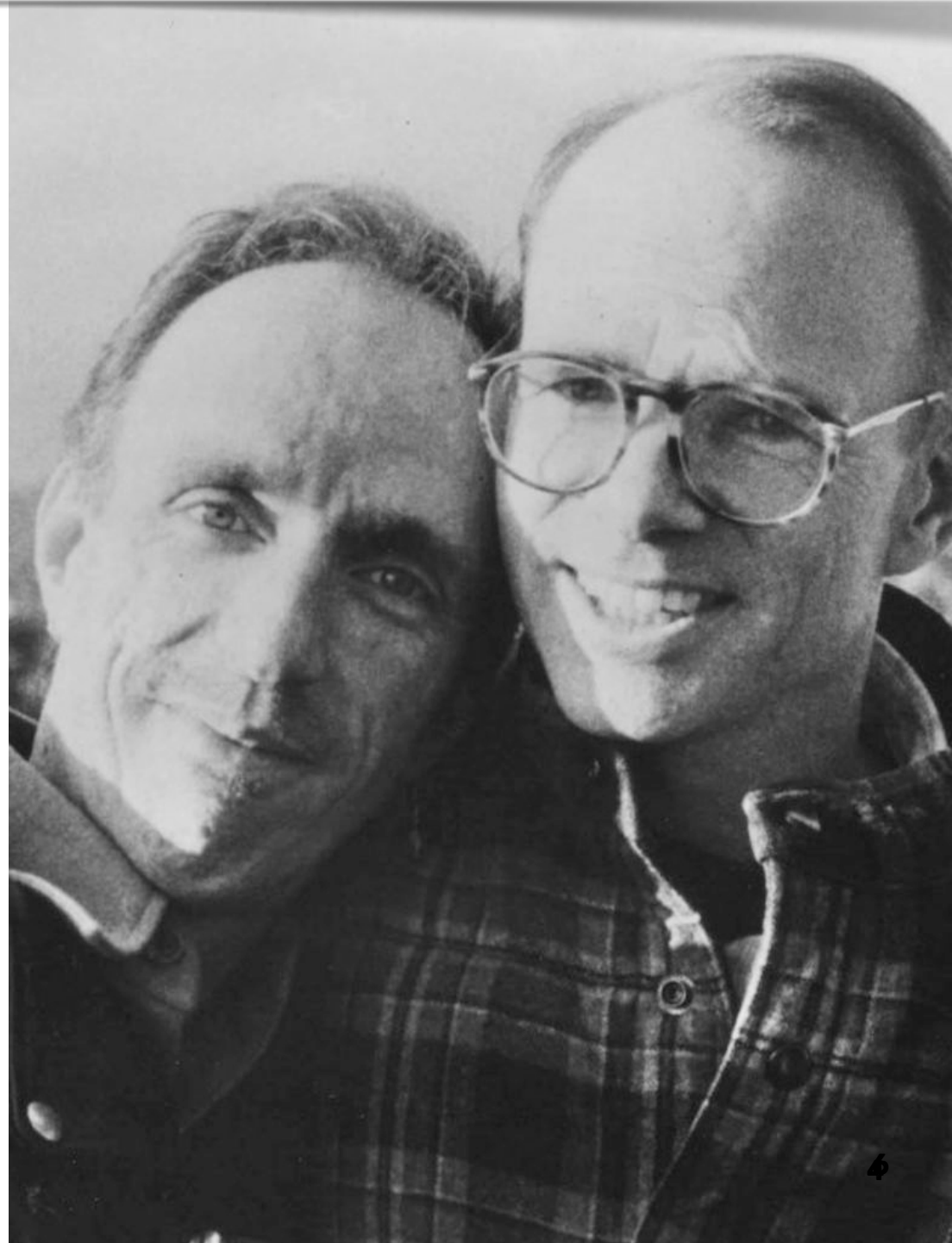
MORE VALUABLE THAN GETTING AND IMPRESSION IS MAKING ONE

2024 might be one of the most important elections in US history, **determining our future freedoms.**

2025 will be the **10th Anniversary** of **Marriage Equality**



Become the **Absolut Ally** that unlocks this **Celebration** of **brave couples** and momentous **Human Rights** milestone while also safeguarding **LGBTQ+ Rights and Marriage Equality**



why support the justmarried project?

OUR SPONSORSHIP LEVELS ALIGN YOUR BRAND STRATEGY AND BUDGET WITH LGBTQ+ MULTI-DEMOGRAPHIC CHANGE-MAKERS

Highly valued content on multiple platforms allows for quantifiable ROI while building brand trust. Your brand will be investing in the extremely brand loyal LGBTQ+ community with this long lasting, one-of-a-kind content marketing partnership program at a time when these same consumers trust brands to amplify their values.

A PEEK INTO YOUR PARTNERSHIP WITH JUST MARRIED

- **Exclusive Access:** Docuseries Premieres/Fashion Show/Private Theatre Screenings/Book Launch Parties
- **Underwriting/Headlining:** Film funding credits/ Major Placement in All Events/Outreach/PR Activities/Sampling– Fashion Show, Film Premiere, Podcast Series & Book Launch
- **'Presented By' Space:** at beginning of Docuseries, Podcast Series & Book –PSA's or ads in middle or end of a podcast, in social media
- **Content Usage** Docuseries, Behind the Scenes and Other Exclusive Content for Advertising, Social Media, & Community-Building with A-List Influencers

THE ULTIMATE EXPERIENTIAL PROGRAM- BESPOKE ACTIVATIONS /CONCEPTS

Social Clips • National Film Premieres • National Book Launches • Content for Advertising, Social & Community Building • Video clips • Sound Bites • Interviewed Event Content IRL • Personal Stories from consumers • On/Off-Premise Watch Parties • Global Streaming

THE JUSTMARRIED DOCUSERIES



[Watch The JustMarried Reel Here](#)

The greatest civil rights win of this century ushered in societal inclusivity and dignity most never imagined possible.

The **JustMarried Docuseries** is a moving, uplifting and at times heart-breaking look at the love stories that won over the compassion and consciousness of our country and the ongoing trials brings up to date the challenges we face today.

With tales of love—layered in the 1138 rights gained through equal marriage—every story magnifies the desire for dignity and inclusion. The storytelling in this rich, cinematic experience underscores the legacy for—what was once, recently unimaginable—and then reminds us how it must be cherished and vigilantly protected.



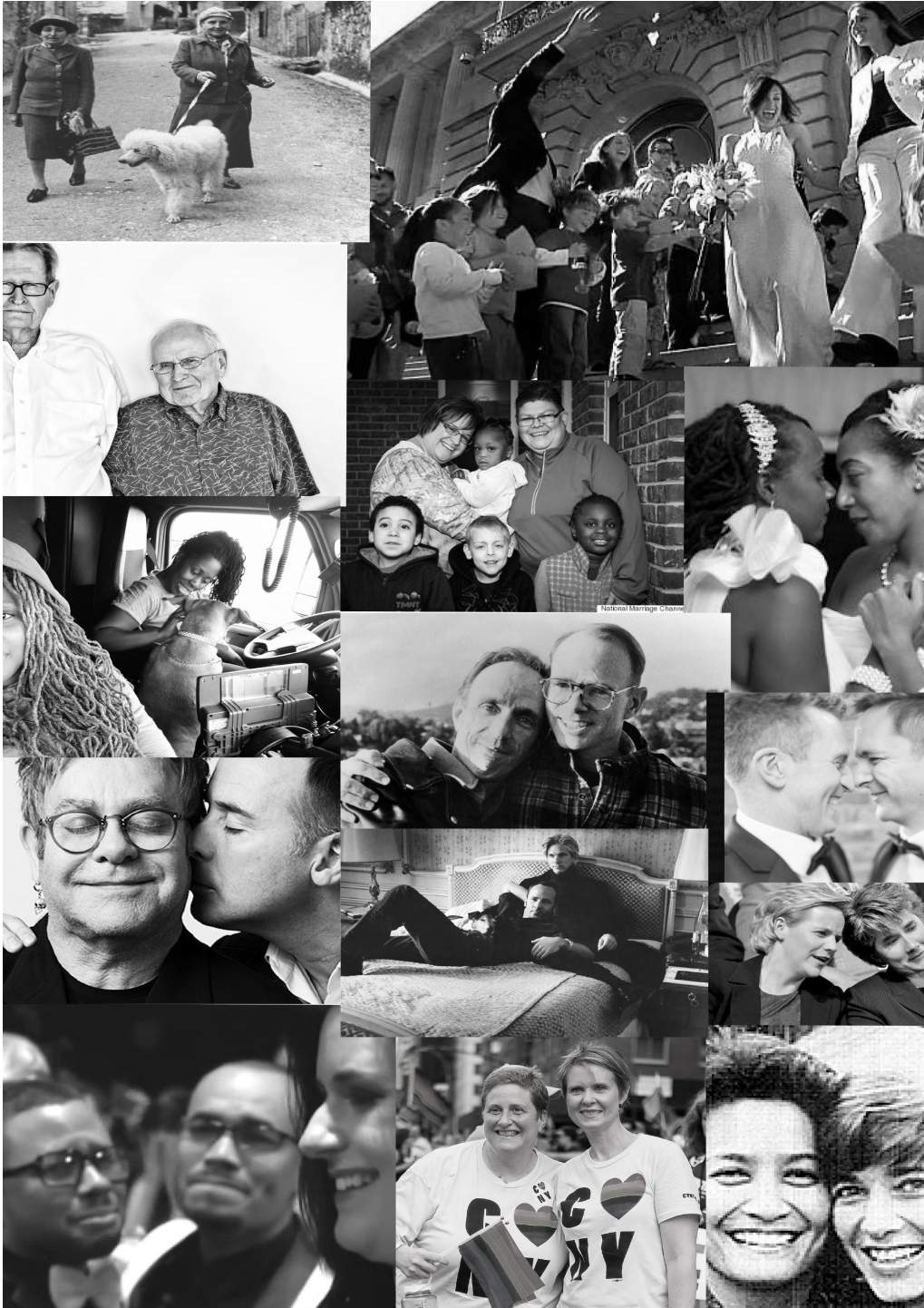
Kicking off our program, February 2024, The **JustMarried** Serialized Podcast encompasses 70+ years of vital and important stories– from the famous to the reluctantly so–LGBTQ+ history not found in any collection.

Consistent with the entire JustMarried Project, these stories feature couples from a variety of age, race, religion, gender identity, political and socio-economic backgrounds.

The podcast series will be the foundation platform promoting the complete program.

Distributed in partnership with Apple, Radio Public and Stitcher.
Your support of the Podcast will reach thousands, if not millions, of listeners across the country

THE BOOK



This artful & educational coffee-table style book is filled with over 100 true stories, from the 1920's through today.

JustMarried unveils a collection of love stories that inspired and enriched our community on our way to gaining many protections, including the right to marry the person we love.

The foundation for both and Podcast Series & Docuseries—this one-of-a-kind historical collection encompasses an **UNPARALLELED, CURATED ARCHIVE OF IMAGES, ARTICLES AND PERSONAL NARRATIVES - TRIUMPHANT STORIES** while bringing to bear the current stories unfolding today.

Created by international-award-winning book producer Frankie Frankeny, **GoodDOXIE** founder & Publishing Director Leslie Stoker from Abrams & Artisan Books.

Your brand's support proudly placed on the opening pages—will have a familiarity and feel good factor that is extremely deep for your customers and highly measurable for stakeholders.

This captivating, historical and educational book can also be made available as gifts, with custom covers, for your employees, for libraries across the nation, or for gifting at events during **PRIDE** month.

CAUSE-RELATED

The Heroic Love Stories Of Marriage Equality
will be a benefit book for
1-2 National LGBTQ+ Organizations



The Docuseries PREMIERE & Fashion Show

In April 2025 – Fun and glamour sets the stage for the launch of the JustMarried Docuseries. The New York City National Premiere will be unveiled following an

LGBTQ+ Wedding-themed fashion extravaganza

featuring ceremonial outfits from some of the most iconic brands in the business.

Nationally streamed, each designer's creation will be auctioned that evening.

This inspiring, exclusive extravaganza will be curated by celebrated VIP Atelier Director Cerise HENZES from Vera Wang, Oscar De La Renta, Marchesa and JMendel.

JustMarried Docuseries PREMIERE
Episode 1 + 2

We want to see you in the front row.



JustMarried will provide

an ongoing presence of strong
brand recognition
amongst key demographics.

Content that stands for something
-always stands out-
especially with the

90% of millennials (forbes)

who would happily switch brands
and support one associated with

MAKING THEIR WORLD A BETTER PLACE

EXPERIENCE THE JOY

#LoveWins10 #LoveME10 #JustMarried10

JUSTMARRIED PROJECT REACH

CORE AUDIENCE:

- **24M** LGBTQ+ Adults Live in the US
- **237M** Americans Support Marriage Equality
- **10.5%** of Millennials identify as LGBTQ+
- **20.8%** GenZ (Gallup 2022)
- Same-sex married couples median income **11%** higher than opposite-sex married couples

POTENTIAL IMPRESSIONS:

- **30M** Docuseries - Exclusive Release + Streaming:
- **12M** Premiere + Fashion Show - Event, Streaming + Media
- **6M** Behind the Scenes + Custom Content:
- **8M** Podcast
- **3M** Book Launch and Sales
- **30M** JustMarried “16 months of Love” Promo Campaign



justmarried.us

For questions about Participation or
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A **GoodDoxie** Studios
Production

