

“**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

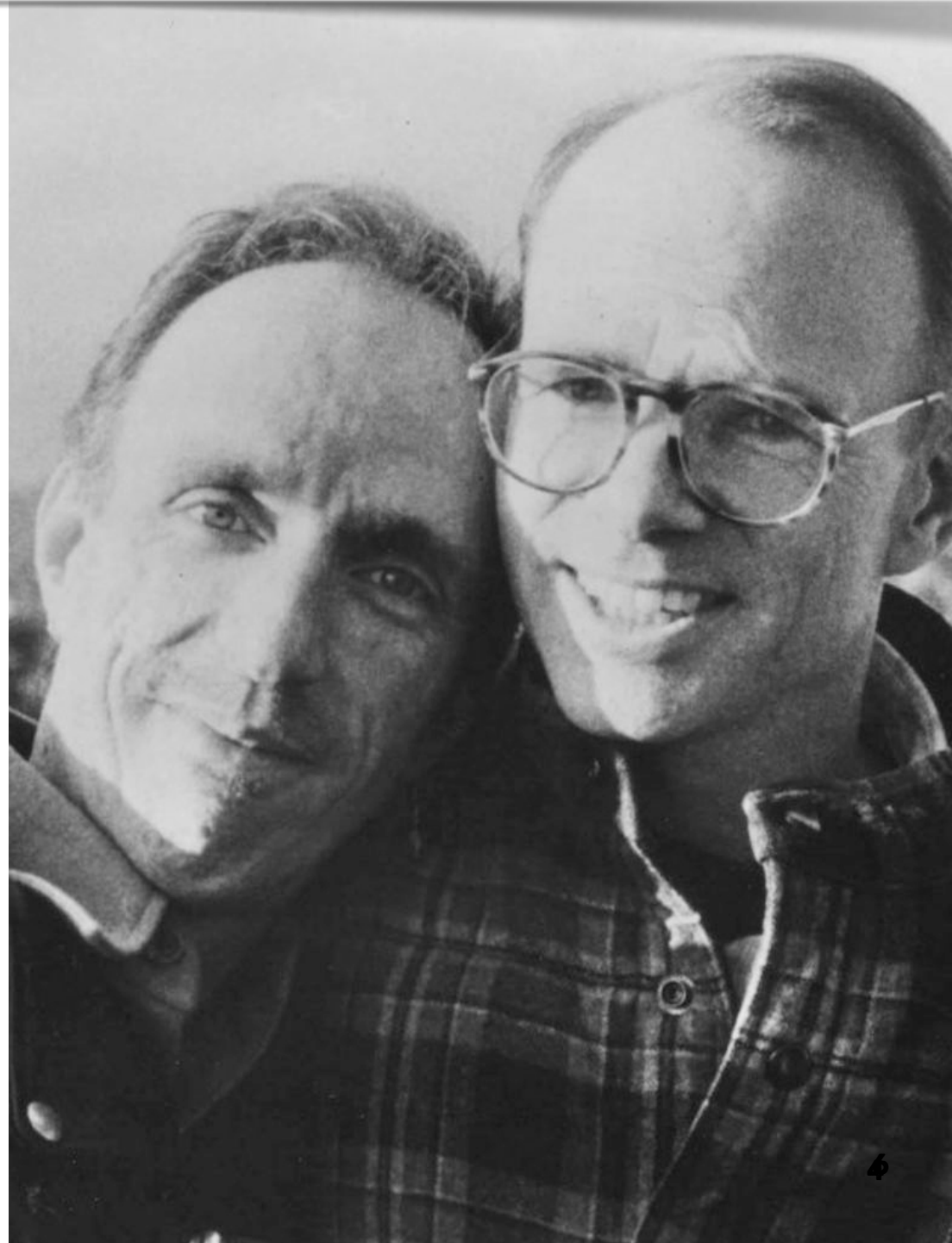
**2024** might be one of the most important elections in US history, **determining our future freedoms.**

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



Become the **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.



just  
married

## The PODCAST

subscribe:

[Apple Podcasts](#) | [RadioPublic](#) | [Via Stitcher](#)



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 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 LaRenta, 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](http://justmarried.us)

For questions about Participation or  
Sponsorship of our project, please  
contact one of the team :

Lynn Mueting  
Executive Creative Producer  
[Lynn@JustMarried.Us](mailto:Lynn@JustMarried.Us)

Jason Dorn  
Executive Producer  
[Jason@JustMarried.Us](mailto:Jason@JustMarried.Us)

Jim Obergefell  
Producer  
[Jim@JustMarried.Us](mailto:Jim@JustMarried.Us)

Frankie Frankeny  
Creator/Director  
[FF@JustMarried.Us](mailto:FF@JustMarried.Us)

A **GoodDoxie** Studios  
Production

