

# CHEERFUL EARFUL

est 2022.

Festival & Awards

UK · US · AUS



# A LIVE PODCAST MOVEMENT WITH A YEAR-ROUND CULTURAL FOOTPRINT



Proper podcast awards celebrating the funniest creators and shows



A global festival of funny podcasts taking over stages in Australia, US and UK



# PROVEN, GROWING, AND GLOBALLY RELEVANT

- 7,500+ attendees across 3 continents
- 60+ podcasts performing annually
- 2 million organic social reach in 2 weeks
- A melting pot of household name creators, indie juggernauts and first timers, all sharing the same stage

# PROPER PARTNERSHIPS

“I really like this effort to connect tools and platforms with podcasters, really useful for everyone involved!”



## TRUSTED BY

podomedy®  
PODCAST COMEDY NETWORK

EarBuds  
Podcast Collective

PodLife.  
Events

PODSHOP

adelicious

auphonic

RIVERSIDE

mowpod

SM



THIS PARANORMAL LIFE



# HOW PODCASTERS CONNECT, COLLABORATE, AND RETURN

## Before

- Shows, creators, and industry engage ahead of the awards & festival
- Podcasts, socials, and word-of-mouth build anticipation

## During

- 2.5–3 hours average dwell time in shared spaces
- Performances, hangouts, and informal peer exchange

## After

- Ongoing collaboration, referrals, and repeat participation
- Content and relationships that continue beyond the events



This is why Cheerful Earful partnerships continue working after the lights go down.



# THE GOLDEN LOBES

The awards night creators actually want to attend.

The Golden Lobes celebrate comedy podcasts without industry stiffness – led by creators, shaped by the community, and taken seriously because of who shows up.

For audio companies, this means:

- High-density creator presence
- Trust and goodwill with podcasters
- Association with craft, creativity, and peer recognition across 17 categories

90%

recall of the  
Headline  
Sponsor

60%

would proactively  
seek out partners  
to work with

## FRANK SKINNER

“The Golden Lobes was a fun night out: none of the cheesy nonsense of more established awards nor nowhere near as long. It was just a bunch of very funny people saying very funny things. British comedy podcasts seem to be in a great state.”





# HOW PARTNERS SHOW UP ACROSS THE FESTIVAL & AWARDS

**Category  
Sponsorships**



**Festival Show & Space  
Takeovers**

**Awards Night Moments &  
Skits**

**Bursaries &  
Creator Support**

**Takeovers &  
Afterparties**

**Official Muff  
Partner**

**PODSHOP**

“ One of the only sponsorships that have actually made sense to us & been good for the value ”



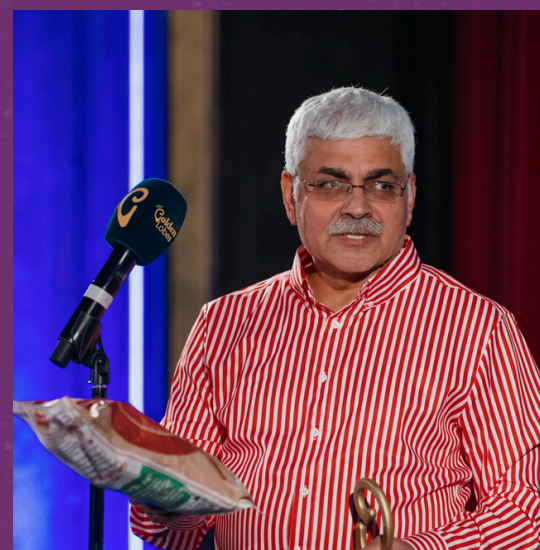
# THE CHEERFUL COMMUNITY

## A YEAR ROUND CELEBRATION OF FUNNY PODCASTS

Cheerful Earful and The Golden Lobes aren't just two events — together they're the comedy podcast calendar. One is the stage, the other the spotlight, and between them they create a year-round ecosystem where creators, fans, and industry collide.

For partners, that means you're not backing a single night or a single festival — you're plugged into a global community that stretches from Melbourne to New York to London, and lives on across socials, podcasts, and press long after the curtains close.

When you join us, you don't just get visibility. You get connection, recall, and credibility with the people shaping the future of comedy podcasting.



Interested? [ohmy@giddyauntcomedy.com](mailto:ohmy@giddyauntcomedy.com)



# DATA APPENDIX — CHEERFUL EARFUL AUDIENCE INSIGHTS (2025)

## AGE PROFILE

- 25–34: ~32%
- 35–44: ~32%
- 45–54: ~18%
- 18–24: ~8%
- 55+: ~11%

## GENDER SPLIT

Female: ~43%  
Male: ~54%  
Non-binary: ~3%

## ECONOMIC PROFILE

- ~63% report £50k+ household income
- Majority spent £20–£50+ on food, drink, merch
- Many travelled specifically to attend

## PODCAST & MEDIA BEHAVIOUR

- Deeply embedded podcast listeners
- 90% listen to podcasts weekly or more
- Many listen daily or several times per week
- Comedy is the dominant genre, alongside:
  - Culture
  - News & current affairs
  - Business / tech

## BRAND VALUES & EXPECTATIONS

Top values when choosing brands:

- Community impact
- Humour & creativity
- Sustainability
- Diversity
- Fair pricing and quality

## PRODUCT & CATEGORY FIT

Most frequently purchased categories:

- Food & drink
- Entertainment & media
- Tech & gadgets
- Lifestyle & fashion
- Health & wellness

## SPONSOR ACTIVATION PREFERENCES

Audiences respond best to:

- Product sampling
- Thoughtful, useful merch
- Photo moments
- Social or afterparty experiences

## BRAND DISCOVERY & INFLUENCE

- Top discovery channels:
  - Podcasts
  - Social media
  - Friends and family recommendations
  - Events and live experiences

**15,000 VISITS**  
TO FESTIVAL PROGRAMME

**20,000 WEBSITE VISITS**  
TO FESTIVAL PROGRAMME

PARTNER LOGOS SERVED TO  
**OVER 10,000 MAILBOXES**