

THE STORYTELLER SQUAD



[@storysquadcast](#) | thestorytellersquad@gmail.com | www.thestorytellersquad.com

THE STORYTELLER SQUAD

An Actual Play Podcast

The Storyteller Squad is an award winning, queer-led, and deeply heartfelt actual play series that presents high fantasy adventures against the backdrop of a modern setting infused with cozy lofi vibes. Our unique blend of dramatic action and wholesome slice-of-life storytelling is apt to make you smile, gasp, reel in wonder, and cry tears of every kind.

Join our ensemble cast as we weave themes of queer relationships and community into our story about the joys and perils of magic, friendly and flirty cryptids, and rising above challenges with the support of found family. Episodes are edited to an easy listening length and include cinematic scoring & immersive sound design.

Our world is full of wonders, so let's... have an adventure~!

Available on these and other podcast platforms



Meet the Cast



Natalie
Creative Director
Producer / Editor
@nataliefuinha



Brittany
Events Manager
Merchandise Coordinator
@blueelectrabrittany



Mel
Social Media Manager
Lead Designer
@itsmelloette



Ade
IT Support
Wellness Officer
@mrgiftgiver



Ders
Event Team Lead
Finance Officer
@andersthepirate

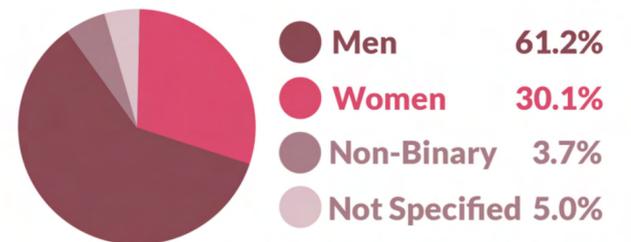


Emory
Official Artist
@emorykj_art

Audience & Impressions

70K	105	30K	1.6K	4.9
Total Downloads	Episodes & Counting	Unique Listeners	Mailing List Subscribers	Average Rating

Demographics



72%	United States	82.6%
Ages 18-34	Canada	3.0%
	United Kingdom	2.7%
	Australia	1.3%
	Germany	1.2%

45%
Spotify

25%
Apple Podcasts

5%
Pocket Casts

1240	875	525	431

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Accolades & Awards



Best Game Master of an Actual Play Podcast

Outstanding Fantasy Actual Play Podcast

Best Setting Description in an Actual Play Podcast

Merchandise

Enamel Pins
Plush Toys
Playmats
Stickers
Postcards
Art Prints
Candles

\$80K+

Total Revenue Year 1

Convention Presence



537,000+ Attendee Impressions

Over half a million people attended the events we exhibited at in 2025. The impact of our unique display on each show floor was impossible to ignore. From stunned attendee declarations of "This is the best booth at the show!" to quieter but sincere compliments from our peers and colleagues, we bring a special energy and genuine passion to any convention we attend.

Exhibitor Booth Setup



Our convention booth has been praised for its immersive and cozy atmosphere, which we achieve even in the busiest of exhibitor halls. Within 10x20 square feet we create an entire forest setting for attendees to sit and listen to clips from our show, and display our extensive catalog of collectible accessories and artwork.



What are People Saying?

Testimonials from Industry Pros



“The love and care that your players have, not just for each other as people and friends, but for the world you’ve built together, is such a joy to be a part of and to witness in real time at the table.”
- Jeremy Cobb, *Three Black Halflings*



“Natalie is such an amazing storyteller, I feel so honored to have been a part of this game and this story arc.” - Anna Prosser, *Stones Throw RPG, Acquisitions Incorporated, Cantrip Brand*



“The Storyteller Squad’s production level never ceases to amaze me. I have never seen a show that has so much coverage for every aspect of *everything*.” - Diana Fay, *Diana of the Rose*



“Natalie is my 2nd favorite Game Master I’ve ever played with. Of course, Monty [the other Dungeon Dude] has the 1st slot, so it’s hard to beat that.” - Kelly McLaughlin, *The Dungeon Dudes*



“Natalie is one of the hardest working producers in the [actual play] space.” Em Carlson, *BlackwaterDND, Godkiller: Balance*

Listener Reviews

“It’s funny, it’s scary, it’s exciting, it’s touching. [...] I’m only a few episodes in and I’m emotionally invested in these characters to a degree no other TTRPG show has grabbed me.”

“Magical, funny, constantly interesting, and extremely wholesome! Definitely give this podcast a listen.”

“This is my new favorite podcast to listen to at the end of the day and escape into a world of monsters and magic. The storytelling is incredible, the characters are amazing. I was invested after the first episode!”

It’s such a great story! Love the setting and all of the different characters, [...] I haven’t heard a story in a setting like this before and it’s so refreshing. [...] You can really tell a lot of love and care went into this project! Highly recommend!”

“One moment I found this podcast on an obscure subreddit, and then, four episodes in I realized it was three in the morning. And I have absolutely no regrets. The story is familiar yet refreshing, and heartwrenching yet wholesome. And the dynamics between both players and their characters is just a joy to listen to.”

Thank you, Adventurers~!

How to Support Our Work

Sponsorship Options

When we seek sponsorship, we focus on securing enough funding to cover our post-production costs and paying our talent for their involvement. We appreciate any group with the means and desire to support independent media who are willing to pay the rates set out below, which help us to maintain ethical and competitive reimbursement rates for our cast, guests, editing team and staff.

We are also actively seeking partnerships which can offer us assistance with audience growth and exposure. We are fortunate to have found success with our other methods of revenue generation via our merchandise and e-commerce, but we would, ironically, benefit a great deal from signal boosts, mutual promotion, or dedicated endorsement marketing from those with established platforms whose creative vision and values aligns with ours and would appeal in some manner to our target demographic.

Basic Ad Read \$50

- 60-90 second permanent ad read by a cast member placed during the episode midreel.
- Inclusion in the episode's description with appropriate CTA links.
- Dedicated social post on all TSS social channels directing towards sponsor's socials, website, active crowd-funding campaign, or whatever else the sponsor wishes to highlight at time of episode release.

Guest Episode \$400

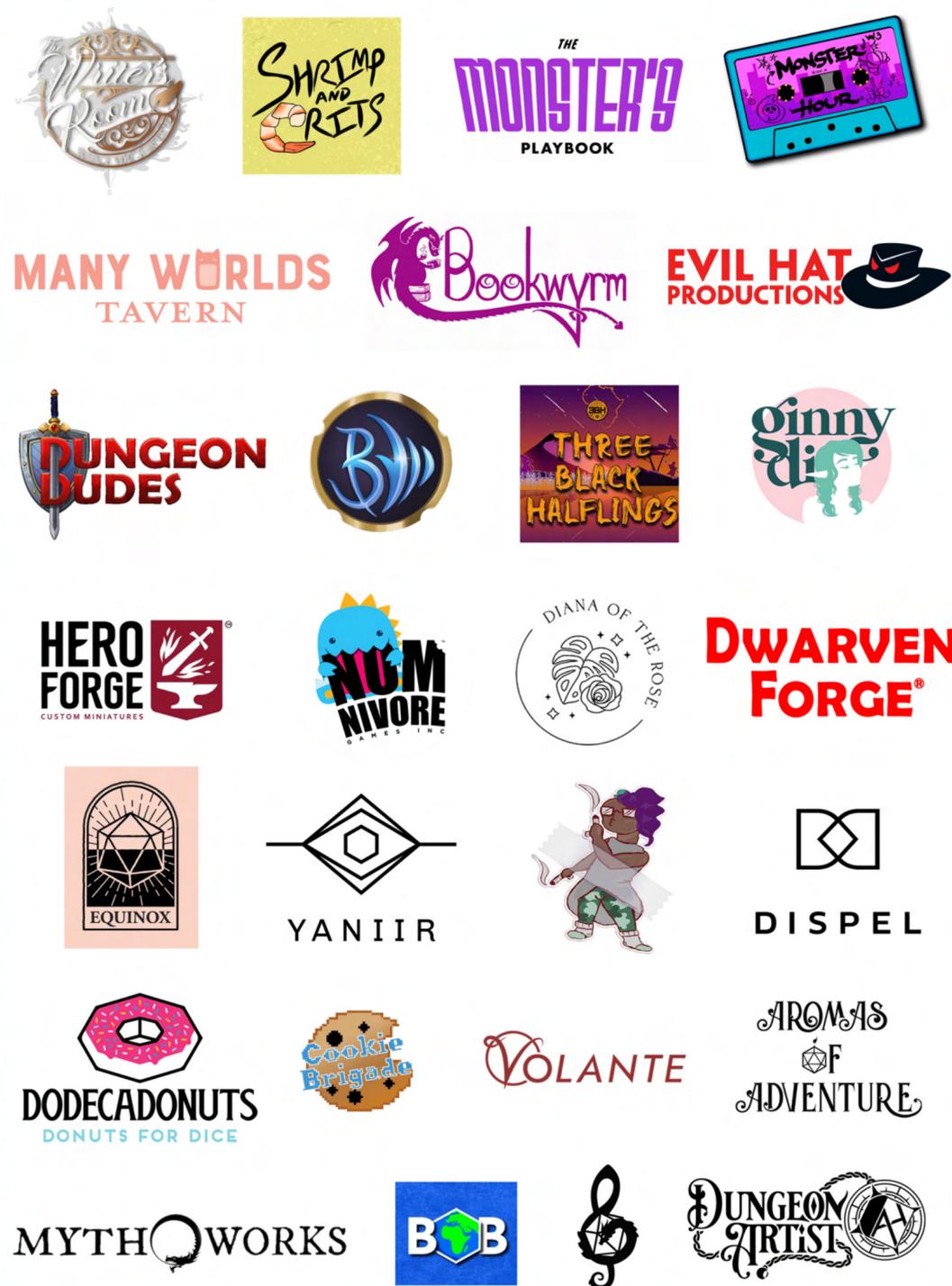
- Includes everything from the **Basic Ad Read**, and also -
- Dedicated social post from each **guest cast** member on their social channels directing towards sponsor's socials, website, active crowd-funding campaign, or whatever else the sponsor wishes to highlight at time of episode release.
- Covers our costs for paying our guest talent and editors at our current rates.

Guest Series \$800 - 1600

- Includes everything from the **Basic Ad Read** and **Guest Episode** levels, and applies those rates to the full production of 4 episodes as part of our ongoing guest showcase series - The Expanded Universe.
- Price Range reflects our willingness to assign up to **2 sponsors** to each guest series, allowing multiple sponsors to split the investment cost, while maintaining the same scale our previous guest series have enjoyed.

For more info reach out to - contact@thestorytellersquad.com

Partnerships & Collaborations



Guesting Opportunities

Let's... Have an Adventure~!

At TSS, we love including guest characters. We've brought in over 25 guest players in the third season of our main campaign to add new voices and more depth to the world of our story. If you're a voice actor, performer, or podcaster with experience or an interest in the world of actual play, reach out! We love meeting creators and inviting more people to fall in love with the world and characters of our story.

What to Expect / What We Provide Our Guests -

- We utilize **Safety Tools** prior to and during sessions, such as Lines & Veils, the X-Card system, and any other tools a player might request be implemented.
- Our **Lore Packet** is designed to help inspire and integrate guests' character concepts more seamlessly into the existing world-building of our series.
- The rulebook PDF for *Monster of the Week*, the TTRPG system our game utilizes, and all available supplemental materials like fillable character sheets, reference pages, and optional rules variants.
- A **Session 0** scheduled ahead of recording to handle introductions, work out character and narrative connections, and establish expectations for the tone and goal of each story arc.
- Our production is **pre-recorded**, so feel free to take lines of dialogue or description again during the recording session. Also as part of our post-production process, Natalie will schedule an **ADR session** with each cast member to get pickup lines when needed to tighten up pacing, clarify exposition, or get clean takes of audio when an errant background noise can't be scrubbed out of the original audio.

Technical Requirements -

- A podcast quality microphone and pop filter
- A recording environment free of egregious environmental ambient sound. ex.) Please keep pets out of your recording space, phones silenced, and AC/heating systems quiet, etc.
- Familiarity with a DAW software like Audacity, Adobe Audition, Reaper, or Logic Pro, etc.
- Local Recording capability using these settings -
 - 48000hz
 - 32 bit float
 - Mono
 - .wav file type

Join the Expanded Universe

Our Expanded Universe series offers guests a chance to enter the world of TSS for a stand-alone one-shot session. These special bonus episodes, usually produced 4 at a time, allow us and the audience to explore areas of our world that the adventures of our main campaign haven't touched on or spotlighted in great detail. These are also the episodes we are most able to seek out sponsorship for, which allows us to thank our ExU guests with some compensation for their participation.



Guests who work on these mini-series episodes join us in promoting our sponsor and the sponsor's products with a dedicated social post on their individual social media. We select our guests for the series prior to choosing the sponsor, and ensure that every guest approves of working with the sponsor selected. Using this strategy, our small independent production has been able to work with creators from across the TTRPG industry, & create award-winning episodes with extraordinary talent.

TSS Guest Appearances & Interviews

We would love to join you at your tables too! Each member of our core cast has over 5 years experience with actual play and ttrpg storytelling production. We would love to bring our skills with character portrayal and improvised narrative to your games.

For interview and talk-style podcasts centered around games and the collective TTRPG space, we know that bringing a cast of 6 on board is often a daunting ask, especially for teams more used to 2 or 3 voicers per discussion. We're more than happy to send our most qualified and the best representative from our team to cover a particular topic or speaking point. And in the event our full group is invited, you'll enjoy the benefit of our open and authentic group chemistry when it comes to discussing the things about this work and this industry that we love the most.

More Ways to Collaborate

Live Panels and Events



We organize presentations and panel discussions at the various events we attend, and are always looking for speakers to invite into those discussions. When our panel lineup for the year is decided, we send out an interest form for our speaker contacts to select which topics and performances they'd like to participate in.

We are also seeking staff for our convention booth throughout the year. Joining our Event Staff you will learn so much about the process of exhibiting and enjoy the benefits of traveling with our team to some of the largest gaming and pop culture events in the country.

If you are interested in being contacted by our team for either of these areas of our work, please reach out via messages, email, or let us know in person next time we see you!

Thank You!

Thank you for taking the time looking over our media kit. We hope what you've seen excites and encourages you to work with our team or support all the hard work that we pour our hearts into.

In the current political climate and economic state of the world, we believe that stories and art are some of the most important and vital forms of expression and commitment to our values.

We are storytellers, and through our series we chase that most basic of human joys - sharing a good story with open-hearted friends and those willing to listen.

If you decide to join us and uplift our creative process, then you need only remember this, Adventurers.

The world is full of wonders, so let's... have an adventure~!

