



REAL STORIES, HARD TRUTHS, AND HOPE.

MISSION

The Ask a NICU Mama Podcast exists to create a supportive space for NICU families to share their stories, find connection, and discover hope. Through honest and empowering conversations, we amplify the voices of NICU parents and advocates, shed light on life beyond the NICU, and remind families they are never alone.

SPONSORSHIP PROPOSAL

ABOUT THE PODCAST

The Ask a NICU Mama Podcast creates a safe, honest space for families navigating life in and beyond the NICU.



38 COUNTRIES

3,200+ TOTAL STREAMS



84 EPISODES RELEASED



HOSTED BY
ASHLEY O'NEIL

SPONSORSHIP OPPORTUNITIES

COMMUNITY SUPPORTOR

\$125 per episode

TIER 1: EPISODE SPONSOR

\$275 per episode

TIER 2: MISSION PARTNER

\$2,500 per season/28 episodes

TIER 3: EXCLUSIVE PARTNER

\$5,000 per season/28 episodes

CUSTOM PARTNERSHIPS

Build something mission-aligned and uniquely yours

WHY

Your sponsorship amplifies NICU and bereaved family voices, supports education for parents and providers, and fuels healing through shared stories—changing how families experience life during and after the NICU.

PRIMARY LISTENERS

- NICU & bereaved parents
- Families raising children with complex medical needs
- NICU staff & healthcare professionals

AUDIENCE

INSIGHTS

- Female: 62.5%
- Male: 22.9%
- Not specified: 14.6%
- Strong engagement on Instagram & Spotify
- Global reach, strongest presence in the U.S., Canada, & U.K.

CONNECT



ASHLEY O'NEIL
FOUNDER & HOST

Ask A NICU Mama

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[@askanicumamapodcast2024](https://www.instagram.com/askanicumamapodcast2024)

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LISTENER LOVE



"Ashley, I just want to thank you because nearly five years ago, I did not have this space at all. There was no support because we were in the middle of the pandemic. There was nothing. So I'm grateful that you have this space — it's a safe space and it's a space for NICU moms to feel safe and to tell their stories."