

VEYLIN PARTNERSHIP PACK

Four ways to partner with Veylin

Podcast sponsorship • Employee wellbeing workshops • the Veylin platform • event partnerships

About Veylin

Veylin is a corporate wellbeing platform built for high-achieving professionals who are quietly overwhelmed, the people holding it all together on the outside while struggling underneath. Founded by Hafsa, Veylin brings together a wellbeing platform, live and virtual workshops, and a growing media presence (including the SBS podcast) to help individuals and organisations build genuine, sustainable resilience.

This pack sets out four distinct ways to partner with Veylin as a podcast sponsor, a workshop partner, a platform partner, or an event partner. Each can stand alone or be combined into a broader partnership across Hafsa's growing ecosystem.

Four Ways to Partner

	Podcast Sponsorship	Wellbeing Workshops	Veylin Platform	Event Partnerships
Best for	Brand visibility & audience reach	Direct staff engagement	Ongoing digital presence	In-person networking
Format	Audio & video episodes	Live or virtual sessions	App	Networking events
Commitment	Per episode / season	Per workshop / retainer	Annual partnership	Per event / annual

Packages can be taken individually or combined — see each section for detail.

1. Podcast Sponsorship — SBS: Share Business Stories

SBS — Share Business Stories is a podcast hosted by Hafsa, created to give business owners, founders and leaders across Berkshire and the wider UK a platform to share the real stories behind their work: the challenges, the turning points, and the lessons that don't usually make it into a press release.

Each episode is an honest, conversational sit-down with a business guest, recorded to a professional standard and shared across podcast platforms and social media. As a new show, SBS is being built from the ground up alongside the local business community it celebrates, through networking and word-of-mouth introductions rather than cold outreach.

Each full episode is published on YouTube, Spotify, Substack and Apple Podcasts, with shorter reels cut for Instagram and Facebook giving sponsors reach across both long-form and short-form audiences.

Why Sponsor SBS

- Reach an engaged audience of business owners, decision-makers and professionals
- Associate your brand with authentic, values-led business storytelling
- Get in front of the local Berkshire business network early, before sponsorship spots become competitive
- Flexible, low-cost entry point compared to traditional advertising
- Content that can be repurposed across your own channels (clips, quotes, guest features)

What a Podcast Sponsor Receives

- Sponsor mention in each episode

- Logo on episode artwork
- Full episode published on YouTube, Spotify, Substack and Apple Podcasts
- Website listing
- Social media promotion via Instagram and Facebook reels
- YouTube description
- Podcast clips tagged with their business

Sponsorship Tiers

As SBS is a new show, the tiers below start at £300 per episode — the minimum rate covering production costs. Pricing will be reviewed as listenership grows, but every sponsor who comes on board at this stage will be offered the same rate for the full duration of their initial agreement.

	Community Supporter	Story Partner	Founding Sponsor
Investment	£300 / episode	£500 / episode or £1,800 / 4-episode block	£3,200 / 8-episode season (≈ £400 / episode)
Verbal shout-out on episode	✓	✓	✓
Logo on episode show notes	✓	✓	✓
Social media mention (per episode)	1 post	2 posts	Full campaign
Dedicated mid-episode mention	—	✓	✓
Logo on SBS cover art / promo material	—	✓	✓
Guest or co-branding opportunity	—	—	✓
"Founding Sponsor" recognition across season	—	—	✓
First right of renewal at current rate	—	✓	✓

£300 per episode is the minimum sponsorship rate, reflecting production costs. Rates are shown ex. VAT where applicable. Bespoke packages, one-off episode sponsorship, and in-kind/partnership arrangements can also be discussed.

2. Employee Wellbeing Workshops

Veylin runs live and virtual wellbeing workshops for organisations, designed for high-achieving teams who look fine on paper but are carrying more than they show. Sessions are practical rather than theoretical, giving attendees tools they can use immediately, not just another slide deck on 'wellbeing'.

Workshops can be delivered as a single session, a short series, or an ongoing programme, and are tailored to the organisation's team, sector and goals.

Why Partner on Workshops

- Give your team practical, evidence-informed tools for managing pressure and avoiding burnout
- Position your organisation as genuinely investing in staff wellbeing, not just paying lip service to it
- Sessions tailored to your team, delivered in person or virtually
- Opportunity for ongoing partnership, a termly or annual programme rather than a one-off
- Co-branded materials and joint promotion where relevant

What a Workshop Partner Receives

- A bespoke workshop or workshop series for your team
- Recognition as a wellbeing partner in your internal comms

- Co-branded resources where relevant
- Feedback summary following each session
- Priority booking for future sessions and preferential rates for repeat/ongoing bookings

Workshop pricing depends on group size, format (in-person/virtual) and session count — get in touch for a tailored quote.

3. The Veylin Platform

The Veylin platform gives individuals tools to build genuine, sustainable resilience support that fits around a demanding career rather than asking someone to overhaul their life to access it. Organisations can offer Veylin to their people as part of a wider wellbeing offering, and businesses can partner with Veylin directly as it grows.

Why Partner on the Platform

- Be part of a growing wellbeing platform from an early, founding stage
- Visibility to organisations and individuals using Veylin
- Association with a genuine, values-led approach to workplace wellbeing
- Opportunities to shape early product and content direction as a founding partner

What a Platform Partner Receives

- Featured as a Business Partner on the Veylin website
- Logo and company profile on a dedicated Partners page
- Visibility to organisations using the platform
- Opportunities to contribute educational content (where appropriate)
- Potential collaboration on wellbeing initiatives

4. Event Partnerships — Let's Grow Together

Alongside the podcast, workshops and platform, Hafsa runs and attends networking events connecting business owners and professionals across Berkshire. Event partnership is a lower-commitment way to get visibility with this same community, on its own or alongside another partnership option.

Why Partner on Events

- Reach the same engaged, local business audience as SBS and Veylin, in person
- Low-cost, flexible way to build relationships with founders and decision-makers
- Natural pairing with a podcast, workshop or platform partnership

What an Event Partner Receives

- Recognition at networking events
- Opportunity to attend and network
- Promotional materials displayed at events
- Introductions to attendees where appropriate

Across Every Partnership

Whichever option (or combination) you choose, every partner also gets ongoing visibility through Hafsa's own personal brand and channels as she builds Veylin and SBS:

- LinkedIn mentions
- Instagram content
- Behind-the-scenes features
- Newsletter mentions

- Ongoing association with the journey as the businesses grow

What Happens Next

Veylin and SBS are being introduced to businesses through Hafsa's existing networking circles and referral partners, so this pack is being shared personally rather than as a mass mailer. If any of the options above are of interest individually or combined, get in touch directly using the details below to talk through how a partnership could work for your business.

Get in Touch

Every partnership starts with a short conversation to make sure the fit is right for both sides. Get in touch directly with Hafsa to talk it through:

Email: hafsaadeel@zaynsolutions.com

Phone: 07412 846064

Thank you for considering a partnership with Veylin.