BRAND PARTNERSHIPS

BE PART OF THE ARGUMENT.

Host-led YouTube integrations, multi-video campaigns and longer-term partnerships with The World Cup Of.



32 CONTENDERS. ONE WINNER. ENDLESS ARGUMENTS.

A comedy entertainment show that turns the things people care about into a World Cup. Football, food, nostalgia and everyday life become a tournament: 32 contenders, strong opinions and one eventual winner.

Featuring Crazy Ginger Cabbie and Alright Fans. Created and produced at The Factory London, with Stuart Bluman as Executive Producer.

The opportunity is to give a brand a natural role in a conversation people already want to have. A recurring presence can carry the launch story into subsequent episodes and clips.

THE SHOW AND ITS CHANNELS

EVERYTHING HAS A WINNER.

THE WORLD CUP OF

The signature tournament. A subject becomes 32 contenders, group stages, knockouts and a champion.

TOP 40

Rankings, cultural observations and opinions with plenty of room for short-form moments.

THE UNOFFICIAL GUIDE

Conversational comedy around familiar subjects, from friendship to everyday life.

THE SIT-DOWN

Longer conversations and guest-led storytelling within the WCO world.

WATCH. LISTEN. JOIN IN.

YouTube
Video episodes and clips

Instagram
Short-form discovery and conversation

TikTok
Short-form discovery and sharing

Spotify
Podcast listening and subscriptions

Patreon
Full tournaments, extra shows and community

Apple Podcasts
Podcast listening



MADE AT THE FACTORY LONDON.

Filmed at The Factory London in East London. Studio production brings the conversation, the on-set product and the finished video together in one place.

AUDIENCE AND REACH

THE CONVERSATION TRAVELS.

Platform results. Reporting windows shown. Updated 15 October 2026.

TIKTOK / 365 DAYS

9M

post views

9M, as rounded by TikTok

14 October 2025 to 13 October 2026

Likes
573.5K

Shares
188K

Profile views
165.9K

Comments
5.2K

Source: TikTok Analytics screenshot supplied on 15 October 2026. Platform-rounded figures.

INSTAGRAM INSIGHTS / 90 DAYS

4.77M

all-content views

4,767,751 recorded views

17 July to 14 October 2026

Viewers
955,277

Net followers
+2,241

365-DAY EQUIVALENT / ESTIMATE

19.34M

4,767,751 views × 365 ÷ 90

A 365-day equivalent at the observed 90-day pace. This is an estimate, not measured annual views or a forecast.

Source: Instagram Insights screenshot supplied on 15 October 2026. The content breakdown includes a Facebook category; the graph is Instagram-only. Figures are reproduced as reported.

Reporting windows are shown for each platform. Views are not unique people and are not added into a combined audience total. Headline figures are rounded; Instagram annualisation is identified separately as an estimate.

WCO is a UK-produced, English-language show. Current audience geography, age and gender splits and average views on recent full YouTube episodes should be confirmed against channel analytics when planning a campaign. These breakdowns are not included in this edition.

YOUTUBE PERFORMANCE

YOUTUBE, IN DETAIL.

Last 365 days / Supplied 15 October 2026

Views
234,550

Watch time
19,610 HOURS

Subscribers gained (net)
+1,488

Impressions
1,153,551

Impressions CTR
5.03%

Likes
2,066

Comments
246

Shares
827

Subscriber growth is the net change during the period, not the current subscriber count. These channel totals do not establish average views per sponsored episode.

ONE EXISTING EPISODE / From £500 + VAT

A NATURAL PLACE IN THE SHOW.

A 60-90 second host-led integration in one YouTube episode.

Creative, host delivery, a clear call to action and a 30-day performance report. Full scope and licensing on the following pages.

WCO is a UK-produced, English-language show. Current audience geography, age and gender splits and average views on recent full YouTube episodes should be confirmed against channel analytics when planning a campaign. These breakdowns are not included in this edition.

MOMENTS PEOPLE PASS ON

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Six selected examples from analytics supplied on 15 October 2026. These are individual post results, not averages or campaign forecasts. Collaboration and Facebook crossposting are identified per card. Reposts are distinct from shares. Do not add these results to channel totals or treat them as a combined unique audience.

INSTAGRAM REEL / SNAPSHOT: 15 October 2026

1.59M

1,590,334 views

Top 40 Acts of Geezerbird

Accounts reached	Follows	Share rate
1,134,057	2,271	7.3%

70K likes · 630 comments · 1.3K reposts · 9.9K saves · 33s average watch time

Crossposted to Facebook. Collaboration with Alright Fans and Crazy Ginger Cabbie. Views are reproduced from Reel Insights.

TIKTOK / SNAPSHOT: 14 October 2026

1.4M

Platform-rounded video views

Published 20 March 2026

Top 40 Acts of Straightness

Likes	Shares	New followers
130K	45K	2K

331 comments · 12K saves · 23.1s average watch time · 21.67% watched in full

Cumulative TikTok results. Metrics updated 14 October 2026; screenshot captured 15 October.

INSTAGRAM REEL / SNAPSHOT: 15 October 2026

971.9K

971,894 views

The “20 years” clip

Accounts reached	Follows	Share rate
692,108	1,025	9.7%

22.4K likes · 640 comments · 442 reposts · 2.3K saves · 21s average watch time

A collaborative Reel with Alright Fans and Crazy Ginger Cabbie. Snapshot captured 15 October 2026.

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Six selected examples from analytics supplied on 15 October 2026. These are individual post results, not averages or campaign forecasts. Collaboration and Facebook crossposting are identified per card. Reposts are distinct from shares. Do not add these results to channel totals or treat them as a combined unique audience.

INSTAGRAM REEL / SNAPSHOT: 15 October 2026

832.9K

832,852 views

Another Top 40 Your Birds

Viewers	Follows	Share rate
242,133	566	7.0%

44K likes · 408 comments · 948 reposts · 5.6K saves · 29s average watch time

Crossposted to Facebook. Collaboration with Alright Fans and three other accounts.

INSTAGRAM REEL / SNAPSHOT: 15 October 2026

831.5K

831,542 views

Another Top 40 Acts of Geezerbird

Accounts reached	Follows	Share rate
606,733	708	6.9%

39.5K likes · 516 comments · 757 reposts · 5.2K saves · 32s average watch time

Crossposted to Facebook. Collaboration with Alright Fans and three others. Views are reproduced from Reel Insights.

TIKTOK / SNAPSHOT: 14 October 2026

400.6K

Platform-rounded video views

Published 21 July 2026

Your Bird: the July clip

Likes	Shares	New followers
35K	14K	559

255 comments · 4,011 saves · 25.0s average watch time · 3.53% watched in full

Cumulative TikTok results from a July post. Metrics updated 14 October; screenshot captured 15 October 2026.

FORMATS AND PRICING

A NATURAL PLACE FOR YOUR BRAND.

01 / One existing episode

YOUTUBE INTEGRATION

A 60-90 second host-led integration in one YouTube episode.

- Creative development and one script approval round
- Brand call to action and video description link
- One performance report after 30 days
- Social clips and a dedicated brand episode priced separately

From £500 + VAT

02 / One dedicated episode

BESPOKE BRANDED EPISODE

A full World Cup Of episode built around an agreed brand-relevant theme.

- Opening and closing presenting credits; on-set branding
- Six edited short-form clips from the episode
- Each clip posted to WCO Instagram and TikTok
- Product selection and any supplied items agreed in advance

From £2,500 + VAT

03 / One bespoke + two existing episodes

THREE-EPISODE PARTNER

One bespoke episode, with presenting presence across three episodes.

- All bespoke episode deliverables, including six clips total
- Opening and closing credits in two additional episodes
- On-set brand presence and description links in all three
- Additional episodes include credits, not 60-90 second integrations

From £3,500 + VAT

04 / One bespoke + four existing episodes

FIVE-EPISODE PARTNER

A longer presenting run with ten social clips across the campaign.

- One bespoke episode with six edited clips
- Credits and brand presence in four additional episodes
- One extra clip from each additional episode: ten clips total
- Each clip posted to WCO Instagram and TikTok

From £5,000 + VAT

Starting fees are in GBP, exclude VAT and cover the stated scope. Final quotes confirm the topic, talent, production requirements, episode dates and payment terms. The six-month package totals £4,500 + VAT for the initial term. Bespoke episodes and additional deliverables are quoted separately where not listed.

Each clip means one edited asset; posting it to Instagram and TikTok does not count as two clips. Presenting credits in additional episodes are short opening and closing acknowledgements, not full integrations. No audience, views, clicks or sales are guaranteed.

SIX MONTHS AND BEYOND

KEEP THE CONVERSATION GOING.

FROM £750 + VAT / MONTH

Initial six-month commitment: £4,500 + VAT. A bespoke branded episode is quoted separately.

- One 60-90 second YouTube integration each month
- Two social clips per month, each posted to WCO Instagram and TikTok
- Monthly content plan and performance report
- Renewal discussion in month five; £4,500 + VAT initial term

90-day organic usage

Included clips and supplied integration extracts may be reposted organically on the brand's own social channels for 90 days from delivery. Paid advertising, boosting, creator-account advertising, extended use and third-party distribution require a separate licence and fee.

Presenter promotion is optional

Posts on presenters' personal channels are quoted separately, with talent, post count, platforms and dates confirmed in writing. Historic collaborations do not promise future presenter distribution.

Clear creative and delivery scope

One script approval round is included. Clip quantities and publication platforms are fixed as listed. Product supply, extra revisions, additional filming, bespoke licensing and category exclusivity are scoped separately.

Renewal by agreement

Longer partnerships have a renewal discussion before the term ends. Renewal, future episode priority and any exclusivity require a new written agreement; no first-refusal right is included.

DON'T LET YOUR BRAND SIT OUT THE CONVERSATION.

Send your target market, launch dates, preferred format, expected frequency and budget range. We will shape a relevant proposal.

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The World Cup Of

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The Factory London