

SPONSORSHIP OPPORTUNITIES  
WITH THE LEADER IN COMMUNITY  
OUTREACH FOR HEARING HEALTH

# SONGS FOR SOUND

Contact: Jaime Vernon, Exec. Director 615.739.1194; [jvernon@songsforsound.com](mailto:jvernon@songsforsound.com)



Our charity was created to do more than generate awareness. It was founded on the idea that while many excellent hearing services and technologies exist, everyday Americans don't know what's available or how to access them.

The "Song" in our name is simple. Music is a great example of something we hear that dramatically impacts our lives. We also fight for job security, great literacy outcomes, brain health and being connected with others. When you cannot hear or hear well, those things are in great jeopardy.

**Awareness, Access and Action** are our three pillars. Veterans, 55+ adults and underserved children are key demographics, however, we really do help all Americans.

## *A Year with Songs for Sound*

- Free mobile Hearing Health Experience with Screenings touring America
- 225+ Hearing Health events
- Annual Kids Camp/Deaf/HOH families with hearing technology
- Hearing Mission Trip Opportunities
- Sound for Soldiers program serving major veterans conventions providing free hearing health services
- 25+ million total attendance at events served
- Hear the Music Annual Gala



# 225+ Events.

FOUR PROGRAMS

"Having Songs for Sound provide free hearing screenings at the Northwest Georgia Women's Expo was a wonderful community service for our guests who participated. The staff was professional and the screenings were quick and easy. I was thankful that we exceeded the number to be considered a "good day" for participation. What a great charity & organization!"

**Karen Mouney, Event Owner/Organizer**

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## FULFILLMENT

- 225+ Events
- Leads/Referrals/Data - 6500-7,000
- Customer Service Dashboard
- Marketing/Promo Dashboard
- Customer Service/Biz Dev Surveys
- Vehicle Branding/internal & external
- National & regional PR strategies
- Branded products
- Hear the Music Benefit Concerts
- On-site activation at major promo & community events
- Signage, tables & tents available
- Staff & volunteer opportunity
- Introductions to our Sponsors & Partners
- Relationships, relationships, relationships
- B2B, B2C
- Website inclusion as SFS Partner/link to your website
- Social media inclusion
- International Mission Work Opportunities



## Hearoes Hearing HealthTour RESULTS 2016 - 2019

775

NUMBER OF  
EVENTS

200+  
million

IMPRESSIONS

44,380  
Ears

DIRECT  
REACH

39+  
million

ROAD/BILLBOARD  
IMPRESSIONS

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*Hear the Music Project Experiential Hearing Health Tour Data:*

## WHAT THE NUMBERS SAY



### Screening Results

2016, 2017, 2018, 2019

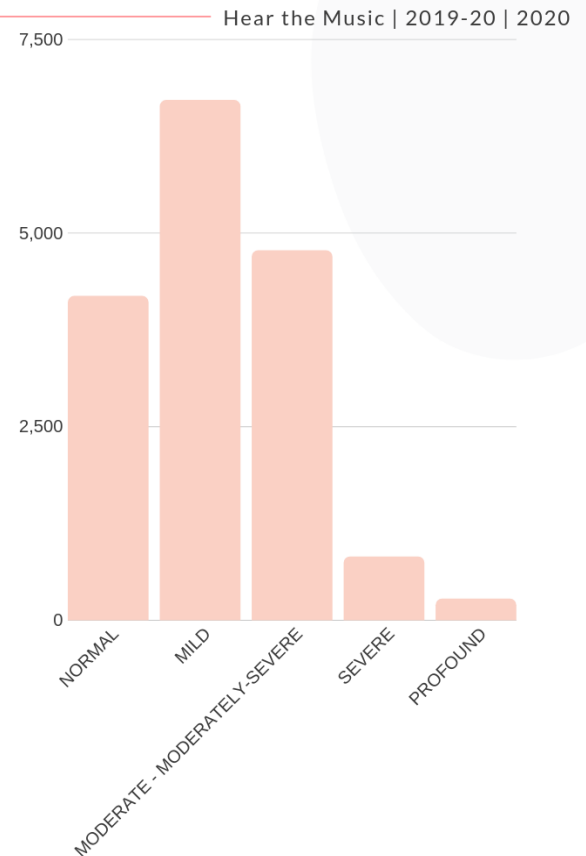
Normal: 4183

Mild: 6715

Moderate to Moderately-Severe: 4773

Severe: 819

Profound: 274



# SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

## SONGS FOR SOUND



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### HEAR THE MUSIC PROJECT

Awareness, Access and Action: The purpose of the Hear the Music Project. This pinnacle program is a hearing mission in the United States with an effective experiential marketing/outreach platform. Supporting our mission is the right thing to do, however it comes with real benefits to your brand. We host over 225 events per year nationwide & achieve over 25 million impressions through press releases, appearances & face to face interactions. Vehicle branding serves as a moving billboard; we give 7000+ hearing screenings each year. Each record contains a custom profile of the participant; from affordability to desired outcomes.

### SPONSOR LEVELS

#### PRESENTING SPONSOR = INCLUDES ALL PROGRAMS LISTED IN PROPOSAL \$200,000+

- Vehicle branding (internal and external)
- Data capture - profiles of each candidate
- Folder/Literature
- National and local press release inclusion
- Marketing opportunities within our screening software
- Video marketing
- Tables, tents and signage at events
- Staff/volunteer opportunities
- Custom consumer surveying
- Spotlight on SFS website
- Print & Email marketing

#### MEARACLE MAKER \$50K-\$100,000

- Data capture
- Some vehicle branding externally
- National and local press release inclusion
- Tables, tents and signage at events (limited)
- Staff/volunteer opportunities
- Print & Email marketing

#### HEARO SPONSOR \$5,000-\$25,000

- National and local press release inclusion
- Tables, tents and signage at events
- Staff/volunteer opportunities
- Print & Email marketing
- Branded Products

*\*Hear the Music Project sponsorships also include Sound for Soldiers & the Kids Camp*



## SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# SONGS FOR SOUND



## SOUND FOR SOLDIERS

THE #1 & #2 DISABILITY RETURNING FROM OVERSEAS IS HEARING LOSS. WITHIN OUR HEAR THE MUSIC PROJECT AND TOUR, WE CARVE OUT A CERTAIN NUMBER OF EVENTS FOR LARGE EXPOS AND EVENTS SERVING VETERANS.

85% OF SENIOR VETERANS AND 65% OF ALL AGE VETS FAIL OUR HEARING SCREENING. WE HELP THEM NAVIGATE NEXT STEPS THROUGH THE VA OR PRIVATE AUDIOLOGY OPTIONS.

YOU CAN SPONSOR A SOLO TOUR OR SPONSOR OUR SERVICE AT EVENTS REACHING THOUSANDS OF VETS AND GIVING BACK.

## HEARO SPONSOR \$25,000 OR \$10,000 PER EVENT

- 2-4 Major Veteran Expos; 12+ local Vets events
- Data capture - profiles of each candidate
- National and local press release inclusion
- Tables, tents and signage at events
- Staff/volunteer opportunities
- Print & Email marketing
- Promo giveaways
- Meet the Vets opportunities



## SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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### HEAR THE MUSIC KIDS CAMP

This is our 3rd Annual Kids Camp. Partnering with the Center for Courageous Kids in Scottsville, KY, we offer a no-cost weekend experience for 32 families living with hearing loss. They are given an opportunity to just be a family. Each camper has a designated staff member all weekend. Parents can relax while kids enjoy songwriting, bowling, arcade, swimming, horseback riding, archery, fishing and so much more!

To learn more, visit [SongsForSound.com](http://SongsForSound.com)

### MEARACLE MAKER \$5,000

- Sponsored table with branded table cloth
- Opportunity for giveaways
- Photo opps with the Camp Kids
- Media Opportunities
- Email Marketing to the camp guests before and after
- Opportunity to host a station or sponsor an activity

### HEARO \$2,500

- Table with table cloth
- option to give company branded goods for goodie bag
- co-branding on SFS staff camp t-shirts & also provided for your team

### PATRON \$1,000

- Table with table cloth to engage families
- Option to give company branded goods for goodie bag



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## JAMAICA MISSIONS

For over five years, Songs for Sound has shown a commitment to developing hearing healthcare systems including early intervention strategies in the country of Jamaica. For decades, some mission strategies included a one and done mission. We are committed to a deeper dive into this country, establishing boots on the ground teams and hearing healthcare facilities to serve the deaf/hoh. Finally, we are committed to working with the government for awareness strategies. Learn more at [SongsForSound.com](http://SongsForSound.com)

## MEARACLE MAKER \$5,000

- Option to send your teams
- Sponsored t-shirts
- (2) Unique social media posts regarding commitment to mission
- (2) Email Marketing messages highlighting your brand's commitment
- Opportunities to connect with local officials and surgeons/audiologists/speech pathologists for business development

## HEARO \$2,500

- Option to send your teams
- Sponsored t-shirts
- (2) Unique social media posts regarding commitment to mission
- (2) Email Marketing messages highlighting your brand's commitment

## PATRON \$1,000

- Option to send your teams
- Sponsored t-shirts
- (1) Unique social media post regarding commitment to mission
- (1) Email Marketing message



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## *Qualifying Questions & Building a Partnership with Your ROI in Mind:*

1. What is your **budget**?
2. What are the top **10-12 markets, states** are of interest to you? (Routing influence)
3. What number of **events are desired per year**?
4. Would you prefer a **deeper dive** into communities with slightly less events, but more robust event strategies OR **more events, greater reach**?
5. Are there other **charity/non-profit partners** we can work with to create a cohesive message, strategy on your behalf?
6. How much **involvement would you like to have**? How many hours/meetings per week?
6. Which **assets/fulfillment items** are you most interested in?
  - ☐ Branding
  - ☐ Routing, Data
  - ☐ Marketing/Advertising/Qualifying capabilities on our software (Hearing Health Profiles for each participant)
  - ☐ Volunteer/Serving opportunities
  - ☐ Promotional Product opportunities
  - ☐ Website presence
  - ☐ Kids Camp
  - ☐ International Missions
  - ☐ Hear the Music Gala

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