



Songs
for
Sound

Sponsorship Proposal Corporate Partners

From

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Songs for Sound Outreach

**IT'S A HEARING HEALTH REVOLUTION, A MISSION, A MOVEMENT.
JOIN US TO CHANGE THE WORLD.**

Songs for Sound is a 501c3 charity which uses a passionate and compelling story about hearing loss & music to create awareness, increase access and encourage action around hearing loss. SFS is an outreach charity and aims to serve 250,000 people by 2025 with free hearing tests and care team support as we move them into hearing loss solutions & living their best lives.

I. Outreach. Awareness, Access & Action.

- Hear the Music Project & Tour
- Hear the Music Project Kiosks
- Domestic & International Missions
- Digital Strategy/online screenings

II. Care Team. Awareness, Access & Action.

- Team of Advocates who walk our champions to and through a life of hearing

III. Hope House. Awareness, Access & Action.

- Hope House - virtual and in-person EVENTS & programs to support people living with hearing technology; academic, athletic, social, employer focused and all types of support; "House" campaign coming in 2022
- Hope Hangouts - events for people with cochlear implants and hearing aids by age group; Teen Hangouts to launch Summer 2022
- Hear the Music Kids Camp
- Hearing Loss Advocacy and Legislation

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About Us

Songs for Sound began when a little girl's deafness was missed repeatedly by healthcare professionals from birth. Upon a journey through no newborn hearing screening, a failed hearing test, reluctance by doctors, incorrect information provided and the Vernon family having very little awareness about hearing loss, eventually Lexi received life-changing cochlear implant technology.

Today, Lexi is a typical teenager who is a top student-athlete, uses clearly spoken language and lives in a mainstream world. But for over a year of her life, she never heard a lullaby.

Songs for Sound was birthed to help everyone all over the world have AWARENESS & ACCESS of/to hearing health, audiology & technology and be encouraged to take ACTION. Our approach is direct-to-champion (consumer) and we tailor personalized plans for each champion we help. To date, we've helped nearly 30,000 people hear. Our goal is 250,000 by 2025.



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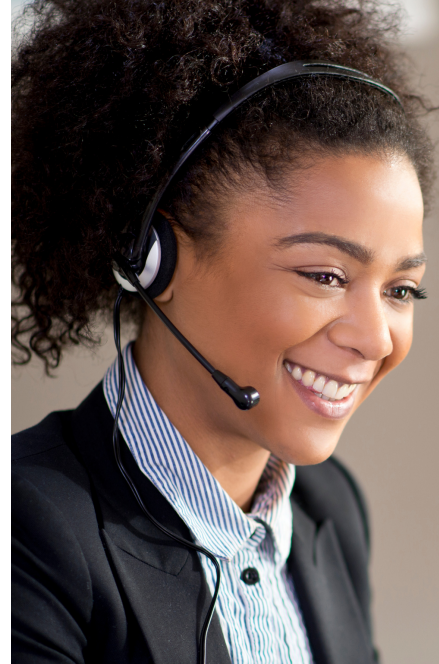
Tour Deliverables: Tour, Events and (NEW) Care Team

30 events, 60 events & 90 event options

- **45-125 Screened/counseled per day**
- **60%+ Leads, 10% converted to appointment per day**
- Care Team support for every Champion
- Care Team acts as an Advocate for Champion/recipient on your behalf prepping them for next steps; meeting them where they are on their hearing journey
- Tour Manager/Concierge
- Mobile hearing clinic, truck
- Mobile hearing clinic with branding; internal/external wrap (moving billboard)
- (6) kiosk testing stations
- TVs & monitors for advertising; AWARENESS
- Additional set pieces for awareness and branding
- Markets: you choose your markets; we provide insights based on 6+ years of touring

SFS work with you to evaluate the following opportunities and identify the routing

- Pharmacies/Retail
- Retirement communities, mature neighborhoods/55+ (Del Webb, etc)
- Health Expos for aging audiences
- Health Expos for all age audiences
- Public venues/Large Community events/Sporting events
- Music Events
- Health Fairs (employer and others)
- YMCA locations
- Veterans Expos/Events
- Schools and other youth charities (if interested)



Care
Team





Goals & Targeted Outcomes – The "Experience"

The onsite experience will include education and advocacy. However, the difference is the Songs for Sound approach and our "ecosystem" - education/awareness, to testing & understanding, to care team & support, your service/devices, to both your organization & SFS for lifetime support:

- Welcome/waiting with introductory content
- Customized display wall (your brand's offerings)
- Software included/Screening testing stations
- Consult area (your clinicians and/or trained brand ambassadors); also opportunity for digital customer care solutions (appointment setting, etc.)
- Branded giveaways
- Additional opportunities (sound station, hearing aid simulation, etc.)
- Robust data output//real-time reporting

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Goals & Targeted Outcomes – GOALS/OUTCOMES

Total Tour Event strategy - results:

22 Events per 30 days

- **Mobile hearing health Experience**
- **Care Team & Nurture Series**

- CAUSE-MARKETING STRATEGY; YOU'RE A PART OF SOMETHING BIGGER & CHANGING THE WORLD
- WE ARE YOUR DIRECT-TO-CONSUMER STRATEGY
- AUDIOLOGISTS/CLINICS APPRECIATE THE FOCUS ON CHAMPIONS (PATIENTS)
- up to 3.1 MILLION IMPRESSED *per each month*
- up to 1.5 MILLION ENGAGED *per each month*
- 1000+ TESTED; HIGH RISK POPULATIONS *per each month*
- 600 with some level of hearing loss *per each month*
- 100+ CONVERTED (nurtured, identified, moved to Audiology)
- \$60 per lead
- \$350k - 750k profit potential
- Clinic is a moving billboard - 1.5 million road impressions

**Assumptions local clinician support at each event; 45 people minimum tested per event day; total impressions dependent on choice of events/event size*

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Goals & Targeted Outcomes – PROMOTION

In advance of each event, we'll use both new and traditional media to generate awareness:

- Local media outreach (PR)
- Broadcast media (PSA-style)
- Newspaper (ads, event listings, etc.)
- Community outreach (community centers, churches, etc.)
- Geo-targeted mobile advertising
- Facebook advertising
- Clinic is a moving billboard
- Opportunities for providers/clinicians to participate
- Volunteer opportunities

In each case, we'll drive audiences to a tour landing page (part of YourBrand.com, if desired) for more information.

Contacts:

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Following up to get your **FREE** annual hearing review appointment set!
Delivered on Monday March 7, 2022 @ 6:26pm EST
Recipients: **Selection of 52 contacts (47)**



Songs for Sound Care Team Message - Your Hearing Appointment!
Delivered on Monday March 7, 2022 @ 1:31pm EST
Recipients: **Selection of 193 contacts (148)**

We can't wait to see you on Monday! - Songs for Sound
Subject: "We can't wait to see you on Monday! - Songs for Sound"
Delivered on Thursday January 13, 2022 @ 2:38pm EST
Recipients: **Del Webb Sunbridge (41)**

61.0%
Open Rate
[View Results](#)



Option: Care Team Support Only

Our Care Team can support those served/screened on site at events OR enhance your current digital/other strategies by serving as YOUR Care/Customer Service Team.

Our tour experiences have demonstrated that the concern and confusion that surround the navigation of today's hearing health ecosystem are almost as debilitating as hearing loss itself.

That's why we created our "Care Team," to offer phone, email and live chat assistance to patients and consumers who need support. Our team provides varied assistance, from general inquiry handling to active appointment setting and lead nurturing on behalf of product partners.

SONGS FOR SOUND
A HEARING CARE PARTNER

PHONAK
life is on

MONDAY

10 AM - 4 PM

FREE HEARING SCREENINGS!

Del Webb Sunbridge



CHARITY, MISSION, PURPOSE
WWW. SONGSFORSOUND.COM

Songs for Sound Can't wait to see you!

Dear "[FIRST_NAME]",

Songs for Sound is excited to serve the Del Webb Sunbridge community this upcoming Monday the 17th! If you are receiving this email, it's because you've signed up on our link for a specific time slot. If you are unable to make that time slot for any reason NO WORRIES! Please stop by whenever it's most convenient for you!

Don't forget we will be there from 10:00AM - 4:00PM!
FREE Hearing Screenings, Awareness, and Education on your hearing health!

If you have any questions regarding your appointment or the event, please feel free to email me anytime at gbailey@songsforsound.com.

To learn more about Songs for Sound go to:
www.SongsForSound.com

Thank you and see you on Monday!

Gina Bailey
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Songs for Sound
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SongsForSound.org

Care Team

"Thank you, Thank you! You have been so kind as you helped my husband finally get help for his hearing loss after years of trial and error. It's an answer to our prayers!"



Care Team: Assignment

By offering this critical “wayfinding” support, we’re helping people with hearing loss find the life-changing help they need.

Inbound Call Handling

Situation: In conjunction with the distribution of a high-profile national ad promoting, screening and digital advertising:

- Team - to help connect consumers and patients to tailored product and provider solutions.
- The Care Team combines specially-trained personnel, proven technologies, intelligent scripting, and omnichannel outreach to nurture patient relationships and expedite lead closure for sponsors and partners.
- Each program is customized according to partner direction.

“

Songs for Sound Care Team

"We just finished our visit with the Audiologist. Thank you for all your hard work, support and coordination. The doctor did a wonderful job and already seemed to know everything. I know that is because of your Care Team's dedication to excellence! We are very hopeful now, something we haven't had in years. Thank you again for all you've done for us!"

**SUBMIT A CARE TEAM
REQUEST TODAY
TO
"HEAR THE MUSIC"
AGAIN!**

SongsForSound.org



[SONGSFORSOUND.ORG](https://SongsForSound.org)

 [@SONGSFORSOUND](https://twitter.com/SONGSFORSOUND)



Care Team: Proposed Solution

Dedicate Care Team resources to handle inbound inquiries during the 2-week period following ad launch.

Project Details

- SFS can make three (3) staff, including two (2) support team members and one (1) supervisor, available to handle inquiries.
- We will use our existing customer support and CRM solution to manage inquiries and organize/score leads.
- We estimate that each inquiry will require 30-60 minutes to address and resolve. This includes a mix of active phone engagement, phone follow-up (leaving/responding to voicemails, outbound call attempts), electronic correspondence (nurture and follow-up emails), and associated administrative tasks ("ticket" creation, notes transcription, lead management, etc.).
- Operating five (5) days per week (M-F), eight (8) hours per day, this pilot team has the capacity to field approximately 125 calls during the 2-week pilot period. In parallel, up to four times (4x) the number of "e-inquiries" (email only) can be processed.



REACH US

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