



**Songs for
Sound**

Hearoes Tour Sponsorship Prospectus

From

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About the Hearing Health Tour

IT'S A HEARING HEALTH REVOLUTION, A MISSION, A MOVEMENT.

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 1,000,000 people by 2025 with free online and in-person hearing tests, care team support as we move them into hearing loss solutions & living their best lives.



TIMELINE:

POC Phase

April, May, June

\$1000 per event

Full Annual Tour

July 1, 2024 - June 30, 2025

Varying sponsorship based on budget

Songs for Sound

- Multi-market tour (10-15 markets/regions per year)
- DIY Testing Kiosks
- Digital Strategy/online screenings
- 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)
- Care Team solutions (appointment setting, etc.)
- Branded giveaways
- Additional opportunities (sound station, hearing aid simulation, etc.)
- Robust data output/real-time reporting

TOUR DELIVERABLES

AND EVENT DETAILS



EVENT & ON-SITE EXPERIENCE



TOUR MANAGEMENT:
TRAINED TOUR MANAGER,
BRAND AMBASSADORS

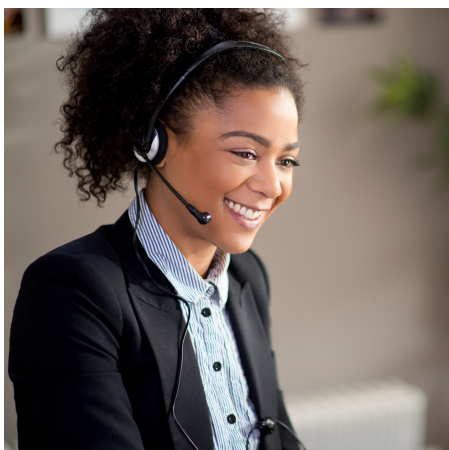


6 DIY TESTING STATIONS:
CUSTOMIZED, BRANDED
DIGITAL INTERFACE; HEARING
HEALTH PROFILING;
ELECTRONIC AND/OR PRINTED
RESULTS; FOLDERS, LITERATURE

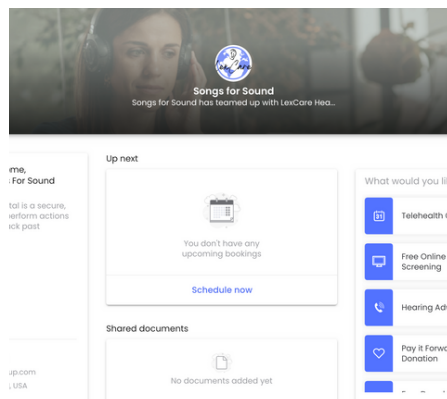


ENGAGEMENT:
VOLUNTEER, STAFF OPPORTUNITY;
PROMOTING YOUR COMPANY'S
FOCUS ON MISSION, OUTREACH.

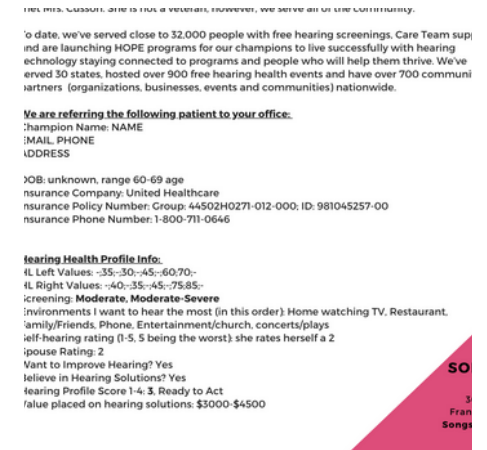
POST-EVENT COMMUNICATIONS AND CONVERSION



CARE TEAM GUIDE:
FOLLOW-UP AS REQUESTED
(EMAIL, PHONE, VIDEO, TEXT)
GUIDANCE, INSURANCE EVAL,
APPT BOOKING TO CLINICS,
DEVICE GUIDANCE



**PERSONALIZED HEARING
DASHBOARD:**
DIY DASHBOARD TO MANAGE
HEARING HEALTH; TELEHEALTH,
PRODUCT GUIDANCE, BOOK
APPOINTMENTS AND MORE



**AUDIOLOGY REFERRAL/BEYOND
THE TEST:**
HEARING LEVEL, HEARING HEALTH
PROFILE REPORT, FULL OVERVIEW
OF PATIENT; BETTER OFFICE
VISIT; LIFETIME PATIENTS

Tour VALUE, Assets, Deliverables

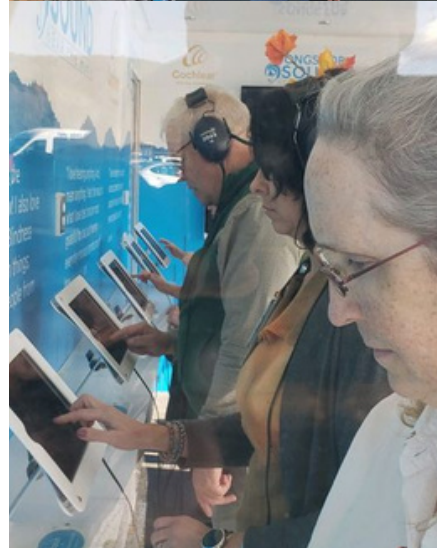
- **45-75 Screened/counseled per day**
- **60%+ Leads, 10% converted to appointment per event day**
- Tour Manager/Concierge/Trained Brand Ambassador
- Mobile hearing clinic, truck
- Mobile hearing clinic with branding; internal/external wrap (moving billboard)
- Markets: you choose your markets; we provide insights based on 6+ years of touring
- (6) kiosk testing stations; NEW option online screening
- TVs & monitors for advertising; AWARENESS
- 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

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

- Retirement communities, mature neighborhoods/55+ (Del Webb, etc)
- Public venues/Large Community events/Sporting events/Air Shows

Additional Routing opportunities:

- Health Expos for aging audiences
- Health Expos for all age audiences
- Music Events
- Health Fairs (employer and others)
- Veterans Expos/Events/VA clinics
- YMCA locations
- Veterans Expos/Events/VA clinics
- Schools and other youth charities (if interested)





Sponsorship Lead Gen/Conversion

Our funding model is reliant on donations, grants and support to do the work we do. Please consider the following tax-deductible donation which allows us to execute these events.

\$1,000 / 1 EVENT DAY

- (1) Event Day, routing influence
- 45-75 tested, counseled, educated at activation
- 5-8 converted to your company's clinic of choice & appointment that week MINIMUM
- counseled on your products/devices
- (Your brand) Table and/or tent out in front of clinic; internal display of products/sampling
- data capture, lead generation; 91% opt-in rate distribution of your literature/branded goods
- Champions Care Team support

\$5,000 / 1 WEEK, 5 EVENT DAYS SPONSOR (branded signage out front of health experience)

- (5) Event Days, routing influence
- 225-375 tested, counseled, educated at activation
- 25-40 converted to your company's clinic of choice & appointment that MONTH MINIMUM
- counseled on your products/devices
- (Your brand) Table and/or tent out in front of clinic; internal display of products/sampling
- data capture, lead generation; 91% opt-in rate
- distribution of your literature/branded goods
- Champions Care Team support

\$10,000 / 2 WEEK, 10 EVENT DAYS SPONSOR (branded signage out front of health experience)

- (10) Event Days, routing influence
- 450-750 tested, counseled, educated at activation
- 45-75 converted to your company's clinic of choice & appointment that MONTH MINIMUM
- remainder in the funnel for (3) follow up attempts by Care Team; remain in campaigns for lifetime
- (Your brand) Table and/or tent out in front of clinic; internal display of products/sampling
- data capture, lead generation; 91% opt-in rate
- distribution of your literature/branded goods
- Champions Care Team support



Sponsorship Lead Gen/Conversion

Our funding model is reliant on donations, grants and support to do the work we do. Please consider the following tax-deductible donation which allows us to execute these events.

\$20,000 / 1 MONTH, 22 EVENT DAYS SPONSOR (Includes 1x asset development fee - clinic wrap, etc)

- EXCLUSIVE Category partner
- (22) Event Days, routing influence
- 990-1650 tested, counseled, educated at activation
- 90-160 converted to your company's clinic of choice & appointment within (3) MONTHS
- counseled on your products/devices
- (Your brand) Table and/or tent out in front of clinic; internal display of products/sampling
- data capture, lead generation; 91% opt-in rate
- distribution of your literature/branded goods
- Champions Care Team support

\$55,000 Hearo / 3 MONTH - 64 EVENT DAYS SPONSOR

- EXCLUSIVE Category partner
- (64) Event Days, routing influence
- 2500-4800 tested, counseled, educated at activation
- 250-480 converted to your company's clinic of choice & appointment within (3) MONTHS
- counseled on your products/devices
- (Your brand) Table and/or tent out in front of clinic; internal display of products/sampling
- data capture, lead generation; 91% opt-in rate
- distribution of your literature/branded goods
- Champions Care Team support

\$150,000 Mearacle Maker / 6 MONTH - 132 EVENT DAYS SPONSOR

- EXCLUSIVE Category partner
- (64) Event Days, routing influence
- 2500-4800 tested, counseled, educated at activation
- 250-480 converted to your company's clinic of choice & appointment within (3) MONTHS
- counseled on your products/devices
- (Your brand) Table and/or tent out in front of clinic; internal display of products/sampling
- data capture, lead generation; 91% opt-in rate
- SAME AS REMAINDER ABOVE



Promotional Strategy

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

- **Confirmed: TV Crews in select market to capture the tour, content and produce stories for social media**
- 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/recipients/volunteers 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.

Songs for Sound



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)

Champions Care Team

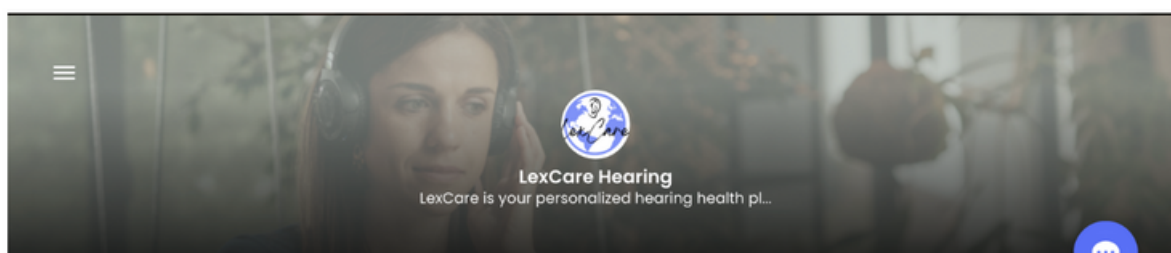
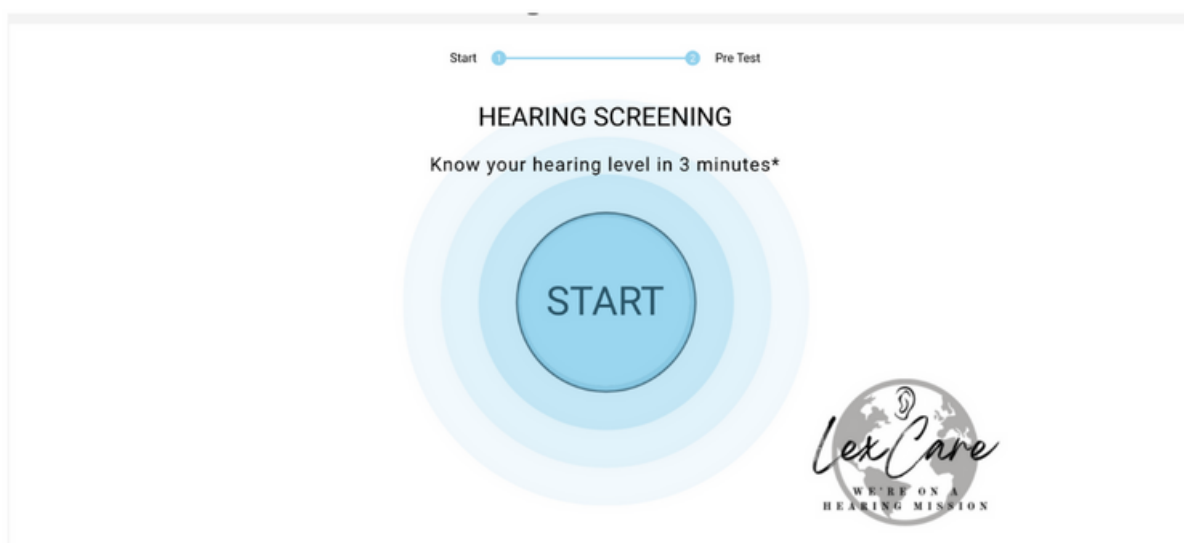
Dedicate Care Team resources to handle inbound inquiries during the 2-week period following ad launch.


CARE TEAM PROCESS & OUTCOMES

- 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 team has the capacity to field approximately 125 calls during a 2-week period. In parallel, up to four times (4x) the number of "e-inquiries" (email only) can be processed.

Lifetime Hearing Dashboard, Online Screenings available




- Free Hearing Dashboard to monitor hearing health for a lifetime
- Options to connect to care
- Options to connect to our Care Team of Charity Guides
- Free downloads on hearing health
- Monitor hearing results year to year
- If changes in hearing, you can immediately take a free hearing screening at your desk anytime, anywhere.




 **Welcome,**
Brandon

Our client portal is a secure, easy way to perform actions online and track past activities.

[Bookings](#)
[Documents](#)

 6157391194
 lexcaregroup.com
 Franklin, TN, USA


Up next



You don't have any upcoming bookings


[Schedule now](#)


Shared documents





No documents added yet

What would you like to do?

 **Need Some Time: Care Team Guidance**

 **Ready to Hear: Right from Home - Vir...**

 **Ready to Hear: On Site/In-Office Cli...**

 **Healthy Hearing: LexCare Preferred P...**



VA clinic in Vermont; we gave VA Chief of Audiology the opportunity to speak to media/story

Jaime Motes, CEO

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