



Songs  
for  
Sound

# Hear the Music Project & Tour

## Exhibitor Prospectus

### Corporate Partners

From

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# Hear the Music

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

Songs for Sound is a 501c3 charity The ***Hear the Music Project & Tour*** is a life-changing hearing health experience designed to create connections. We do this by tapping into people's identities. We use music as a catalyst to remind consumers why they need to hear the most...emotion AND CONNECTION. Birthed from a moment in time when someone heard the sound of music for the first time, this experience moves people into some positive hearing health action by creating a memorable moment, providing accurate information and data and by building lifetime relationships.

## **I. Outreach. Awareness, Access & Action.**

- **225+ free hearing health events**
- Hearing Testing Kiosks/Hearing Health Profile
- 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
- Refer & Partner with local clinics equipping them with a full profile of every person referred.
- Robust CRM & dashboard

## **III. Hope Programs. Awareness, Access & Action. (Add-on/optional)**

- 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 2024
- Hope Gatherings - events for people with hearing technology by age group
- Hearing Loss Advocacy and Legislation

# Songs for Sound

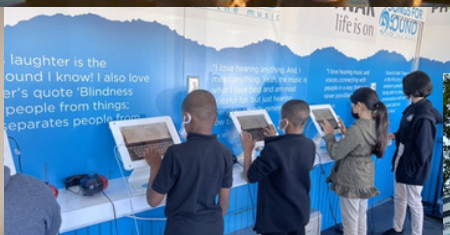


# About Us

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.

We believe brand is more than a logo and a tagline. "Brand" is what an organization stands for and how it's going to change the world. Songs for Sound was birthed to connect people to hearing health resources that change lives. Our approach is personal. It's direct-to-champion (consumer) and we tailor-make personalized plans for each champion. To date, we've given in-person hearing healthcare to over 31,000 people in 35 states including face-to-face counseling, education, testing & referring to local clinics & educating about hearing technology. Our goal is 1,000,000 people by 2025. By adding our Care Team, it's robust CRM and consumer dashboards, we've taken this tour from awareness to conversion. WE RELY ON THE SUPPORT AND PARTNERSHIP OF CORPORATE SPONSORS.



# Songs for Sound



# Why Exhibit or Sponsor 2023 Promotional Opportunities

*Brand Enhancement. Leads. Growth.*

**Partner with the largest outreach charity. We have over 700 community partners in communities nationwide, have hosted over 900 free hearing health events at community staples and have helped over 31,000 people with face-to-face counseling, free hearing screenings and hearing health profiles for local audiologists. Our new Care Team nurtures and guides, decreasing the age-old "10 years" before action.**

## **Awareness. Access. Action. QUALIFIED LEADS.**

This outreach tour and mission connects people in all walks of life to hearing health resources that change lives. Our hearing health experience and exhibit tours through communities, meeting people where they are in everyday life. We represent your brand, your product and creatively integrate them into this exhibit designed to increase awareness and access while encouraging action. Our mission is to "create a hearing moment" & reduce the time it takes from an hearing loss to "hearing the music".

**Songs for Sound positions you nationally to be a household name in hearing healthcare. Not only will your brand benefit from millions of road impressions on a 325+ day moving billboard, but the unique, one-on-one interactions with Americans will ensure your brand is the only choice upon hearing healthcare decisions.**

- ***The Hear the Music Tour*** is a year-long, **225+ event** tour offering both large, promotional events (anchor events) and local community organization events (community events). Each provide vastly different opportunities.
- The tour offers a **mobile hearing health experience** displaying products, merch opportunities, free state-of-the-art hearing screenings, hearing health profile collection, information and Care Team support.
- **Anchor events** are 10,000-1,000,000 event attendees, typically activation is held on a weekend or weeklong and ensure you receive maximum exposure by offering mass hearing health awareness opportunities, at minimum 100,000 brand impressions, hundreds of people screened and national & regional PR opportunities. (*air shows, festivals, indoor expos, veterans expos and more*). *These anchor events have large activation opportunities.*
- **Community events** are events held at community businesses, clinics or organizations. With over 700 community partners, we offer a direct-to-book experience with proven results. Community stops are focused on high-risk populations where we can have one-on-one conversations and more in-depth counseling. PR opportunities are more local. (*55+ communities, senior living communities, non-profits, schools and more*) *These events have smaller "built-in" activation opportunities.*
- **Routing influence:** the routing plan will be reviewed and discussed with each exhibitor. With over 700 partners nationwide, and our 501c3 status, our ability to activate at nearly all events is proven through our 5+ years of touring.

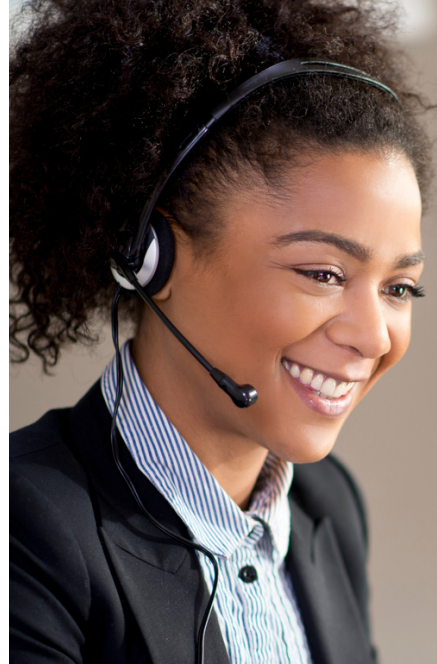


# Hear the Music Tour Deliverables: Events and Care Team

- Hearing Screenings (see more info on metrics)
- Hearing Health Profile
- Hearing Concierge & Brand Ambassadors
- 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
- 91% opt-in based on 12 years of brand equity & 6 years of touring
- Mobile hearing clinic, truck
- Mobile hearing clinic with branding; internal/external wrap (moving billboard)
- (6) kiosk testing stations
- TVs & monitors for advertising; AWARENESS
- Product displays
- Additional set pieces for awareness and branding
- Merch opportunities
- Routing/Event influence: you choose your markets; we provide insights based on 6+ years of touring; data-driven tour and routing strategy

**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 "Hear the Music Experience"

The onsite experience will create a hearing health connection. From entry into hearing health to those needing to act now, the difference is the Songs for Sound approach and our "ecosystem" – education & awareness, to testing & understanding, care team & support, your service/devices, to 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
- Professional tour management
- Professionally trained brand ambassadors
- Opportunity for clinicians to interact with champions
- Volunteer opportunities for grateful patients or employees

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# Goals & Targeted Outcomes

## GOALS/OUTCOMES

### Total Tour Event strategy - results:

#### 22 Events per 30 days

- 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*
- **1200+ IN-PERSON/TESTED; HIGH RISK POPULATIONS per each month**
- 1000+ ONLINE screened
- Total 2200+ screened per month
- 2000+ with some level of hearing loss per each month
- 200 minimum Care Team appointments/referrals per month
- 25+ purchase hearing technology within the first (30) days
- additional 65+ purchase hearing tech within the (1) year
- \$350k+ profit potential
- Clinic is a moving billboard - 1.5 million road impressions

\*\*\*The importance of our strategy is these are not just "qualified leads"; they are ready-to-act, educated leads. Our Care Team also provides invaluable insights to each clinician on each champion including a full report including: hearing test results, affordability, self-rating, spouse-rating, top outcomes desired with hearing technology and more. ***Patients for a lifetime.***

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## 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

- Call center
- Robust CRM
- Communications Strategy
- Hearing Health Dashboard

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.

*\*\*Option for "Care Team Only" without sponsoring the tour.*





# MONDAY

10 AM - 4 PM

FREE HEARING SCREENINGS!

Del Webb Sunbridge



[Make Us Hear Others Consider a Song for Sound](#)

[SongsforSound.org](#)

## CHARITY, MISSION, PURPOSE

[WWW.SONGSFORSOUND.COM](http://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](mailto:gbailey@songsforsound.com).

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To learn more about Songs for Sound go to:  
[www.SongsforSound.com](http://www.SongsforSound.com)

Thank you and see you on Monday!

Gina Bailey  
Logistics and Community Outreach Coordinator  
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Songs for Sound  
[gbailey@songsforsound.com](mailto:gbailey@songsforsound.com)







## Care Team: Inbound Call Center


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

### Option: *Your* 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.






**Welcome,**  
Brandon


You have:  
[4 new notifications](#)

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

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

 +1(615) 739-1194  
 [songsforsound.org](https://songsforsound.org)  
 8161 Hwy 100, Nashville, TN, USA


Up next

  
You don't have any upcoming bookings  
[Schedule now](#)


Total due


\$0.00  
0 Payments


Shared documents


  
No documents added yet

What would you like to do?

 [Schedule now](#)

 [Make a payment](#)

 [Click-to-call](#)

 [Send us a file](#)

## 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.





## 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:

**Kevin Joyce**, [kjoyce@thejacknetwork.com](mailto:kjoyce@thejacknetwork.com) (formerly Promerica Health; VP/16 years)

**Jaime Vernon**, [jvernon@songsforsound.com](mailto:jvernon@songsforsound.com); also founder of LexCare (coming soon)

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## REACH US

### **Jaime Vernon, CEO**

Songs for Sound

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615.739.1194

### **Kevin Joyce, Lead Consultant**

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207.415.0985

### **SongsForSound.org**

[facebook.com/songsforsoundpage](https://facebook.com/songsforsoundpage)

IG: [@songsforsound](https://www.instagram.com/songsforsound)

Twitter: [@songsforsound](https://twitter.com/songsforsound)