



Songs  
for  
Sound

# Sponsorship Proposal

## Audiology & Clinics

From

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 SONGS FOR  
SOUND  
hear the music





# Songs for Sound: HEAR THE MUSIC PROJECT

**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, Lexi'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 over 31,000 people hear. Our goal is 250,000 by 2025. **WE CANNOT DO IT WITHOUT THE SUPPORT AND PARTNERSHIP OF LOCAL CLINICS.**

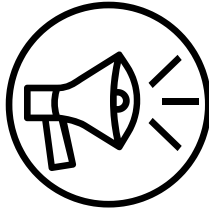




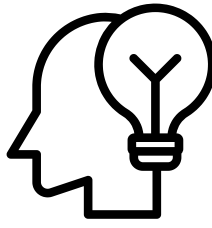
# WHAT DO WE DO?



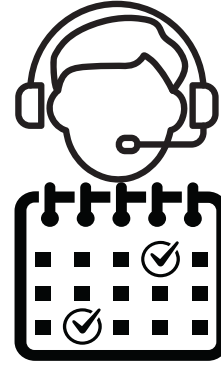
Host Community  
Hearing Health & Free  
Screening Event



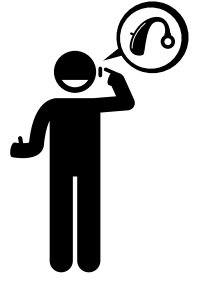
Get the Word Out



Educate, Empathize, Empower



Customer Care Team Guides  
& Books Appointments



Your Clinic Transforms  
our "Champions" life

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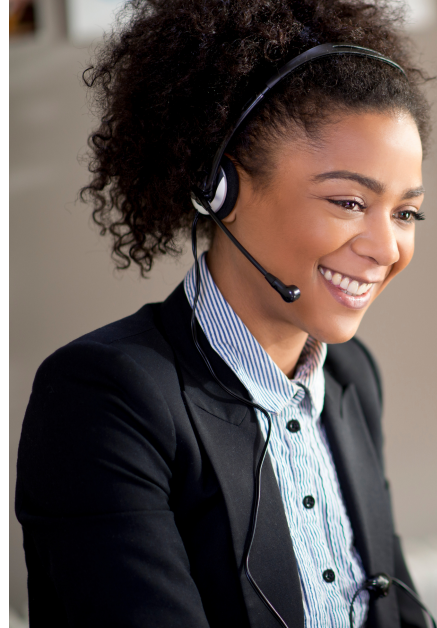
# Tour Deliverables: Tour, Events and (NEW) Care Team

## 1 events, 2 events & 5 event options (and more)

- **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

### **Total Tour Event strategy - results:**

#### **22 Events per 30 days in a Market (city or state)**

- 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 per MONTH; HIGH RISK POPULATIONS *per each month*
- 600 with some level of hearing loss *per each month*
- 100+ CONVERTED (nurtured, identified, moved to Audiology)

*\*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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## Promotional Strategy

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)

**Jaime Vernon**, [jvernon@songsforsound.com](mailto:jvernon@songsforsound.com)

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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](#)



## Champions Care Team

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  
life is on

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](mailto:gbailey@songsforsound.com).

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  
[gbailey@songsforsound.com](mailto:gbailey@songsforsound.com)

Songs for Sound  
[gbailey@songsforsound.com](mailto:gbailey@songsforsound.com)





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!"



## Champions Care Team

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](https://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 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.



## Partnership Support

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.

### **\$1000 Patron (1 DAY EVENT SPONSOR)**

- Community Event Focused Day
- Table and/or tent out in front of clinic
- data capture, lead generation
- distribution of your literature/branded goods
- Champions Care Team support
- REFERRALS

### **\$2500 Hearo (1 DAY EVENT SPONSOR)**

- Community Event or Large Weekend/Anchor Event Day
- EXCLUSIVE Partner at the event (only clinic on site)
- Table and/or tent out in front of clinic
- data capture, lead generation
- distribution of your literature/branded goods
- Champions Care Team support
- REFERRALS

### **\$4500 Mearacle Maker (3 DAY EVENT SPONSOR)**

- Community Event or Large Weekend/Anchor Event WEEKEND
- EXCLUSIVE Partner at the event (only clinic on site)
- Table and/or tent out in front of clinic
- data capture, lead generation
- distribution of your literature/branded goods
- Champions Care Team support
- REFERRALS

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# REACH US

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Songs for Sound

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**SongsForSound.org**

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

IG: @songsforsound

Twitter: @songsforsound