

## FREQUENTLY ASKED QUESTIONS FOR BECOMING A SPONSOR

### WHY WOULD I WANT TO SPONSOR VOICES OF COURAGE RADIO – PODCAST – TV SHOW?

Companies and Business Professionals sponsor Voices of Courage for a variety of reasons. They use the platform to increase their position in their marketplace, raise brand awareness, educate and empower people and promote their business to gain potential clients. Sponsoring Voices of Courage is an impactful way to connect with a Conservative and Conscious audience.

### HOW MANY CONSUMERS LISTEN TO RADIO THESE DAYS?

Radio is listened to by 92% of U.S. population each week and has a strong Return on Investment (R.O.I.), \$6 for every \$1 spent. Adults aged 18-49 that tune into radio over a week, 96% have a college degree and an annual income of \$50,000+. There are 80 million American Baby Boomers, those born between 1946 and 1964, who make up a big part of the daily radio audience, and they account for roughly half of all packaged-good sales, almost \$230 billion per year.

Recent research by Neilson, suggests that upping a campaign's Ad frequency by adding radio's big reach helps brands get inside consumers' heads so when they see the TV or digital Ad, it adds credibility to the brand. This is known as multi-source validation, a relatively new term that is gaining traction in advertising circles. "The idea is that hearing the message and seeing the message from different sources creates greater validity, awareness, and recall in the mind of the consumer," says Brad Kelly, managing director of Nielsen Audio. The study shows that advertising on radio drives a twenty-nine percent incremental lift in brand online search results. This proves that radio significantly impacts digital behaviors and activities—and is even more relevant in a digital and e-commerce world."

Further proof of radio's ability to drive online search activity came in a 2017 RAB-Commissioned study from Sequent Partners and Media Monitors that showed advertising on radio drove a 29% incremental lift in brand online search results.

### HOW MANY PEOPLE LISTEN TO VOICES OF COURAGE?

A. **Market Reach:** The number of listeners continues to grow each month because of our marketing efforts, so these numbers are adjusted quarterly. Currently, we are on 20 Terrestrial AM FM radio stations spread across the U.S. with a Market Reach of 12 Million. During the time slots that the program airs in each market, there is a potential reach average of 3.25 million listeners per episode. Our Internet and Streaming Listeners per show is an average of 82,700.

B. **Digital Broadcast Platforms:** Each weekly episode of the Voices of Courage Radio show is broadcast across a broad spectrum of digital media platforms that include: Internet Radio – iHeart Radio, Spotify, Blog Talk Radio, and BBS Radio.

C. **Podcast Platforms:** The podcast platforms include iTunes, Stitcher TuneIn, Lisbyn, Blubrry and 30 of the Top Podcast Platforms in the United States.

D. **Media Partners:** Through our Media Partners, Voices of Courage can be heard live on over 70 of the World's Largest Live Broadcast Stations. The Show is Streamed directly to stations in:

Angola	Greece	Philippines
Argentina	Iceland	Portugal
Bangladesh	India	Romania
Brazil	Ireland	Russia
Bulgaria	Kazakhstan	Spain
Canada	Kenya	Sweden
Croatia	Malaysia	United Arab Emirates
France	Montenegro	United Kingdom
Germany	Nigeria	

E. **Live Digital Broadcast:** Each show is broadcast on Facebook Live to our 30,000 followers, with 400 to 4000 views per show.

F. **Video Platforms:** YouTube, Roku TV, and Google TV. (We currently have 125,000 Subscribers on Roku)

G. **Social Media Reach:** We now have 80,000 followers on Twitter, 30,000 followers on Facebook (4) Sites, 5,000 followers on LinkedIn, 2000 followers on Instagram, and a 21,000-subscriber email list.

H. **Voices of Courage Web Site:** – all episodes are archived and made available to be heard on the [www.voicesofcourage.us](http://www.voicesofcourage.us) web site.

### **WHICH TYPES OF SPONSORS WILL BENEFIT THE MOST?**

Businesses which have time-tested products or services that align with our Mission to help people grow their businesses and transform their lives will benefit the most. If you have been looking for a High Integrity Company to Advertise with and who will help you improve your business as we grow ours, then let's talk.

### **WHAT ARE THE DEMOGRAPHICS OF THE VOC AUDIENCE?**

In our San Diego Market, we have defined Demographics, in other markets we don't have specific demographics, but many markets will mirror San Diego, [Click Here for the San Diego Demographics.](#)

### **WHO PRODUCES THE SPONSOR COMMERCIAL?**

The Salem San Diego production team will write and produce the entire commercial, voice over, music and effects from beginning to end. If you wish to write the Ad script yourself, we can assist in any edits needed. If you want the production team to create the Ad, just let us know.

### **HOW LONG DOES IT TAKE TO PRODUCE THE SPONSOR COMMERCIAL?**

Usually, it takes about a week to produce the radio spot, if we have everything we need from the Sponsor. If the Sponsor has a pre-produced spot, can they use it on their web site or social media? Yes, we give you the right to air your spots in any media you choose.

### **CAN I CHANGE MY SPONSOR AD?**

Yes, you can change your Ad anytime.

### **CAN I ROTATE MULTIPLE ADS?**

Yes, we can create and rotate multiple Ads.

### **WHAT IS THE COST TO PRODUCE THE SPONSOR COMMERCIAL?**

Depending on the Sponsorship Package, VOC usually includes the cost to produce the finished commercial.

### **WHAT FEATURES COME WITH THE SPONSORSHIP PACKAGE?**

There are many features that come with each Sponsor package, here are a few.

1. Monthly Strategy Session with Ken D Foster evaluating statistics, improvements new campaigns, and marketing strategies to increase effectiveness.
2. A Voices of Courage website listing with a link to your website.
3. A copy of the professionally produced commercial with Sponsor rights.
4. Weekly show graphics with guests and Sponsors to post on your social media.
5. Depending on the Sponsorship Package, you can have mentions, personal endorsements and guest appearances on the show and receive copies of them.
6. Your commercial may also receive bonus runs throughout the week at no extra charge depending on time available and mentions in the weekly promotion of the show.

### **WHAT IS THE BENEFIT TO BECOMING A SPONSOR?**

The simple answer is higher customer recognition and more business!

### **WHAT IS THE INVESTMENT?**

The costs vary by the time of the show and number of the commercials, mentions, personal endorsements, and guest appearances. There is a simple Sponsor Agreement with specifics which guarantees the terms. The initial term is 13 weeks with the first month paid upon contract and subsequently prepaid monthly.

### **WHO DO I CONTACT?**

Rob Spence at 760.500.9582 or [rob@voicesofcourage.us](mailto:rob@voicesofcourage.us) for Sponsor Opportunities, questions, details, and proposals.