



Sponsorship Package

Tapping Into The Women's Market



What is Rebirth of Soul Radio?

Rebirth of Soul radio helps women find the light in their darkest moments by giving them tools to rebirth the soul of every difficult experience. Together, we find the seeds to plant so our listeners don't just go through their challenges – they grow through them.

Who is Tami Gaines?

Tami Gaines, the host of **Rebirth of Soul radio**, has proven how individuals and business owners can achieve success from the inside out. She has been widely recognized as an expert and visionary among national media like *The Wall Street Journal* and has built an impressive client list that has included The Marriott, Bank of America and The Commonwealth of Virginia. With an M.B.A. from Columbia University and 25 years as an entrepreneur and executive, Tami could not have foreseen the events that would take her from the board room to the hospital room.



Tami believes that our will is a renewable resource and it is by sheer will that she was able to thrive during the most difficult five months of her life during which she found herself: Unexpectedly pregnant with twins; Suddenly single after nearly 12 years of marriage because of the decision to keep them; Confined to a hospital bed for 5 weeks in an effort to maintain the pregnancy; and losing both grandmothers (one just days after the birth of her twins) and her 14-year-old dog during this same period of time. And then an experienced mother in a new reality, fluctuating between prayer and advocacy for the health of her premature twins, born at only 25 weeks, weighing just over a pound and a half each. Her daughter spent nearly 4 months in the intensive care unit before coming home. Her son spent 18 months in intensive care units and a rehabilitation facility before finally coming home, medical technology-dependent yet self-reliant. The twins joined their older sister and brother in a home that had to be spiritually gutted and rebuilt to allow space for forgiveness of and gratitude for the experience so that they could live from a place of faith and self-love.

Tami has used the lessons of her personal and professional journeys to restore her power and gain wholeness again. She expresses her truth in the way she gives context to experiences, takes action, makes decisions, in the people she chooses to surround herself with and the energy that she gives out and lets in. Her radio show will be one that empowers people to live their greatest lives, despite any challenge facing them.

Both practical and inspirational, Rebirth of Soul radio revolutionizes the way people experience unexpected crises. Tami returns power to those who feel powerless as they go through their challenges by reminding them that “the context that we give our experiences is ultimately our defining story.”

What is the Intertainment Network?

The Intertainment Network is the #1 ranked Internet Radio/TV station. The Intertainment Network features:

- Listeners in 195 countries and all U.S. states
- 4.5 million unique monthly visitors
- 5 radio stations that empower the world's largest markets
- Listeners on over 250 websites, iPads, tables, smart phones and automobiles
- Strategic partners include: AT&T, Live Nation and i-Tunes
- #1 ranked Women's Internet Radio station in the world

Why Internet Radio?

- 75% of all listening is between 8am-8pm, during work hours
- Smart phones, tablets and Internet radio in cars makes shows more accessible by more people
- 89 million people listened to Internet radio last month
- Attracts an upscale, well-educated, employed audience
- Weekly audiences has doubled weekly since 2001

What Are the Benefits of Advertising on Rebirth of Soul Radio?

- Target specific marketing
- Exposure/branding
- Promotions/Public Relations
- Media Coverage/Live Events
- Increase sales, revenues and profits
- Qualified lead generation

When Does Rebirth of Soul radio on the air?

Rebirth of Soul radio is live every **Wednesday from 10am-11am EST** on www.w4wn.com. The replays of the show are available on dozens of websites and promoted through social media immediately after the show.

What promotional opportunities are available on Rebirth of Soul radio?

There are several ways that you can share your products/services with our desirable audience. The complete packages can be found on the next page. Do you have other ideas? Just reach out to us at admin@tamigaines.com so that we can figure out a mutually beneficial package!

Rebirth of Soul™ Radio Sponsorship Packages

<u>Package</u>	<u>What You Get</u>	<u>What We Need</u>	<u>Price</u>	<u>Notes</u>
Rebirth of Soul Radio Title Sponsor (per show)	<ul style="list-style-type: none"> • 4 mentions per show • 2 :30 spots per show • Banner ad on show website for 4 weeks of your show • Banner ad on tamigaines.com 8 weeks of your show • Logo next to replay for 6 months on tamigaines.com • Promoted to thousands of people via social media 	<ul style="list-style-type: none"> • :30 radio spot • Banner ads • Logo • Your commitment to promote the show on your social networks 	\$497 per show	<ul style="list-style-type: none"> • We can produce your :30 commercial for a nominal fee • We can create your banner ads for a nominal fee • We can provide copy for your social network promotion at no charge
:30 commercial (per show)	One (1) :30 commercial played during each show for 4 weeks	<ul style="list-style-type: none"> • :30 radio spot 	\$250	<ul style="list-style-type: none"> • We can produce your :30 commercial for a nominal fee • Package pricing is available
1:00 commercial (per show)	One (1) 1:00 commercial played during each show for 4 weeks	<ul style="list-style-type: none"> • 1:00 radio spot 	\$450	<ul style="list-style-type: none"> • We can produce your :30 commercial for a nominal fee • Package pricing is available
Social Media Package	Promotion through FaceBook, LinkedIn, Twitter and YouTube via 30 accounts	<ul style="list-style-type: none"> • Links to social media sites 	\$150 added to any package above* *included in Title Sponsor package	We can customize your social network page for a nominal fee
Guest Appearance	<ul style="list-style-type: none"> • Featured guest on 1 :50 minute show • One (1) :30 second commercial or live read featuring your business or book on two shows • Receive a podcast of the show immediately that you can use for marketing purposes • Logo next to the replay for 6 months on www.tamigaines.com • Banner ad on 4 networks for 30 days • Promoted to thousands of people via social media 	<ul style="list-style-type: none"> • Brief bio and description of product/service • :30 second commercial • Logo • Banner ads 	\$495	<ul style="list-style-type: none"> • We can produce your :30 commercial for a nominal fee • We can customize your social network page for a nominal fee • We can create your banner ads for a nominal fee

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