



sounds True

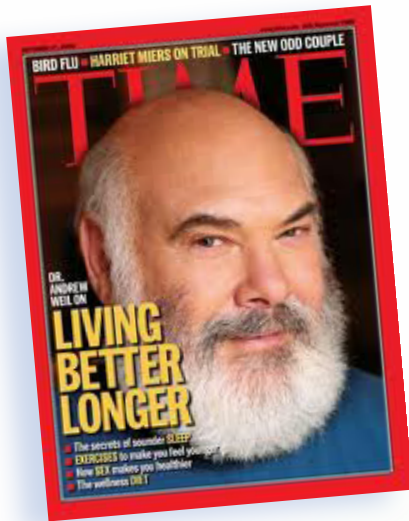
sponsorship  
program

## about sounds true

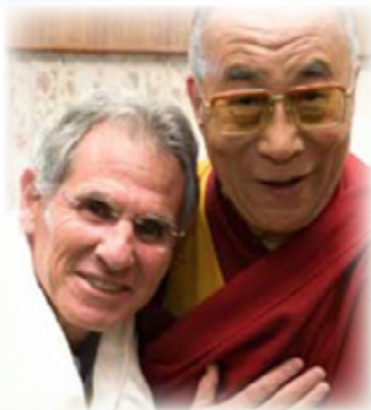


Sounds True is a multimedia publisher dedicated to helping people live more genuine, meaningful, and fulfilling lives.

Founded in 1985 by Publisher and CEO Tami Simon, Sounds True works with leading teachers, healers, and visionary artists of our time, including names like Eckhart Tolle, Jon Kabat-Zinn, Andrew Weil, Caroline Myss, Brené Brown, Rick Hanson, and Mark Nepo.



In addition to publishing over 75 titles each year, we host immersive festivals and learning intensives in Estes Park, Colorado and other cities across the US.

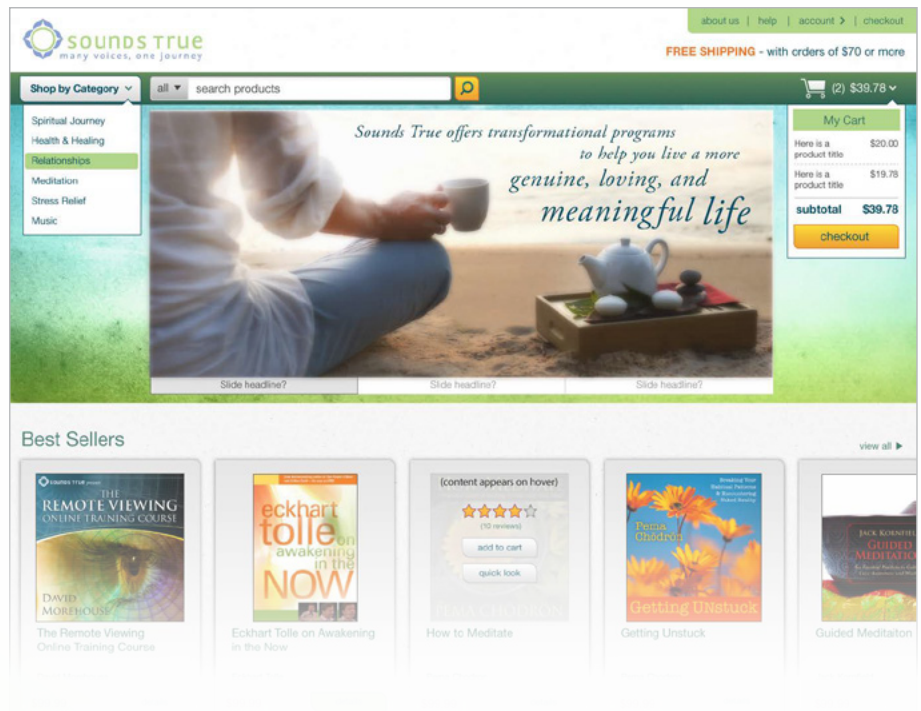


## our channels

- 330,000-name email list
- 400,000 visitors to SoundsTrue.com each month
- 215,000 downloads of *Insights at the Edge* podcast each month
- 1,000+ attendees at Wake Up Festival events
- Distribution through trade channels such as Amazon, Barnes & Noble, Whole Foods, Costco, iTunes, Audible.com, and spa and gift markets



soundstrue.com



Sounds True's website attracts more than 400,000 visitors per month.

Our email list consists of more than 330,000 names.

In an addition to books and multimedia programs, we also offer online courses, Sounds True Radio, and a wide variety of free teachings and practices on audio and video.

SoundsTrue.com is also the exclusive partner and provider of the Center for Mindfulness MBSR Online Course.

## tami simon & insights at the edge



CEO and Publisher Tami Simon is “the face of Sounds True.” She creates a personal and ongoing connection with our customers through her blog posts, video interviews, Letter from the Publisher emails, and most notably through her *Insights at the Edge* weekly podcast.

A screenshot of an iTunes interface on a Mac. The top bar shows the Apple logo and a search bar with 'insights at the edge p'. Below the bar is a navigation menu with links: karenp@soundstrue.com, Music, Movies, TV Shows, App Store, Books, Podcasts (selected), and iTunes U. The main content area displays the podcast 'Sounds True: Insights at the Edge' by Tami Simon. On the left is a cover image featuring pink orchids and the text 'SOUNDS TRUE INSIGHTS AT THE EDGE WITH TAMI SIMON'. To the right, there are tabs for 'Details', 'Ratings and Reviews' (selected), and 'Related'. The 'Ratings and Reviews' section shows a 'Customer Ratings' area with an 'Average Rating' of 4.5 stars from 162 ratings, and a 'Click to rate:' section with a 4.5 star rating. Below this is the 'Customer Reviews' section, which shows 43 reviews. Two reviews are visible: one by 'LadyBookNut' dated Jun 19, 2010, with a 5-star rating, and another by 'New2Yoga' dated Feb 3, 2011, also with a 5-star rating. Each review includes a short text snippet and a 'Was this review helpful?' prompt.

On *Insights at the Edge*, Tami interviews authors, teachers, and artists about what brings them to their own personal “edges.” The podcast garners more than 215,000 downloads per month and dozens of rave reviews.



# the wake up festival

an extraordinary  
transformation experience



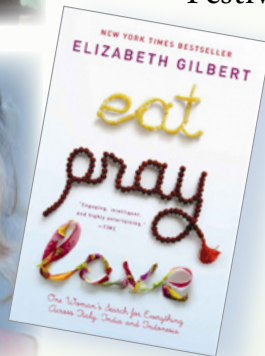
The Wake Up Festival is an outgrowth of Sounds True's mission that brings our authors and our customers together in an intimate, communal setting. This five-day experiential retreat is geared toward transformation, community, and celebration.



Our flagship event, held in Estes Park, Colorado, draws more than 1,000 people from more than 20 nations around the world. The 2014 Wake Up

Festival takes place from August 20–24th and

features over 18 authors and teachers including Elizabeth Gilbert, author of *Eat, Pray, Love*, and Grammy® Award-winning musician k.d. lang.



## 2014 wake up events



The Wake Up brand has continued to grow through regional events, beginning with Wake Up San Francisco in the fall of 2014, which will feature Adyashanti and Alanis Morissette.



## the sounds true customer

- 77% female
- Median age: 35–55
- Average HHI: \$70,000
- Lives a healthy and conscious lifestyle
- 67% are married or in relationship
- 70% highly educated (college degree and beyond)



- < Spends \$82 per month on lifestyle enhancements (yoga, fitness, personal growth)



- < Spends \$58 per month on personal health products, vitamins, and natural food products





## gold sponsorship

**\$25,000 / LIMIT 2**

### soundstrue.com

Promotion in a monthly new product email  
(330,000 subscribers)

Featured sponsor of 3 episodes of *Insights at the Edge* (215,000 downloads per month)

8 social media posts (*Facebook and Twitter*)

### wakeupfestival.com

Logo at end of feature video

Logo on home page

Logo, link, and 60-word description on sponsor page

### wake up festival presence

Half-page ad in program (*deadline May 1*)

8-foot exhibit and display table in Market Place

Logo on promotional and program materials  
(*deadline June 1*)

Logo on sponsor banner (*deadline June 1*)

Recognition by Tami Simon from Main Stage

Product placement in gift bags (1,000–1,500 units)

4 VIP passes

Unlimited additional discounted passes (\$595)

4 invitations to the VIP dining room  
(*with the presenters*)

### wake up regional presence

Logo on promotional materials

Logo on sponsor banner

Recognition by host from Main Stage

4 VIP passes

## silver sponsorship

**\$10,000 / LIMIT 4**

**soundstrue.com** Featured sponsor of an episode of *Insights at the Edge* (215,000 downloads per month)  
4 social media posts (*Facebook and Twitter*)

**wakeupfestival.com** Logo on home page  
Logo, link, and 60-word description on sponsor page

**wake up festival presence** Logo on promotional and program materials (*deadline June 1*)  
Logo on sponsor banner (*deadline June 1*)  
Recognition by Tami Simon from Main Stage  
Product placement in gift bags (*1,000–1,500 units*)  
2 VIP passes  
Unlimited additional discounted passes (\$595)  
2 invitations to the VIP dining room (*with the presenters*)

**wake up regional presence** Logo on promotional materials  
Logo on sponsor banner  
Recognition by host from Main Stage  
2 VIP passes

## bronze sponsorship

**\$5,000 / LIMIT 6**

**soundstrue.com** 2 social media posts (*Facebook and Twitter*)

**wakeupfestival.com** Logo, link, and 60-word description on  
sponsor page

**wake up festival presence** Logo on promotional and program materials  
(*deadline June 1*)  
Logo on sponsor banner (*deadline June 1*)  
Recognition by Tami Simon from Main Stage  
Product placement in gift bags (*1,000–1,500 units*)  
1 VIP pass  
Unlimited additional discounted passes (*\$595*)  
1 invitation to the VIP dining room  
(*with the presenters*)

**wake up regional presence** Logo on promotional materials  
Logo on sponsor banner  
Recognition by host from Main Stage  
1 VIP pass



## additional sponsor opportunities

Gift Bags

\$5,000/LIMIT 1

Badge Lanyards

\$10,000/LIMIT 1

Water Bottles

\$10,000/LIMIT 1



## contact

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