



SWITCH4GOOD PODCAST

The key to living a full, healthy, and joyous life lies within the foods we eat—and our relationship to those foods. Health isn't accurately measured by the circumference of your waist or by how much you can bench press; true vitality is measured by how you feel—not just physically, but deep within.

Olympic medalist **DOTSIE BAUSCH**, together with Baywatch actress and certified health coach **ALEXANDRA PAUL**, take listeners on a transformative journey to optimal health and performance through plant-based eating.



On this riveting podcast, Dotsie and Alexandra—both of whom fought back from severe food addictions—interview expert nutritionists, pro-athletes, innovative thought-leaders, physicians, and plant-based celebrities. Through shared experiences, you'll learn how to optimize your own health and wellbeing and pave a path for a more meaningful life. So get inspired and join the **SWITCH4GOOD** revolution.



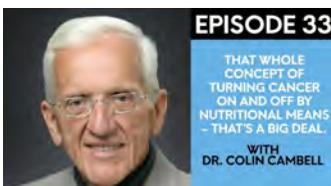
"BEING HEALTHY, BEING KIND TO ANIMALS, AND BEING KIND TO OUR ENVIRONMENT, THAT'S WHAT MOTIVATED ME THE MOST."

Emily Deschanel
Actress, Star of *Bones*



"THE MORE I LEARN ABOUT DAIRY THE MORE I BELIEVE THAT IT IS ABSOLUTELY IMPERATIVE THAT WE MAKE SOME CHANGES."

Phil Keoghan
Host of *The Amazing Race*



"THAT WHOLE CONCEPT OF TURNING CANCER ON AND OFF BY NUTRITIONAL MEANS—THAT'S A BIG DEAL."

Dr. Colin Cambell
Forks Over Knives author of *The China Study*



"IF YOU'VE EVER BREASTFED YOU REALIZE HOW WEIRD IT IS TO DRINK ANOTHER SPECIES' MILK."

Kara Lang Romero
Olympian and Canadian Soccer Hall of Fame



SWITCH4GOOD PODCAST



200,500

**TOTAL UNIQUE
DOWNLOADS**
in just 8 months!

TOTAL RATINGS

195

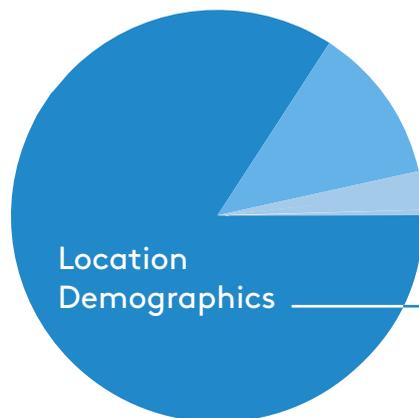
TOTAL REVIEWS

125

**LISTENING
AUDIENCE FROM**

90

COUNTRIES



NORTH AMERICA 84%

EUROPE 12%

OTHER 4%

In October 2019, we were **ACCEPTED BY PANDORA**, which gives us a new audience potential of **72 MILLION PEOPLE**.

TESTIMONIALS

"These two ladies have a fun chemistry about them and are really passionate. I love the bravery of them taking on the dairy industry with the revolutionary commercial which featured 6 incredible athletes proudly saying they had "made the Switch4Good." They are real, down to earth, and approach interviews with respect but a flair of fun."

— SARAH

"The ability to empathetically listen to guests; the ability to distill the guest's main premise; the ability to have an authentic conversation while carefully and sensitively guiding it along to serve the listeners can be a tightrope walk. The hosts are off to a wonderful beginning of serving a mission of help, healing, and creating something bigger than themselves. I'm excited to listen and learn."

— ROB BROTHERS

"I made a gradual switch from an omnivore diet to vegetarian, then plant-based beginning in 2008. At the time, I didn't even know what a vegan was. I came a long way educating myself, and yet, I have learned soooo much more with this podcast. I can't think of a better resource to those who need this information. This podcast is so educational and pleasant to listen to; EVERYONE should be tuned in."

— CELISS

SWITCH4GOOD PODCAST

PROMOTIONAL OFFERS

According to statistics, 90% of podcasts receive less than 100 plays per month. As of October 2019, the **SWITCH4GOOD PODCAST** has an average listenership of over 100,000 with a month over month growth of 26%, and our average listening completion time is an astounding 88%!

The industry standard for podcast sponsorship is based on a cost per 1,000 downloads or cpm. The **SWITCH4GOOD PODCAST** is currently averaging in excess of 2,300 downloads per episode, therefore our cpm is 2.3

Cost for a 15-second pre roll\$15 cpm
Cost for a 45-second mid or post roll.....\$35 cpm

WHAT DO YOU GET?

- A 15-second pre roll at the beginning of the podcast & a 45-second mid roll or a 45-second post roll
- A featured spot on every show notes page of every episode you sponsor
- A feature on our sponsors page on switch4good.org

SPONSORSHIP OPPORTUNITIES

SPONSOR WEEKLY SEGMENT

Pre Roll \$34.50 (2.3 x \$15)
Post Roll \$80.50 (2.3 x \$35)
Total \$115 per episode
Total = \$460 per month

HEADLINE SPONSOR

(all 4 podcasts per month)
Pre Roll \$69.00 (2.3 x \$30)
Mid/Post Roll \$161.00 (2.3 x \$70)
Total \$230 per episode
Total = \$920 per month

Term & Conditions: Sponsorship contracts are for minimum of three months & are payable upfront.

OTHER PROMOTIONAL OFFERS:

- **2 TWEETS PER MONTH** on @SwitchForGood
- **2 IG PICS PER MONTH** with promo material @Switch4Good
- **2 FACEBOOK MENTIONS PER MONTH** @Switch4Good

\$200 EACH PER MONTH • 6 MONTH CONTRACT RECEIVES A FEATURE SPONSOR SPOT



For questions and more information
please visit switch4good.org or contact us at info@switch4good.org