



# 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.



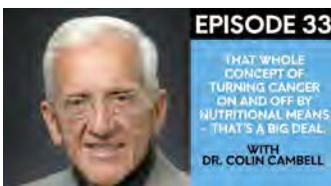
**"BEING HEALTHY, BEING KIND TO ANIMALS, AND BEING KIND TO OUR ENVIRONMENT, THAT'S WHAT MOTIVATED ME THE MOST."**

Emily Deschanel  
Actress, Star of Bones



**"WHEN I WAS FIRST DIAGNOSED AS A DIABETIC, I THOUGHT I WAS BURIED. BUT REALLY, I WAS PLANTED IN A NEW JOURNEY TO GET HEALTHIER AND SHOW OTHERS HOW THEY COULD ALSO OBTAIN A HEALTHY LIFESTYLE."**

Eric Adams  
Brooklyn Borough President



**"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



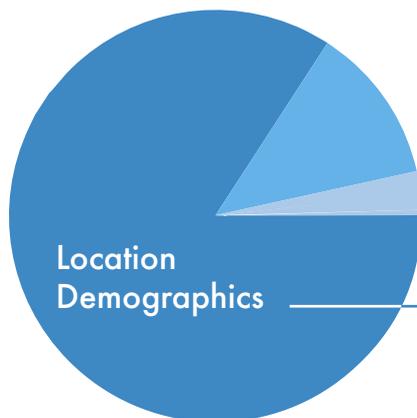
# SWITCH4GOOD PODCAST



**463,812**  
TOTAL UNIQUE  
DOWNLOADS!

**TOTAL RATINGS**  
**363**  
**TOTAL REVIEWS**  
**87**

**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 sooooo 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



## PROMOTIONAL OFFERS

The **SWITCH4GOOD PODCAST** has an average listenership of 460k and receives an average of 2.7k downloads per episode.

Per industry standard, our 60+ second sponsorship spots cost \$25 per cpm. Sponsors may choose a pre-roll, mid-roll, or both.

- **COST FOR ONE SPOT PER EPISODE: \$270**
- **COST FOR TWO SPOTS PER EPISODE: \$540**

All sponsors will also receive a link in every episode's show notes that they sponsor.

\*See next page for additional promotion via email and social media.

## CUSTOM PACKAGES

Reach our ever-growing **SWITCH4GOOD** audience through a number of platforms. Each custom package includes exposure to our **30k+ email list** and **50k+ followers** on social media.

All packages run for one month.

### BRONZE - \$1,000

- **1** branded email with link of your choice
- **4** mid-roll podcast ads

### SILVER - \$2,000

- **1** branded email with link of your choice
- **1** mention and link in our monthly newsletter
- **2** social media posts on the hosts' Instagram accounts
- **4** mid-roll podcast ads

### GOLD - \$3,500

- **1** branded email with link of your choice
- **2** social media posts on the hosts' Instagram accounts
- **2** social media stories on the hosts' Instagram accounts
- **4** mid-roll podcast ads
- Guest interview on the podcast\*

\*Guests are interviewed at the discretion of the hosts. Please discuss before choosing this option.



For questions and more information please visit [switch4good.org](http://switch4good.org) or contact us at [tanya@switch4good.org](mailto:tanya@switch4good.org)