

**Dr. Beverly L Swanson Presents**

**Eagle Wings**

**EAGLE WINGS**

WISDOM. KNOWLEDGE. REVELATION

DR. BEVERLY L. SWANSON



**This Sponsorship proposal highlights the execution of multiple opportunities on how EagleWings and Dr. Beverly L Swanson can incorporate your company and brand into our online marketing plan with seamless integration into our positioning strategy for the targeted demographic.**

### About Dr. Beverly L Swanson

Dr. Beverly L. Swanson has worked in the Corporate arena, as a Chief Operations Officer, a Vietnam era veteran of the United States Air Force, well traveled throughout the US and Europe and a retired Law Enforcement Agent. Dr. Swanson, has a Doctorate in Divinity, is an ordained minister and functions in the office of an Apostolic Prophet. Known for her wisdom, humility and warm smile Dr. Beverly simply calls herself a servant messenger of the Lord. She is a sought after Christian Counselor, Spiritual Adviser, Spiritual Life Consultant, and Inspirational & Empowerment Speaker. "Dear One's my life's passion is for each and all to walk in the confidence and excellence of your own unique God given gifts, and soar to great heights through the Power of The Word & Biblical Principles. There is "nothing unattainable and no one untrainable. I left the safe and secure world of predictability to pursue my purpose armed with Great Faith, and have not been disappointed. Let me help you realize and reach your purpose."



### About Eagle Wings

Dr. Beverly developed Eagle Wings to share her vision that she has built and defined over the last several years. Several products and services now carry the Eagle Wings brand, with much more to come. Currently Eagle Wings has several books and Audio books available as well as spiritual consulting for a unique experience. Eagle Wings is devoted to being able to help everyone achieve a better quality of life.

### The Opportunity

As Eagle Wings develops and grows, they look to partner with strategic, like sponsors to help the Eagle Wings core philosophy to more people. Eagle Wings is currently being offered an opportunity to grow with a growing radio station, as well as branch out into several other medias nationwide.

### Demographic

**Target Age Range:** 35-54 years old

**Target Ethnicity:** All Ethnicities

**Target Gender:** Female or Male

**Target Marital Status:** Divorced, Married, and single

**Target Geographic Reach:** Nationwide

**Psychographic:** Recently or planning on going through a life changing event such as marriage, divorce, or tragic event



## Viewership and audience

### Website:

<http://www.drbeverlyswanson.com>

Total pages views: 2,560

Growth: 58% growth week over week

### Coffee, Wisdom, and prayer w/ Dr. Bev

13,295 listens

5,027 page views

<http://www.blogtalkradio.com/drbeveaglewings>

### Inspiration~Empowerment & BREAKTHROUGH! w/ Dr. Bev

11,295 listens

3,027 page views

<http://www.blogtalkradio.com/drbeverlyswanson>

**Please note:** Social Media with New Radio Broadcast Inspiration~ Empowerment & BREAKTHROUGH launched in March 2014. Marketing plans and growth has been continuous since launch. We expect large numbers within the next few months as we continue to focus on social media marketing and growth.

### Facebook:

total likes: 220

Growth month over month: 33%

<https://www.facebook.com/BeverlyLSwanson>

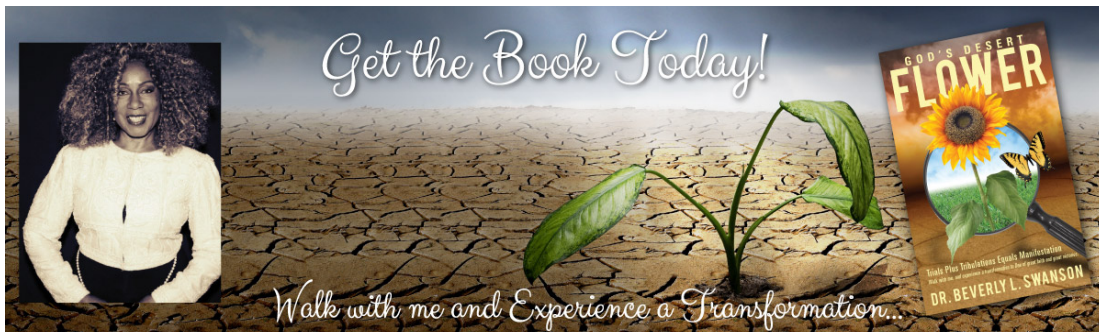
### Twitter:

Total follows: 400

Growth month over month: 23%

<https://twitter.com/drbeverlyswanso>





### **Sponsorship Packages**

#### **Platinum: Title Sponsor \$1,500 (monthly)**

- Category exclusivity
- Large advertisement permanently placed on sponsorship page of Dr. Beverly's website listed as a title sponsor
- Company will be listed as the official sponsor of the spiritual consulting program
- Company name and link placed on social media sites
- Company logo placed on all advertisements directly tied to Dr. Beverly's
- Automatic advertisements placed on all live events (no extra cost)
- Regular (at least 5 times per week) company mentions on social media sites and on radio guest spots

#### **Gold: Co-Title Sponsor \$1,000 (monthly)**

- Category exclusivity
- Large advertisement permanently placed on sponsorship page on Dr. Beverly's website listed as a co-title sponsor
- Company will be listed as special sponsor of a package deal that will be marketed
- Company name and link placed on social media sites.
- Regular (at least 3 times per week) company mentions on social media sites and on radio guest spots
- Discount and first opportunity to be a part of live events (50% discount)

#### **Silver: VIP Sponsor \$500 (monthly)**

- Medium advertisement placed on sponsorship page on Dr. Beverly's website listed as a VIP sponsor
- Rotating mentions on radio guest spots (1 time per week)

- Rotating mentions on social media websites (1 time per week)
- Discount on sponsorships for live Dr. Beverly's events (20% discount)

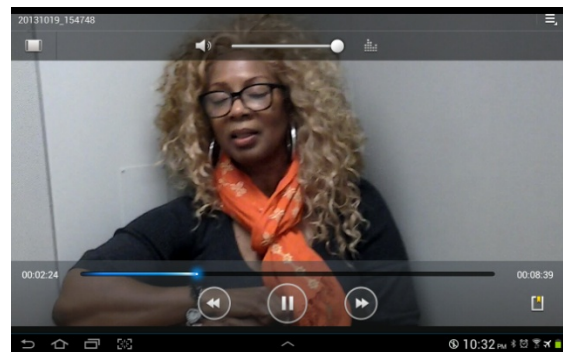
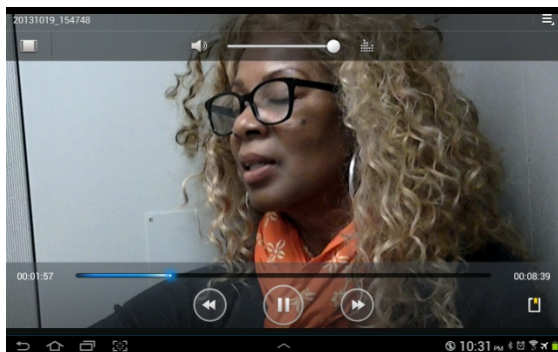
**Bronze: General Sponsor \$250 (monthly)**

- Medium advertisement placed on sponsorship page on Dr. Beverly's website as a general sponsor
- Rotating mentions on social media websites (2 times per month)

Discount on sponsorships for live Dr. Beverly's events (10% discount)

**Show times**

- The show will begin weekly on Wednesday.
- The talk show segment will air from 9-10am
- From 10-12 there will be related music
- As the radio station grows, Dr Beverly will become one of the primary segments on the station. It has been set as a "flagship program" so additional airtime as well as replays of the show will more than likely occur.



## Testimonials

### Lynniss Woods-Mullins

#### **CEO and Founder, PraiseWorks Health and Wellness**

It is an honor and a sincere privilege to share with you my professional experience with Dr. Swanson. I have known and collaborated on several projects with Dr. Swanson over the years and have found her to be a consummate and committed professional with vision and wisdom. Dr. Swanson is an excellent communicator and uses these skills to communicate with a wide variety of audiences who always enjoy her wonderful style of delivery as well as her heartfelt content. Dr. Swanson is not only a great team player she has a strong work ethic and brings vigor and passion to each project she pursues. She is creative, motivational, inspirational and a tireless advocate for helping those in need.

I highly recommend Dr. Swanson for any position for which she might pursue without reservation.

### Victor Irving Jenkins

#### **Internet Video Broadcaster/Producer**

Beverly is a great example of what she seeks to bring to the world. She is an accomplished leader and has a strong spiritual foundation. She is not looking to continue in the tradition of what has been accepted as excellence but seeks to redefine it in her own way. Having achieved a modicum of success herself, she is uniquely qualified to meet the needs of women and youth alike. She embraces the use of tools that educate, enlighten and empower her target market. Any company or organization that is seeking a "new thing" in the personal development programs will be glad they chose Dr. Beverly L. Swanson.

### Douglas Shearer

#### **Board of Directors at Urban Hope**

I was very much impressed by both her passion for helping people and her organizational skills. She's outgoing - with a compelling personality that is very engaging. Her knowledge is extensive. I highly recommend her for any kind of work involving assisting individuals find their way to a better, more meaningful life.

## Contact us

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