This I Believe and You!
A Strong Marketing Partnership
This I Believe

• This I Believe is an international project engaging people in writing and sharing essays describing the core values that guide their daily lives.

• Over 60,000 of these essays, written by people from all walks of life, are archived on our website, heard on public radio, and featured in weekly podcasts.

• The project is based on the popular 1950s radio series of the same name hosted by Edward R. Murrow.
This I Believe

• We have published two volumes of essay anthologies, the first of which was a New York Times bestseller and has sold more than 250,000 copies to date.

• Our podcasts are heard each week by more than 175,000 subscribers.

• Over 70,000 educators have downloaded our curricula to help their students craft their own personal essays.
This I Believe

- This I Believe has featured essays on personal belief by Colin Powell, Bill Gates, Gloria Steinem, Robert Fulghum, Yo-Yo Ma, Muhammad Ali, and many everyday citizens.

- Each week on The Bob Edwards Show, we showcase a different essay from the 1950s This I Believe series, including essays by Eleanor Roosevelt, Jackie Robinson, Hellen Keller, and Harry Truman.
Transforming Into a Powerful Web-Based Initiative

• We are expanding our audience beyond its historic base of public radio listeners

• Using the most current technological advances, This I Believe is connecting to the most popular social networking sites, including Facebook and Twitter

• Our website, podcasts, streaming audio files, and curricula provide sponsorship opportunities in addition to our weekly *Bob Edwards Show* broadcasts
Our recently redesigned website is welcoming and easy to navigate.

New essay content is added to the site weekly.

Content is easily shared via RSS feeds, widgets, bookmarks, and other social networking tools that attract new fans to This I Believe.
Users visit more often and remain engaged on the site longer – well above industry averages

- Average site visit is almost 7 minutes
- 6.7 pages viewed per visit
- 38.3% “bounce rate”

The connections to the social networking sites creates new users who invite their friends to the site
Connect to Millions via Social Networking Sites

• We are developing a Facebook application that will allow users to choose their favorite essays and post them on their profile
With this new feature, favorite essays can also be posted on blogs, dashboards, and most major social networking sites.

Connect to Millions via Social Networking Sites
• In another new development, iPhone users will be able to download a This I Believe app that allows them to browse essays on their iPhone or iPod Touch.
Attractive User Profile

• Youth market is a strong, active user of the This I Believe website
  – More than 55% of web audience is under 35 years old; 28% under the age of 18
  – More than 40% of essays come from youth contributors
• Female demographic represents 54% of website visitors
• This I Believe website adult visitors are affluent, college/advanced degree educated
• Website visitors rely heavily on the Internet as a “good source of learning”
• Visitors use the Internet as their “most trusted” media source—even over newspaper and television

(sources: MRI and Quantcast)
You Can Become a Sponsor

• Weekly mentions on *The Bob Edwards Show* and strong website presence expands your company’s brand

• Tap into targeted demographic audiences

• Spread your message to like-minded consumers and supporters

• Numerous sponsorship opportunities available for any budget
Benefits of Sponsorship

• Regularly updated content means loyal visitors return to the site consistently, remain longer, and see your messages repeatedly.

• The social networking interface expands the This I Believe audience, attracting a completely new audience segment to your messages.

• This I Believe is your opportunity to help viewers and essay contributors find their voice and to share core values. They will appreciate and remember you for that.

• This I Believe is an oasis for sponsors. Take advantage of this difference and distinguish yourself from your competition.
Sponsors Have High-Visibility Presence on thisibelieve.org

• Sponsor message is available to link to your site from thisibelieve.org:
  – on home page
  – on interior pages

• Sponsorship pre-roll announcements provide viral exposure through:
  – podcasts
  – streaming audio files

• Sponsorship pre- or post-roll announcements provide viral exposure through:
  – podcasts
  – streaming audio files

• iPhone sponsorship includes your logo and message

• Sponsor logo featured on all educational materials, including middle school, high school, and college curricula
Become A This I Believe Sponsor Today

For more information, including rates, please contact:

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www.thisibelieve.org