



# PROMOTIONAL OPPORTUNITIES

[Radiobobusa.com](http://Radiobobusa.com)

## Introduction

Thank You for taking a moment to familiarize yourself with the opportunities Radiobob and our associated social media channels can enterprise while we complete our application for non-profit status in our home state of California as a 501C(3) entity with a mission to help others as they navigate their lives. We are dedicated to providing life affirming content facilitated by jamming the best music possible on air and the finest free resources we can online. More will be revealed in this document for those who wish to consider how they can help others while supporting our efforts.

## Organizational Overview

Radiobob can be found online at: [www.radiobobusa.com](http://www.radiobobusa.com), which means our patrons also visit our website each time they listen. As a promotional resource Radiobob also maintains a well-established YouTube Channel, and a Spiritual/Reiki style healing website. Radiobobusa is all about support of others through support of itself. There are currently two people devoting their time and passion to this endeavor while also maintaining full-time jobs. These same two put it all together including coordination, content, accounting, marketing, and administration of resources. Radiobob broadcasts worldwide because we are **Supported** worldwide right now.



## We See a Need for Change

The events and increased mental stress levels placed on the worldwide population over the last few years have created a blockage of social communication both interpersonally and through digital channels. Due to physical constraints and heightened tensions (be they real or perceived), people as a whole have retreated from fellow humans. We see this retreat in not only physical connection, but also in social media which creates further issues with societal communication. RadioBob is offering paths toward remembering how to be a whole person and offers resources through various content. The listener can take advantage of ways to learn, communicate, help others, or just listen and receive the same benefits in the audio stream; all for free. We are immersing our listeners in a global digital platform which allows them to physically engage the universe. Myself, Yasmin and others, will do the same by holding in person events in their global spheres.



## A question for you and to further your curiosity.

How many times have you asked the following question of your website, “How do I get people back to my website?” We do that automatically by playing an audio stream that is free of negative information or politics, while providing the best possible music and related content for free on a global scale using the only language that resonates with all Humanity, and that is **music!**

**music!**

## **Your Opportunity for Social Impact**

Your support of Radiobob is an opportunity to engage multiple people by utilizing diverse levels of digital media connection. This engagement is supported with our attendance at physical events at various locations and potentially by aspects we cannot yet even imagine via our global partners and friends.

## **Digital Opportunities**

***Our Audio Stream*** Our audio stream is broadcasting across 5 countries for 16 hours a day beginning at 0600 PDT (GMT +8). Our station plays premium music and premium content. Within this stream we provide promotional sponsorship of audio content, and we can provide time for a generated audio program. This station reaches an average of 17 listeners a day and is [Radiobob](#) on Radio.co.

***Our Radio Website*** The beauty of online radio is that you get traffic to your site constantly. Our site is Radiobobusa.com and with our events and promotions offered by other providers, this site gets hits organically. In the first 8 months, it was shown to have 92k hits on Google. This site has numerous avenues and spaces for promotion of our efforts and your services.

***Our YouTube Site*** Our YouTube channel allows us to offer a visual medium to cover events, provide updates, and offer special promotions which we have been doing since 2018. The channel is home to a few thousand followers of rare movies, Northern California Events, and some early experiments with international talent.

*Our Radio Facebook Pages* Radiobob is associated with two Facebook pages, the main [Radiobob](#) page, and the program [director](#) page. These combined Facebook pages connect us to groups with massive unique membership numbers, each who relate to the content that is heard on the station. We can also interact with others regarding content and events worldwide.

*The Reiki Connection* This simple lifestyle of sage, solace and Zen have been a part of my wife's life and my own life for some time, and we have a following within a select positive community. Yasmin has her Reiki healing website, Facebook page and corresponding YouTube channel which is encompassed within our current digital activities.

*Event Attendance* Local radio ruled before digital streaming and what the advent of AI will not change, is the quest to be somehow entertained. Radiobob's approach is to embrace both physical and digital marketing by returning to the roots of local personal connection by using our media/press coverage, while also providing opportunities to help people within our digital reach. We are already scheduled to have face time with 25,000 people during the next 4 events in the Sacramento Area and over 6,000 more when we venture to Utah this year for the Land Speed Record attempts where we will also connect with established global friends. Who will we meet? Everyone. Where? All over: car shows, farmers markets, fireworks displays, oh and a few Northern California Dirt Tracks. We are already connected with people like The Lions Club, veteran groups, race drivers, media, music, and many others in the community.

*Our Wildcats* These are people who attend events like us, and they report on functions globally. So far we have three players for support or content. They provide promotions for us almost weekly.

## *Additional Cross Promotion*

There is a world of cross promotion within our media following and our contributor community. Our providers listed in this document interact with others and benefit from those they meet. We share information with them and in exchange they provide us with information we use to promote our services. This includes groups and other avenues accounting for about 2,000,000 people who they interact with that may see their post within 30 days. Because of this we can use a varied set of media contributors and add this to our Live assets which we blend in for additional content. We can easily tailor these for different groups while still delivering the same positive material and services. Being a former rock and roll technician and engineer makes most of this digital marketing quite simple, but sometimes time consuming. For example, we may use your pictures/logos, as backgrounds for posts to these groups among other digital avenues. This digital and actual handshake combination relies on a well operated station which I need help to provide. We depend on reliable services which are offered to help others and are available from multiple sources so as not to be judgmental or one sided.



*Our Thanks to Scenic Van in California for  
providing a discount on our rental van  
which will be at  
Bonneville Speed Week  
In Search of Fuel Injected Zen  
August 3<sup>rd</sup> - 9<sup>th</sup> 2024*



## Our Financials

At present we pay for the following items;

<u>Item</u>	<u>Cost</u>	<u>Desired Budget</u>
Website	100.00 Month	200.00 Month
Radio Portal	100.00 Month	200.00 Month
Royalties	100.00 Month	150.00 Month
Equipment	2500.00 (Start Up)	2000.00 (Year)
Travel	2500.00 (Events)	5000.00 (Year)
Social Media		100.00 Month
Support Media	500.00 (Start Up)	100.00 Month

## Our Program

To evaluate the success of our efforts, we have several secure reporting services for our online capture of visitors and allowable information. GoDaddy and Google Analytics provide data collection for the Website. Facebook has its own data collection as well as YouTube.

Our listeners are tracked within the Radio.co software reporting system, which we use to maintain our License and Royalty agreements.

We will track our progress with physical outreach which is expected to be a minimum of 25,000 in 2024 across Northern California. This does not include Wildcat presence at other functions where they might encounter others.



## Long Range Opportunity

We intend to support this station for the next 7 years in the quest to gain enough funding each year to maintain a small staff, cover expenses, and expand our physical efforts to offer some job training and certifications beyond the classes and referrals we already offer. To do this, your support builds event attendance while we increase the music, obtain more promotional items/equipment and attract more life coaches who will then provide services for our patrons. New musicians over time will attract new listeners, followers, and promoters. Our event coverage will attract participants and fans, and the more we engage with the public the more our numbers grow. I am actively seeking sellers for the website to help gain income as well. We have a massive amount of space on the site right now which I can provide to vendors and others who align with our vision. For example, a T shirt company could portal for our site and we could get a small percent of the sale as a nonprofit. There are multiple possibilities with this type of partnership. In August, we are going to a World Class Event as part of our media coverage. Do you think we are going to sit back and wait for others after that? Nope, they are free to say no, but we will keep asking everyone we can such as NASCAR, Red Bull, State Fair, Thunder Valley, and many others. No event is too small; we are only potentially limited by budget issues.





## Current Sponsors and Content Providers

<i>Deiz and Sigg</i>	Cash/Legal
<i>Kathy Jaskot</i>	Cash Contributor
<i>Ryan Cropper</i>	Audio Content Provider
<i>Rich Lopp</i>	Audio Content Provider
<i>Lee Aaron Smart</i>	Services/Audio Content
<i>Spencer Jones</i>	Services/Audio Content
<i>Dahlia Rose</i>	Audio Content Provider
<i>Gary Thomas</i>	Promotional/Event/Content
<i>Jeff Mamora</i>	Services/Audio Content
<i>Crossroads Metaphysical</i>	Audio Content Provider
<i>FASTSIGNS of Roseville</i>	Promotional
<i>JB in the Morning</i>	Promotional/Content Provider
<i>Bman</i>	Audio Content Provider
<i>"Houston, We have a Podcast"</i>	Granted by NASA
<i>In the Groove</i>	Audio Content Provider
<i>Hoogies Garage</i>	Audio Content Provider

37 Agreed Reciprocal promotional sites worldwide

10 Local Event/Venue Press Agreements

***My email is: [bob@radiobobusa.com](mailto:bob@radiobobusa.com)***