

It's Your Life with Dr. James "JC" Cooley

# Sponsorship Proposal

On the Behalf of:  
The J.C. Cooley Foundation

**Main Contacts:**

Dr. James "JC" Cooley

☎ 817-729-6272

✉ JamesCooley145@gmail.com

Dr. Sandra E. Stancil

☎ 301-485-6330

✉ SandraEStancil@gmail.com





# Our Mission

To Encourage, Empower, Teach, and Mentor all individuals regardless of race, religion, creed, and gender that they are born with purpose.



**It's Your Life** empowers individuals to reach their fullest potential by fostering a community of support, growth, positivity, diversity, equity, and inclusion.

We are seeking sponsors whose ideals align with our mission and goals.

Our goal is to reach all ages, demographics within the United States and around the world.







Our fundraising goal is to raise sufficient funds to cover the expenses involved in preparing and delivering daily episodes of the **"It's Your Life with Dr. James "JC" Cooley Show."**

Funds raised will go towards equipment, operating costs, broadcasting fees, marketing, and traveling expenses.



# Our Goals

Join us in spreading the influence of our positive and motivational show, reaching audiences nationally and worldwide.

Our goal is to inspire, uplift, and work together to make a difference on a global scale.





# Dream BIG, Think BIG, and Be BIG at Everything That You Do.



It's Your Life strives to create a world where everyone is inspired to achieve their dreams, embrace their unique strengths, and contribute to a brighter future for all.

## Being a Sponsor...

You will be a team member for promoting harmony, strength of unity, the power of perseverance, and the importance of uplifting one another.



## You will have the Opportunity...

To share your company or organization's mission and increase awareness and enhance profitability as it relates to your company or organization's vision.

In addition to sponsoring **It's Your Life**, you will also be assisting in sponsoring **The "JC" Cooley Foundation (Options & Opportunities/The Choice Program)** where we are preparing Today's Youth around the United States and the world to become our Future Leaders of Tomorrow.

**We urge you to consider becoming a Sponsor and a Team Member of Our Mission.**



# J C Cooley Foundation Organization

J C Cooley Foundation

**President / CEO**  
(Dr. James "JC" Cooley)

Cooley Books Inc.  
Publishing Company

It's Your Life  
Media Network

Options & Opportunities /  
The Choice Program

**Executive Vice President**  
(Open)

**Executive Vice President**  
(Dr. Michelle Cooley)

**Executive Vice President**  
(Charles Golden)

**Vice President  
Fundraising**  
(Open)

**Vice President  
Sales**  
(Open)

**Vice President  
Marketing & Media**  
(Sara Estrada)

**Vice President Sponsorship &  
Strategic Planning**  
(Dr. Sandra E. Stancil)

Open

Open

Open

Events Manager

Public Relations Manager

Social Media Manager



# The Importance of DEI

**It's Your Life With Dr. James "JC" Cooley** is a supporter of Diversity, Equity, and Inclusion (DEI).

DEI is important and beneficial to organizations because it promotes a productive, innovative, and successful work environment for the organization as a whole.

Prioritizing DEI demonstrates an organization's commitment to social responsibility and ethical practices by promoting equal access and opportunities for individuals who are underrepresented by encouraging collaboration and innovation.







# Why is DEI Important?

- Increased employee engagement
- Increased sense of belonging
- Include everybody's thoughts in creating love, peace, and harmony in the world.

- Increased unique ideas
- Organization can reach a broader range of customers and target markets
- Organizations are better positioned to compete in the global market

- Extension and broader range of gifts and talents
- Reduction of organization conflicts and issues of discrimination
- Creates a healthier and positive organizational culture



# It's Your Life Sponsorship Packages

PACKAGE	PRICE	TITLE SPONSOR	30 SEC SPOTS DURING SHOW	GUEST INTERVIEW	CO-HOST	PROMOTIONAL ENDORSEMENT	30 RADIO SPOTS OUTSIDE SHOW
PLATINUM	\$7500 a Month	✓	2 x Show	2 x Year	1 x Year	5 x Weekly	2 x Weekly
GOLD	\$5000 a Month	-	2 x Show	1 x Year	-	5 x Weekly	2 x Weekly
SILVER	\$3000 a Month	-	2 x Show	1 x Year	-	3 x Weekly	1 x Weekly
BRONZE	\$1500 a month	-	1 x Show	-	-	-	-

In addition, all sponsors benefit from the following:

- Opportunities to recommend future co-hosts, guests, show content, and topics.
- Occasional show replays on air.
- On demand viewing on YouTube & Rumble.
- Additional 30 sec advertising spots are available for a competitive fee.
- Recognition on J C Cooley Foundation website : [www.cooleyfoundation.org](http://www.cooleyfoundation.org) and social media spaces.





# Customizable Sponsorship Options

We're thrilled to offer customized sponsorship packages for **It's Your Life with Dr. James "JC" Cooley Show!** Whether you're looking to boost brand visibility, promote a product or book, or support a cause, we've got tailored solutions just for you. Let's chat and make magic happen!

**Call: 817-729-6272**

## Product placement

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Fees for product placement are available upon request.

## Additional Radio Spots

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Special rates for Radio commercials for It's Your Life with Dr. James "JC" Cooley Show Sponsors.

Rates start at \$60 for 60sec spots and \$40 for 30sec spots.

## Ads & Promotion

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Approval is at the discretion of THE ANSWER FM96.1 | AM1170 and the It's Your Life with Dr. James "JC" Cooley Show.





# Distribution Network

## Radio

Broadcasting 7 days a week on The Answer (FM96.1 | AM1170).

Simulcast digitally on The Answer, iHeart Radio, MyTuner & TuneIn.

## Television

Broadcasting live via e360TV.

Simulcasting to Roku, Apple TV, Android, IOS Facebook and Amazon Fire TV.

## Live Streaming

Live streaming daily on YouTube, Facebook, The Answer Radio, X (Twitter), LinkedIn and Rumble



## Podcasts & On Demand Viewing

Video available on Youtube and Rumble.

Audio only: Amazon Music, Apple Podcast, Omny Studio, Spotify, iHeart Podcasts, Radio.com, Deezer, Podchaser Pandora Podcasts and TuneIn.





# Our Audience

## YouTube

- 1.2M views in last year
- 120K Subscribers
- 600 videos uploaded
- 24.4% Female Viewers, 75.6% Male Viewers

## e360tv

- 300M available screens
- 800K - 1M Monthly Viewers
- 53.6% Female Viewers, 46.4% Male Viewers
- 3.8M+ App downloads
- 84.6% USA, 9.5% Canada, 2.8% UK, 1.4% Australia, 1.7% Other

## Social Media

Facebook:

- [@james.cooley.167](#) (Personal page) 4.9K
- [@cooleyfoundation](#) (Business page) 1.2K
- [@itsyourliferadioshow](#) (Group page) 683 Members

Instagram:

- [@j.c.cooley](#) - 374 Followers

## KCBQ FM/AM

- Traditional Radio, centered around San Diego, CA., covering 3.5M population
- 38% Female Viewers - 62% Male listeners
- Salem Media Group owns 95 radio stations in 28 markets. Salem is the sixth largest media company in Radio Broadcasting.





Dr. Michael Mantell  
Co-Host & Cognitive Behavioral Coach.



Dr. James "JC" Cooley  
Host of "It's Your Life."



Dr. Michelle Cooley  
Co-Host & Executive Producer of "It's Your Life."

# 360° HEALTH



Dr. Stephen Sideroff  
Psychologist, Consultant, and Author.



David L. Katz, MD.  
Internal Medicine Specialist (Nutrition).



Dr. Diana Londoño  
Board-Certified Urologist



Dr. Robert Lufkin  
Physician, Medical School Professor and Author.



Dr. Obari Cartman  
Community Psychologist and Author.



Dr. Balin A. Durr  
Child, Adolescent and Adult Psychiatrist



Dr. Richard Safeer  
Workplace Health Pioneer.



Monica A. Eastway, M.S.  
Eco Gerontologist, Educator & Changemaker



Dr. Nassir Azimi  
Cardiovascular and endovascular physician



Robyn Tiger, MD  
physician in Diagnostic Radiology and Lifestyle Medicine.



Dr. Verena Brown  
Pediatrician, Health and Wellness Coach.



Mike Waters  
Director of Health Promotion of Fitness Over 50.

"It's Your Life: 360° Health", hosted by the esteemed Dr. Michael Mantell and Drs. James & Michelle Cooley, is a groundbreaking weekly broadcast that reaches millions of viewers nationally and internationally.

Featuring leading healthcare professionals, the show delivers cutting-edge insights on holistic wellness, making it the premier platform for health-conscious audiences worldwide.

Join us in empowering millions to live healthier, more fulfilling lives. Become a sponsor of 360° Health today and elevate your brand in the booming wellness market.



# 360° HEALTH

## Broadcast Details

- **Frequency:** Weekly
- **Reach:** National and international audiences
- **Format:** 60-minute episodes featuring in-depth discussions, expert interviews, and interactive segments.

## Content Focus

- **Holistic approach** to health: mental, physical, lifestyle medicine and wellness
- **Latest research** and trends in healthcare
- **Practical tips** for improving overall well-being
- **Expert insights** from leading healthcare professionals

## Why Sponsor 360° Health?

- **Unparalleled Reach:** Access to millions of engaged viewers weekly
- **Targeted Audience:** Connect with health-conscious, affluent consumers
- **Credibility by Association:** Align your brand with trusted health experts
- **Multi-platform Exposure:** Visibility across broadcast, digital, and social media channels
- **Content Integration:** Opportunities for seamless product placement and branded segments
- **Thought Leadership:** Position your brand as an innovator in the health and wellness space

Schedule a personalized consultation with our sponsorship team today to customize a sponsorship package to align with your brand objectives. Contact: Drs. Michael Mantell & James "JC" Cooley.





## TESTIMONIAL

It is such an honor to be doing the series Bridges Beyond Grief on the It's Your Life show. JC and Michelle Cooley are smart, funny, and totally down to earth. It's like having two best friends to chat with, who have amazing connections and always tell it like it is! They are constantly bringing to the show, wonderful guests with great information that helps us all live better.

I am blessed to have It's Your Life, in my life!  
Thank you JC and Michelle.

**Paula Shaw**

*Show Guest & Mini Series Co-Host*

[www.PaulaShaw.com](http://www.PaulaShaw.com)



## TESTIMONIAL

It has been a pleasure being on the It's Your Life show! Since it's inception I have had the honor of being a repeat guest and I absolutely love JC and Michelle as the hosts. They ask pertinent questions, cover trendy and meaningful topics and make you feel right at home.

THANK YOU! Here's to Life! It's Your Life!!

**Joshua Goldsmith**

*Show Guest &  
Discussion Panel Member*

[www.GoldsmithFinancial.net](http://www.GoldsmithFinancial.net)



## TESTIMONIAL

Being a guest on the J C Cooley Show was an incredible experience! Drs. James and Michelle Cooley asked engaging questions that truly brought out the best in our conversation. Their professionalism and genuine interest made me feel welcomed and valued. The entire atmosphere was warm and inspiring, allowing for meaningful dialogue. I left feeling enriched and excited to share my insights with their audience!

**Dr. Terry Spain**

*Show Guest &  
Discussion Panel Member*

[www.TerrySpainConsulting.com](http://www.TerrySpainConsulting.com)





# "IT'S YOUR LIFE

*With Dr. James JC Cooley."*

**THE ANSWER**  
FM 96.1 | AM 1170  
NORTH COUNTY | SAN DIEGO  
INTELLIGENT. CONSERVATIVE.



Hosted by  
**Dr. James JC Cooley**

with Co-Host  
**Dr. Michelle Cooley**



## TV, RADIO, PODCASTS & LIVE STREAMS





# "It's Your Life" Creative Team

Welcome to our exceptional team!  
It's Your Life.. take pride in our talented and dedicated team members.



**Dr. James JC Cooley**

President / CEO

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✉️ JamesCooley145@gmail.com



**Dr. Michelle Cooley**

Executive Vice President

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**Dr. Sandra E Stancil**

Vice President Sponsorship  
& Strategic Planning

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**Dr. Michael Mantell**

Co-Host  
"It's Your Life: 360° Health"

📞 619-743-2555  
✉️ DrMantell@me.com



**Sara Estrada**

Vice President  
Marketing & Media



**It's Your Life With Dr. James "JC" Cooley** sincerely appreciates your time and consideration in potentially sponsoring our program. Your support would play a pivotal role in being instrumental in advancing our mission to inspire, uplift, and make a difference on a global scale.

With your partnership, we are confident we can elevate our efforts and create an even more profound impact to encourage, empower, teach, and mentor. Your sponsorship would provide essential resources in addition to inspiring others to join us in our efforts.

We recognize the significance of partnering with organizations that share our values, and we are certain that our collaboration would be mutually rewarding. Your support of our program would demonstrate your dedication to our mission and goals, and we are eager at the prospect of joining forces to accomplish our common objectives.

Thank you once again for considering our program for sponsorship; we are excited about the potential to build something extraordinary together.

Very Respectfully,

Dr. James "JC" Cooley

