



SPONSORSHIP
OPPORTUNITIES

— JULY 2026 —



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Partner with us to transform
lives, shift mindsets, and
impact generations.



Introduction

Kadesh Abundant Life Mission (KALM) is a transformative movement designed to help individuals break free from limiting beliefs, heal from past experiences, and step into a life of purpose and abundance. Kadesh is built on the principle of transformation through intentional exploration, education, engagement, and empowerment.

Inspired by the biblical significance of Kadesh as a place of renewal and decision-making, we serve as a modern-day “threshold” helping individuals transition from limitation to purpose.

The **Couch Conversations: Sip, Share, Heal** Podcast is a signature platform under the Kadesh Media & Entertainment arm of KALM.



Mrs. Shuana-Kaye A. Smith
Founder & Host

LL.B., LEC, MA (Couns. Pysch), Postgrad. Dip. Ed.
Attorney-at-law, Psychotherapist and Certified Educator



About the Host & Founder

Mrs. Shuana-Kaye A. Smith



Mrs. Shuana-Kaye A. Smith is an Attorney-at-law, Psychotherapist, Certified Educator, and purpose-driven communicator committed to helping others heal, grow, and flourish.

Her journey, marked by personal challenges including trauma, depression, and identity struggles, has shaped her passion for guiding individuals to embrace their story and step confidently into who they are called to be. Through faith, professional training, and lived experience, she stands as a testament that challenges do not define destiny.

With over 19 years in law, a Master of Arts in Counselling Psychology, and extensive experience in education and ministry, Shuana brings a rare blend of expertise, compassion, and authenticity to every space she enters. Whether speaking, teaching, or ministering, she creates environments where people feel seen, heard, and empowered to evolve. Her work through Kadesh reflects her commitment to using every platform as a sacred opportunity to bring healing, clarity, and transformation.



Couch Conversations: Sip, Share, Heal is an intimate, conversation-driven podcast that creates space for entrepreneurs, emerging leaders and individuals seeking transformation to explore healing, identity, and growth through honest dialogue.

Designed to feel like a safe, trusted space, the platform fosters meaningful connection, self-awareness, and transformation—making it a powerful touchpoint for both audience impact and brand alignment.

Unlike traditional interview-style podcasts, Couch Conversations is intentionally designed to feel like a trusted, intimate conversation rather than a performance.

Each episode invites guests and listeners into a space where they can:

- Reflect honestly on life experiences
- Confront limiting beliefs and emotional barriers
- Explore healing, growth, and self-awareness
- Gain clarity and practical insight for their next steps

The tone is warm, authentic, and deeply engaging—balancing vulnerability with wisdom, and storytelling with actionable takeaways.



OUR TARGET AUDIENCE



We are aiming to connect with and create a safe space for those who have been craving direction for stepping into their next season.

These are individuals who are not just consuming content—they are actively seeking transformation, alignment, and purpose.

**WOMEN
AGES 20 - 55**

**ENTREPRENEURS
& EMERGING
LEADERS**

Individuals seeking
harmony among
multiple roles (faith,
career, family, personal
growth, etc.)



CORE THEMES EXPLORED

- Healing from past experiences and trauma
- Identity, self-worth, and confidence
- Faith and personal growth
- Relationships and emotional wellness
- Entrepreneurship and navigating purpose
- Management and Leadership Development



The conversations are guided but organic—allowing for depth, relatability, and genuine breakthroughs.



The CC Experience

Couch Conversations is more than a podcast. It's an experience and a movement.

Through its format, it creates:

- A safe space for vulnerability and truth
- A mirror for listeners to see themselves and reflect
- A guide for navigating life with intention and clarity

Listeners don't just walk away informed. They walk away seen, understood, and empowered to grow.

They also have opportunities for further support and engagement through the initiatives of KALM under the various arms such as (a) Mentorship, (b) Mind, Body & Spirit and (c) Management and Leadership.



What this means for Brand Alignment

Couch Conversations stands out from other podcasts by offering:

- Depth over noise
- Authenticity over performance
- Transformation over entertainment

It aligns naturally with brands and partners who value:

- Wellness and mental health
- Purpose-driven impact
- Meaningful community engagement

Through partnership, your brand becomes an automatic advocate and supporter of transformative growth, healing and development.



WHY PARTNER WITH A PODCAST?

PODCASTS ARE NOW A HIGH-TRUST MARKETING CHANNEL

Signal Hill Insights (2025):

- 61% of branded podcast listeners reported becoming more favourable toward the sponsoring brand
- 75% said the episode held their attention from start to finish.

Acast Podcast Pulse (2024):

- 84% of listeners said a podcast changed their opinion or mindset on something.





WHY COUCH CONVERSATIONS IS POSITIONED FOR IMPACT

Women's Wellness is a rapidly growing industry. The global women's wellness market was valued at approximately USD \$289.8 billion in 2025 and is projected to reach USD \$549.4 billion by 2033, growing at an annual rate of 8.4%. With this knowledge, brands are actively investing in:

- women's empowerment
- mental wellness
- personal development
- emotional health
- fitness and self-care
- holistic transformation

Kadesh and Couch Conversations sit directly inside several high-growth consumer categories simultaneously.

SOURCES:

- *Global Wellness Institute (2025)* – reports rapid growth across the wellness economy, with mental wellness among the fastest-growing sectors.
- *PwC (2026)* – explains that women's health is moving from a niche category to a major investment opportunity, with increasing attention from investors and brands.
- *Grand View Research (2026)* – identifies growing consumer demand for products supporting reproductive health, hormonal health, nutrition, preventive care, and healthy aging.



WHY COUCH CONVERSATIONS IS POSITIONED FOR IMPACT (Cont'd)

Women's wellness priorities are increasingly centered on mental resilience, stress reduction, and sustainable healthy habits. A 2025 Talker Research survey of 2,000 American women, commissioned by Burn Boot Camp, found that:

- 58% said they want to become the mentally strongest they've ever been.
- Reducing stress and anxiety was identified as the top mental wellness goal.
- 43% listed losing weight as a primary health goal.
- 40% wanted to improve their sleep quality.
- 36% aimed to develop healthier eating habits.
- 29% wanted to increase their physical strength.

These findings reflect a broader shift toward mental wellness, emotional resilience, healthy lifestyle habits, and long-term wellbeing, creating opportunities for brands that support women through authentic education, encouragement, and community.

Kadesh as a movement exists at the intersection of healing, wellness, empowerment, leadership, transformation, and intentional living. Couch Conversations invites participation in the driving home of key perspectives and solutions that will help persons to get results. This creates meaningful opportunities for brands to connect authentically with an engaged and growth-oriented audience.

Our Host is currently being more intentional with her own holistic wellness journey.

Through Kadesh Mind, Body and Spirit she is leading by example and empowering her audience throughout her journey with transparency.

This provides several opportunities for active engagement with sponsors, their goods and their services.

THE PARTNERSHIP OPPORTUNITY



PURPOSE-DRIVEN BRAND ALIGNMENT

This initiative presents a unique opportunity for brands to align with a purpose-driven platform that prioritizes:

- Mental and emotional wellness
- Personal and spiritual development
- Women's empowerment and entrepreneurship



AN EXPECTANT AUDIENCE

Sponsors gain direct access to an engaged and reflective audience actively seeking growth, solutions, and aligned brands.



SPONSORSHIP PACKAGES

Inclusions:

- Logo placement on digital promotional materials for 1 episode
- Brand mention in 1 episode (verbal acknowledgment)
- Inclusion in sponsor appreciation post (social media)

\$50,000



BRONZE

Inclusions:

- Logo placement on episode graphics for 2 episodes
- 2 dedicated social media features (posts)
- Verbal Brand mention across 2 episodes
- Inclusion in email marketing campaign
- Branded Podcast guest gift or voucher presented at end of episode (**in addition to sponsored amount**)

\$200,000



SILVER

Inclusions:

- **All the features of Silver**
- Host-read ad in 4 episodes (**up to 180 seconds**)
- Brand integration into conversation
- 4 collaborative content pieces on Instagram
- On-screen/logo placement intermittently for 4 episodes (4 appearances per 20 mins)
- Opportunity to provide branded products for use/mention

\$350,000



GOLD

Inclusions:

- **All the features of Gold**
- Priority logo placement across all social media marketing materials (graphics & video)
- Placement of company-submitted advertisement within 4 episodes
- Special interview add-on for 2 episodes for brand awareness purposes
- Branded giveaway opportunity in 2 episodes

\$500,000



PLATINUM

Other Sponsorship Opportunities

We welcome sponsorship of specific podcast-related items or services including:

- Make-Up for Host /Guests
- Attire and Accessories for Host/Guests
- Podcast set décor
- Photography or Graphic Design Services
- Venue, décor and catering for podcast related events and activities

➔ SPONSORSHIP IN KIND

There are opportunities to engage our listeners without specific monetary pledges, and instead, through gestures and gifts like:

- Spa Appointments
- Supermarket Gift Vouchers
- Gas Vouchers
- Gift Baskets

and more.





Marketing & Exposure

We have a robust digital marketing plan that is geared towards fostering:

- Strong audience engagement and participation.
- Meaningful conversations that drive transformation.
- Increased visibility for aligned brands.
- Long-term community impact.

Our efforts will be carried out on 3 main platforms, allowing for heightened partner brand reach.

SOCIAL MEDIA

Kadesh Abundant Life Mission is actively present on Instagram, Tik Tok and YouTube (**@thisiskadesh**). The podcast will be promoted consistently on these platforms, allowing for audience engagement, extensive reach and other opportunities.

WEBSITE

The KALM website provides more information regarding the arms of Kadesh so that listeners can receive the type of transformative support they desire to move forward. This is another avenue for partner exposure in select ways.

EMAIL MARKETING

An email list will be developed to include subscribers to the show, as well as KALM clients.

Partners will be able to benefit from exposure to this already engaged audience.

Ready to Partner? NEXT STEPS:

1

Select desired sponsorship option(s).

2

Click [HERE](#) to indicate your interest in Sponsoring the Podcast.





THANK YOU
FOR READING

— WWW.THISKADESH.COM —