



The Ambient Menu Sponsorship Pack

2024



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www.theambientmenu.com.au



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Ambient Menu



Ambient Menu

A quiet restaurant guide for hard of hearing diners



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The Ambient Menu is a quiet restaurant guide. Created by an Audiologist and Occupational Noise Assessor, we help hard of hearing diners and their families, find hearing friendly eateries.

By dining in a restaurant that suits their listening needs, patients have reduced listening effort, ensuring they can enjoy social outings without frustration.

Some eateries have been acoustically assessed as 'conversation friendly', meaning they meet our hearing friendly criteria for 80% of peak dining times.

About Us

The Ambient Menu is a crowd-sourced online restaurant guide. Diners leave reviews on background noise, food, and service, helping others make informed dining choices.

Restaurants consistently rated as quiet or having low noise levels can apply for an assessment by a registered noise assessor for our 'hearing friendly' accreditation.

Ambient Menu Accredited restaurants are featured prominently on the homepage of our website.

The Ambient Menu leads the way to a world where background noise doesn't dictate the dining choices of those with sensory sensitivities.

The Ambient Menu Functions



Search: for an eatery based on noise level.



Review: diners leave reviews based on ambience, food, and service.



Accredit: Conversation Friendly eateries.



Educate: Restaurants where to sit noise sensitive diners, and the community about hearing health and communication strategies.

Search

Diners can search for quiet – 'low' eateries using the search function on the home page of our website.

Accredited eateries get priority listings.

They can also fine tune their search by suburb, cuisine type & price like any other website.

Additional search criteria

- Family friendly: for families with children who are hearing impaired or neurodiverse, or want hard of hearing grandparents to join in the conversation for multi-generational gatherings.
- Senior Friendly: access friendly, comfortable seats and seniors' specials.
- Access friendly: ensuring all patrons can access the front door, tables, toilets, and car parking.



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The Mission

Our web app is dedicated to guiding diners to quieter restaurants, creating an atmosphere where they can effortlessly connect and engage without the strain of excessive noise. Say goodbye to straining to hear across the table and hello to a new era of delicious food and meaningful conversations.

We are proud to have already garnered a loyal following of several thousand monthly users. We invite you to reach our community of 10,000 serenity seekers.

Your sponsorship will help us upgrade our website to go national, develop a downloadable app, and onboard more restaurants with our training packages. Your sponsorship will enable us to make dining out a more enjoyable and inclusive experience for those with hearing loss.

Our mission is to take the 'din' out of dining out.



Laura Drexler

- Creator of the Ambient Menu
- Director of Hear Here Australia
- Owner of Adelaide Tinnitus Clinic
- Independent Audiologist
- Occupational Noise Assessor
- Audiology Australia Internship Award 2022
- AMP Healthcare Hero 2022
- Flinders University Early Career Alumni Award 2022
- Conference Presenter: Audiology Australia, Independent Audiologists Australia National Conference, SA Gerontology Conference.
- Featured in ABC National News, Channel 10 News Adelaide, The Advertiser, 5AA radio, SA Life.



Why Sponsor the Ambient Menu?

The Ambient Menu has 10,000 registered users, all searching for a conversation friendly venue, where they can **connect** and be **social**. By guiding them to a restaurant that suits their listening needs, we also boost the local economy by driving our users to local eateries.

SUPPORTING HARD OF HEARING DINERS:

1

The number one complaint of people with hearing loss is hearing speech in background noise. The number one place they mention this difficulty is lively restaurants. Hard of hearing diners tend to avoid busy eateries as this one environment highlights the limitations of their hearing loss making them feel left out of the conversation and feeling disengaged.

ECONOMIC IMPACT:

2

The restaurant industry is also having a positive economic impact by driving traffic to local restaurants that prioritise a quieter dining environment. Our recommendations help these establishments attract a new customer base, increasing their revenue. Additionally, our accreditation and education programs encourage restaurants to invest in noise reduction strategies, further boosting their market appeal and fostering innovation within the hospitality industry.

IMPROVING AMBIENT MENU FUNCTIONALITY

3

Sponsorship of the Ambient Menu allows us to invest in the value of our offering, by upgrading website functionality, provide more support for eateries, and bonuses like our review reward program.



Our Audience

The Ambient Menu guides diners to conversation-friendly venues where they can **connect** and be **social**.

Our primary audience consists of:

1. Individuals aged over 55 years old: After the age of 50 we tend to begin having more difficulty hearing in background noise.
2. Noise-Sensitive people: Whether due to medical or psychological conditions, the Ambient Menu can help find a less over stimulating venue to dine out.
3. Families with neurodivergent children: We understand the challenges faced by families with neurodivergent children who may be sensitive to noise and prefer a more calm environment.
4. Professionals: Professionals from various industries often seek suitable venues to hold meetings or entertain clients. We assist in finding establishments that offer a conducive environment for effective communication.
5. Personal Preference: Some people simply have a preference for a quieter eatery when eating out.



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The Data

Website

Website users

>10,000

Reviews Posted

>2,000

Ear Bud Reviews

>150

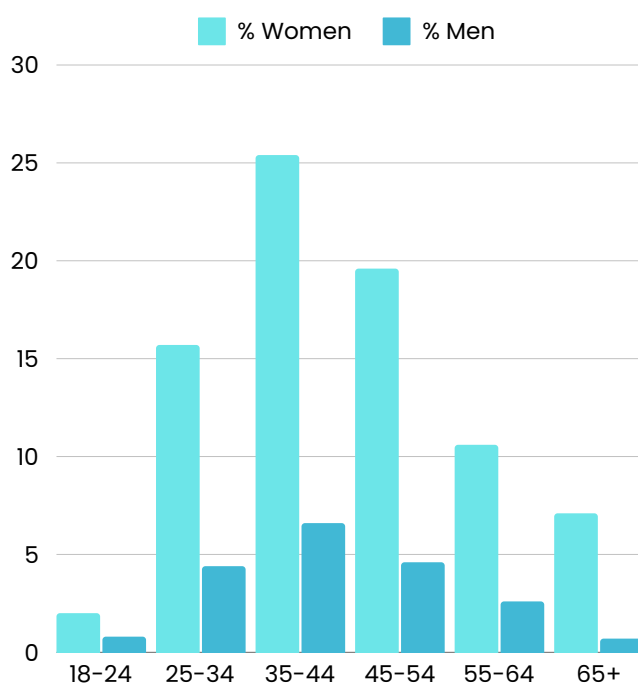
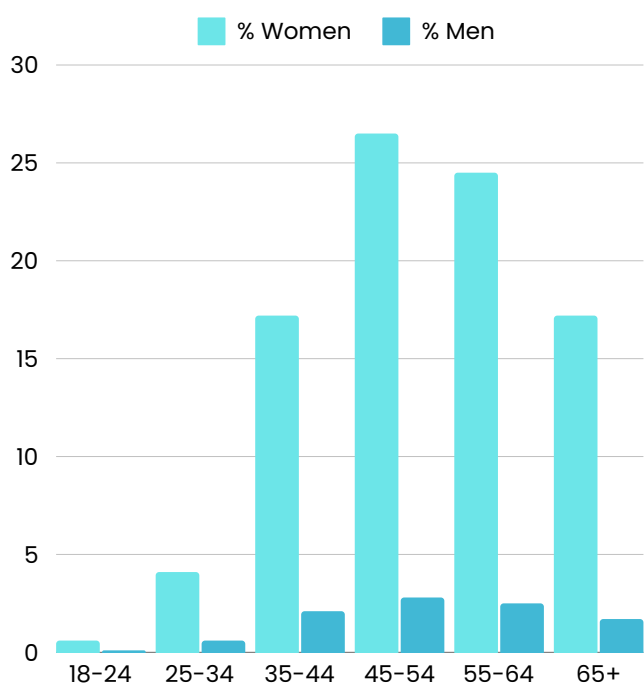
Social Media

Facebook

Followers: 2,892

Instagram

Followers: 1,190



Above stats taken on 09/09/2024.



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Sponsorship

Reach our targeted audience and promote your brand's products or services through our sponsorship packages.

By partnering with The Ambient Menu, you will have the opportunity to connect with individuals who are actively seeking solutions related to hearing and/or finding venues to patron where they can hear their company.

A la Carte Menu

The following are suggestions to get the 'conversation' started with our 10,000 users. We invite you to have a look and please contact us with your own suggestions about how you want to engage with our network of diners, audiologists, and restaurants.

- Sponsor Restaurant Education for HOH Diners..... \$100
- Sponsor Ear Bud review..... \$200
- Sponsor 10 rewards vouchers..... \$500
- Sponsor an Ambient Menu Competition..... \$500
- Sponsor Restaurant Education to improve acoustics..... \$500
- Sponsor an Ambient Menu Event..... \$1,000
- Advertisement in Newsletter
 - Quarter Page..... \$200
 - Half Page..... \$400
 - Full Page..... \$800



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Sponsorship Packages

Gold Sponsorship Package

- Logo placement on landing page, amongst the accredited listings.
- Logo placement at the bottom of every page; including restaurant listings and blog posts.
- Logo on Ambient Menu brochures that are distributed to patients in our audiologist network clinics.
- 10 sponsor posts on social media platforms. Facebook or Instagram or LinkedIn Post with up to 4 images, text, and link to your website or social media.
- Full page Sponsor message in our quarterly newsletter
- Sponsor post for Ambient Menu Events.

\$10,000

Silver Sponsorship Package

- Sponsor an accredited restaurant
- Logo placement at the bottom of every page; including restaurant listings and blog posts.
- Half Page Sponsor message in our quarterly newsletter
- 5 sponsor posts on social media platforms. Facebook or Instagram or LinkedIn Post with up to 4 images, text, and link to your website or social media.

\$5,000

Bronze Sponsorship Package

- Sponsor an education package
- Logo placement at the bottom of landing page.
- Quarter Page Sponsor message in our quarterly newsletter
- 3 sponsor posts on social media platforms. Facebook or Instagram or LinkedIn Post with up to 4 images, text, and link to your website or social media.

\$3,000



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Comparison Chart

	GOLD	SILVER	BRONZE	Single
Premium logo listing on landing page	✓	×	×	×
Logo on footer of every page on website	✓	✓	×	×
Logo at bottom of landing page	✓	✓	✓	×
Logo on Ambient Menu brochures in our Audiology partnered clinics	✓	×	×	×
Sponsored posts on your chosen social media platform	✓	✓	✓	×
Full page sponsor message in our quarterly newsletter	✓	×	×	\$
Half page sponsor message in our quarterly newsletter	×	✓	×	\$
Quarter page sponsor message in our quarterly newsletter	×	×	✓	\$
Sponsor of Ambient Menu Event	✓	×	×	\$
Sponsor Ambient Menu Accredited restaurant	×	✓	×	\$
Sponsor an education package	×	×	✓	\$
Sponsor Ear Bud Review	×	×	×	\$
Sponsor 10 rewards vouchers	×	×	×	\$
Sponsor an Ambient Menu Competition.	×	×	×	\$



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Let's Promote You!

Ready to explore the possibilities of reaching your target audience through The Ambient Menu?

Connect with us today to discuss your advertising goals and learn more about our sponsorship packages. We look forward to helping your brand make a meaningful impact.

Laura



Contact Us



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Your Guide to Quiet Eateries

Taking the 'din' out of dinner

Note: This advertising information pack is for illustrative purposes only. We are open to discussing customized sponsorship opportunities to suit your brand's specific requirements and objectives.