

# PITCH DECK

● SPONSORSHIP OPPORTUNITY



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# ABOUT ME



## SONIA MARTA

### Changemaker, Award-Winning Author, Podcaster

Sonia Marta is a changemaker, award-winning author, podcaster, leader, and content creator. In 2023, she won Silver in the Young Women Changing the World Category and participated in the ceremony in London.

Sonia wrote and self-published her **first poetry collection, Oracol** (2018), at 10. Next came her most acclaimed story by teachers and the international community, **The Rapping Astronaut** (2020), an award-winning children's book, and **Bucharest City Tour, a Trip with Sonia** (2020). In 2023, Marta co-authored the Amazon bestseller **Women Leading the Way** (2023), a collection of stories of successful women launched at the **London Book Fair (LBF23')**.

Sonia Marta's projects kickstarted her journey as a role model, travelling to speak to **over 3,500 children, students, and parents** about the importance of self-improvement and education. During these years, other children have published books. Marta's podcast, Storywise - The Podcast, is a children's show featuring extracts of her work read by VO artists worldwide, portraying a fraction of the support she's received, and the newly launched **The SMARTA Podcast** is a platform to invite global leaders, successful authors to explain leadership concepts to the younger audience.

Sonia strives at school and has participated in various Model United Nations international events as a President, delegate, or chair. She is qualified for the **Duke of Edinburgh**, having the **Bronze Award** and being in qualifications for the Silver Award. She is interested in supporting various causes and has collaborated with **World Vision Romania** and, recently, with **SOS Children's Villages**.









# MY MISSION

## GET TO KNOW MY VALUES

Ever since childhood, I have looked up to my role models, wondering how they made it to where they are now. From starting at an early age and learning how it was all done behind the scenes, I truly fell in love with what I do.

Now that I have grown up, my mission is to empower the youth to follow their dreams and to show them that it is possible by giving them all the tools they need to start. I want to offer the ideas that well-renowned leaders from various fields and regions have to my audience, enabling them to discover their full potential and choose the career that best suits them, showing them the hardest step is to start.

Through collaboration, innovation, and a commitment to inclusivity, I strive to create a more equitable and inspiring world for teenagers, students, and those who guide them to become successful and fulfilled people.



# MY JOURNEY



## 2018

### First Book Published

- Launch of Oracol – print
- Keynotes in Schools and Kindergartens
- Created Youtube Book Club

## 2020–2021

### Two Books Published

- Launch of The Rapping Astronaut – print, ebook, audiobook
- Launch of Bucharest City Tour a Trip with Sonia – print, ebook
- Partnership World Vision RO
- Keynotes in Schools and Kindergartens

## 2022

### Academic Awards

- Academic Achievement Award
- Outstanding Creator Award for The Rapping Astronaut
- Launch Ukrainian Language ebook – for The Rapping Astronaut
- Keynotes in Schools and Kindergartens

## 2023

### Women Leading the Way – launch

- Launch Women Leading the Way book at the London Book Fair
- Silver – Young Women Changing the World Awards Gala in London
- Keynotes in Schools and Kindergartens

## 2024

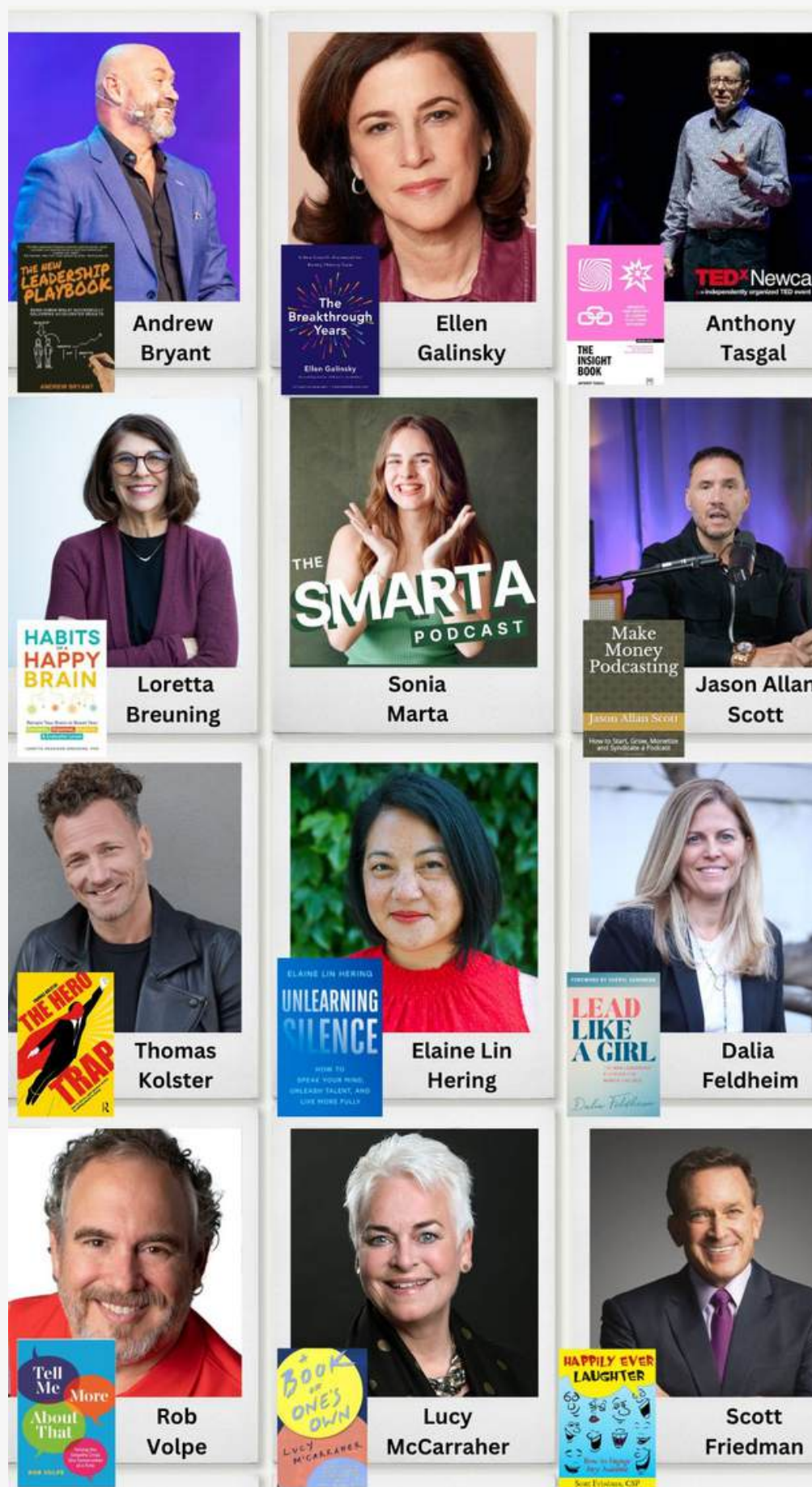
### The SMARTA Podcast Launch

- Launch of The SMARTA Podcast
- Duke of Edinburgh Bronze Award
- Partnership SOS Children Villages
- Keynotes in Schools and Kindergartens
- +4000 people participated at my sessions



**CONTACT ME!**

# MY GUESTS 2024



- #01 – **Andrew Bryant**, Keynote Speaker and Author
- #02 – **Anthony Tasgal**, Marketer and Author
- #03 – **Blaine Rada**, International Coach, Speaker and Author
- #04 – **Thomas Kolster**, Marketer, Speaker and Author
- #05 – **Jason Allan Scott**, Entrepreneur, Podcaster and Author
- #06 – **Lucy M'Carraher**, Entrepreneur, Publisher and Author
- #07 – **Rob Volpe**, Keynote Speaker, Author and Empathy Activist
- #08 – **Dalia Feldheim**, Keynote Speaker, Corporate Consulting, Coach, Author
- #09 – **Scott Friedman**, Keynote Speaker, Motivational Humorist and Author
- #10 – **Loretta Breuning**, Mammal Brain Expert, Author
- #11 – **Ellen Galinsky**, Educator, Researcher, Author
- #12 – **Elaine Lin Hering**, Keynote Speaker, Coach and Author
- #13 – **Scott Greenberg** – Keynote Speaker, Author, Business Advisor
- #14 – **Jerry Acuff** – Sales Expert, Author, Keynote Speaker
- #15 – **Douglas Thompson** – Sales & Storytelling Expert, Author, Keynote Speaker
- #16 – **Kelly Lundberg** – Personal Brand Strategist, Author, Keynote Speaker



# MY GUESTS 2025



2025 GUESTS

- #17 – **Kevin Gaskell** – Global Leadership Speaker, Author, Adventurer
- #18 – **Margareta Sailor** – CEO, Founder, Author, Mentor, Speaker
- #19 – **Frank Sinclair** – Empowerment Coach, Business Consultant, Speaker
- #20 – **Leilani Brown** – CEO, Autor, Podcast Host
- #21 – **Shesh Budhabhatti** – Entrepreneur, Activist
- #22 – **Sangeeta Waldron** – Entrepreneur, Communications Expert, Author
- #23 – **Joel Zeff** – Keynote Speaker, Improvisational Comedian, Author
- #24 – **Ilyssa Wexler** – NYT Bestselling Author, CEO
- #25 – **Barry Posner** – Chair, Author – The Leadership Challenge
- #26 – **Nathan Andres** – Author, Coach
- #27 – **Micha Liberty** – CEO, Founder, Lawyer
- #28 – **Case Kenny** – Autor, Podcaster, Founder, Mindfulness Educator
- #29 – **Jordan Toma** – Keynote Speaker, Entrepreneur, Author
- #30 – **Anne Laure Le Cunff** – NYT Bestselling Author, CEO
- #31 – **Brian Biro** – Professional Speaker, Author, Entrepreneur
- #32 – **Joshua M Evans** – Author, Speaker, Founder
- #33 – **John R. Miles** – CEO, Podcaster, Keynote Speaker, Author
- #34 – **Jeremy Poincenot** – Inspirational Speaker and Performance Coach
- #35 – **Elayna Fernandez** – CEO | Storytelling Strategist | Digital Strategist

And with many more in discussions!



# IN THE NEWS



## Forbes

### Povești care inspiră: Sonia și Miruna încurajează tinerii să-și transforme visurile în realitate

Mariana Robescu  
Copii talentați  
Hobby

## Forbes

### Editura Princeps Publishing lansează colecția pentru copii Fantezie

Marius Michailov  
Copii talentați



*“Nu renunța niciodată la visurile tale, indiferent cât de dificile sau imposibile par. Dacă ai puterea să vizualizezi ce îți dorești, deja ești mai aproape de împlinirea visului tău.”*



Societatea contemporană a început în ultimii ani să înregistreze schimbări în ceea ce privește modelul de educație propus de școală în vederea pregătirii copiilor spre devenirea acestora într-o generație de adulți responsabili și impliniți. În egală măsură, se dovedește din ce în ce mai necesară dezvoltarea inteligenței emoționale a copiilor și înțelegerea timpurie și corespunzătoare a dificultăților de integrare și relaționare, astfel încât acestea ajung să fie o condiție sine qua non a echilibrului și bunăstării interioare la maturitate.

### Cand femeile isi urmaresc visul

17 May, 2022 AM • Update • Women Leading the Way

Sonia Marta, autorea la 13 ani, cu 9 cărți publicate, cleră la International British School of Bucharest, face parte dintr-o colaborare cu două dintr-aceste instituții, datorită și faptului că este o femeie care și-a creat o viață profesională și artistică în timp ce creștea în viața sa și că lucrează în domeniul tehnologiei și al designului.

Ce ar fi dacă am putea înțelegi oamenii din întreaga lume să alină împlinirile?

Am avut întrebări și am căutat răspunsuri în cărțile mele. O vreme de o vreme am scris dar pot spune că acum știu că oamenii să alină împlinirile, să împărtășească propriile experiențe și pot spune că și găsesc răspunsuri de a face lumea un loc mai bun.

"Women Leading the Way" evidențiază importanța leadership-ului feminin și impactul pozitiv pe care îl poate avea asupra societății și oferă cititorilor o sursă de inspirație și cunoștințe din viața femeilor care și-au realizat visele într-o manieră ușoară și accesibilă. Cărțile lui pot inspira și inspira și să împărtășească femeile care aspiră la poziții de leadership prin exemple de succes practice și instrumente pentru a avea succes.

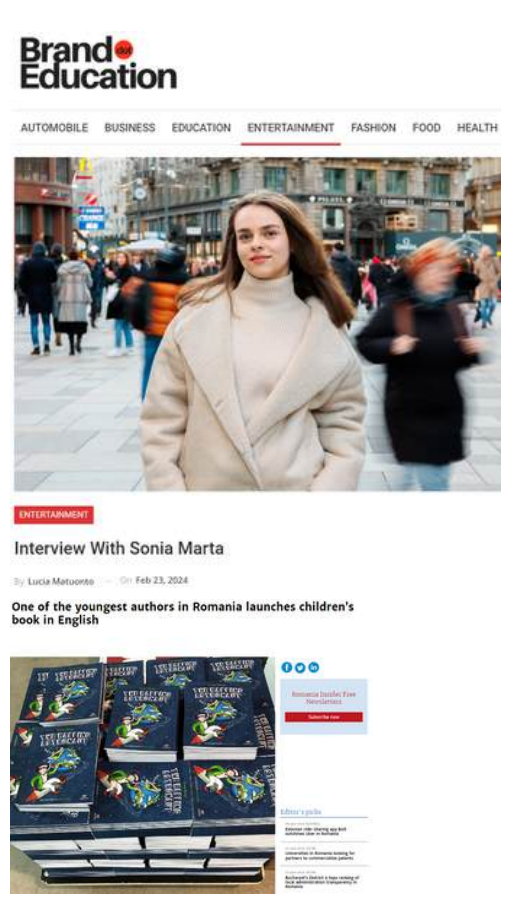
## Q&A

### Sonia Marta lansează cartea "Bucharest City Tour, A Trip with Sonia", susținând în același timp comunitățile vulnerabile în timpul pandemiei COVID-19

02 Jun 2020, 10:01 AM • Update • RAN Communication

“Bucharest City Tour, A Trip with Sonia”, este o carte pentru copii scrisă în limba engleză, a uneia dintre cele mai tinere autoare din România, Sonia Marta, care la numai 12 ani este deja la a treia sa experiență editorială.

Pe parcursul cărții puteți urmări călătoria a trei prietene ce merg în excursie cu școala cu Bucharest City Tour, descoperind multe monumente pe traseu, învățând lucruri noi despre unele dintre cele mai frumoase obiective turistice pe care Bucureștiul vi le poate oferi. Învățând acum online, acasă, Sonia a avut timp să finalizeze acest proiect și s-a decis să meargă chiar mai departe și să susțină Fundația Comunitară București. În acest fel ea dorește ca peste ani, când se va gândi la această perioadă, să își aducă aminte că întotdeauna o situație dificilă poate să aducă ceva bun, dacă ești creativ.





# WHY BECOMING A SPONSOR



## **Social Media Reach**

Promoted on all platforms: + 50k followers:  
Claudia Marta: +500K impressions/year  
Sonia Marta: +2005 impressions/year

## **Educational Messages**

Educational podcast for teenagers, students on topics about leadership, marketing, education, child and adolescent development, parenting and family dynamics, neuroscience and psychology, stress management, publishing.

## **Personalized Promotional Message**

Promo message in the text of the podcast post, on each post caption, audio ad in the recording of the podcast – 1st roll (30 seconds–1min)

## **Innovating Creative Finances**

Community Engagement: a creative way to show interest in growing future leaders/ share knowledge for the young audience



# SPONSORSHIP OPPORTUNITIES

## IDEAS

## DETAILS

### The SMARTA Podcast

1 partner slot available for the first roll.  
10 episodes package - 4000 EUR net: 30 seconds slot in the podcast, mention in episode notes and social media +50k Reach.

### The SMARTA Podcast

1 partner slot available for the last roll.  
10 episodes package - 3500 EUR net: 30 seconds slot in the podcast, mention in episode notes and social media +50k Reach.

### Keynotes

A personalized presentation on a topic I cover, or we can develop one together - 2500 EURO.  
For other cities in Romania or Europe - transport & accommodation to be covered.

\*Mid Roll - sold - partnership with CGS - <https://www.cgsinc.com/en>





# MY KEYNOTES



## About My Journey as a Writer

I explain to children and parents all steps, from exploring ideas to writing, illustrating, publishing, and marketing a book to build authority and credibility. I love to talk about the importance of reading a lot.

More than 10 children published a book  
Organized sessions with children and parents  
Guiding 1 to 1 families to reach an international audience, distribute globally

## How to Raise Successful Teens

I address the key highlights, my family did well, and key tactics and strategies from the books I read and authors I met, talking about habits, behaviours, neuroscience, and how to have a happy brain.

Authors interviewed on the topic – sharing their valuable insights  
Webinars and live talks on the topic  
Women Leading the Way project and its importance, being recognized for my achievements in London at the Women Changing the World Awards

## How to Build a Personal Brand

In my sessions I receive a lot of questions about how I manage my social media, how I did my website, how I am invited as a guest to other podcasts, how I do my podcasts or how I have articles about my journey in press. I am a strong believer in the positive power of social media if used right.

Present on all platforms – Instagram, Facebook, X, LinkedIn, Pinterest, Youtube, TikTok  
Managing Soniamarta.com  
The Smarta Podcast – Spotify, Apple, Youtube, and many other platforms

## MY PARTNERS:





# TESTIMONIALS



**Ellen Galinsky**

Sonia is an expert interviewer. She quickly and easily pivoted and followed the flow of the conversation with very probing questions. The hour flew by! What an honour to be interviewed by her!



**Dalia Feldheim**

Sonia is so sweet, spontaneous and asked some wonderful questions! A pleasure to be interviewed by her!



**Rob Volpe**

I am sure Sonia loved the discussion as much as I did! We talked a lot about various topics and the five steps to empathy. It is such a pleasure to see young people like her! Thank you for being on The SMARTA Podcast!



**Lucy M'Carraher**

It was lovely to talk to Sonia - an amazing woman! Such a vivid conversation, from author to author! I look forward to promoting the published version.



**Loretta Breuning**

Sonia asked me great questions. It was a vivid and wonderful conversation. A lot of people ask me boring questions like "What is dopamine?" but she did so well, with smart questions! I will definitely promote it.



**Thomas Kolster**

Such a joy! An excellent beginning to the morning. Well done Sonia, I like your energy and Smart questions. It was a lovely chat, I am looking forward to promoting it!





LISTEN NOW







# THANK YOU

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