

**SHOW THE WORLD THE USTA'S COMMITMENT TO SOCIAL RESPONSIBILITY:  
BRANDED SPONSORSHIP IN UP TO 100,000 "16 THINGS" BOOKS:**

**8 4-C PAGES FOR MULTIPLE MESSAGES, FORWARD BY CEO, A CHAPTER ON YOUR MISSION**

**35,000 FREE BOOKS TO SHARE WITH PROSPECTS, CLIENTS AND STAFF**

**INCLUDES SPONSORSHIP OF 8-12 WEEK WORKSHOPS REACHING OVER 20,000 PARTICIPANTS**

# 16 THINGS

We ALL CAN Do

TO ACT RIGHT & HELP  
SAVE THE PLANET!



PLAYER'S SPECIAL EDITION

FEATURING THE BIGGEST NAMES IN TENNIS SHARING  
SOLUTIONS FOR A SUSTAINABLE FUTURE  
FOR KIDS, PEOPLE & THE PLANET



AN ESSENTIAL SELF-HELP GUIDE FOR DETAILING PROBLEMS &  
SOLUTIONS TO IMPORTANT ISSUES THAT IMPACT OUR HEALTH,  
HAPPINESS, SUCCESS & QUALITY OF LIFE

BY LYLE BENJAMIN

Forward by USTA President Patrick Galbraith

Cover  
Mock-Up  
is for  
illustrative  
purposes  
only.

Cover is for illustrative purposes only.



# SUSTAINABILITY SPECIAL EDITION

## “16 THINGS WE ALL CAN DO To ACT RIGHT & HELP SAVE THE PLANET!”

**100,000**  
Book  
Distribution

**500,000**  
Book  
Circulation

- Schools
- Churches/Temples
- NPOs
- Agencies
- Businesses

- Libraries
- Bookstores
- Chains
- Drug Stores
- Supermarkets

- Direct Mail
- Internet Sales
- Affiliations
- Associations
- Special Events

- Fund Raisers
- Promotions
- Workshops
- 8-12 Week Better Comm./Literacy Wkshp

**Increased:**

- > Branding
- > Marketing
- > Media
- > Publicity
- > Philanthropy
- > Revenue

**32**  
Top USTA Professionals  
on 16 Important Issues

people face in their lives and what needs to be done to help solve these problems.

**Featuring:**

- Important Issues/Solutions
- Color Headshot
- Accomplishments
- Social Media Connections
- Add'l PR from 32 Leaders

**Company Biography & Mission**

Chapter & Expanded Website Section on Social Resp. Sponsor

**Goodwill, Social Responsibility & Global Citizenship**

Education, Inspiration, Empowerment, Action

Books/Materials Scholarships Awarded In Each Contributors Name

**20,000 Youth**

Attend 8-12 Week Communication & Literacy Workshops

Add'l Workshops Nationwide

# LETTER FROM THE PUBLISHER

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## Social Responsibility & Multiple Branding Opportunities

For many companies, one of the most important messages they can convey is one of Corporate Social Responsibility: This company cares. Not only about their customers, but about their employees, the environment and the planet.

“16 Things We Can Do” can help you achieve multiple company objectives — branding, public relations, advertising, corporate social responsibility, global citizenship — through its unique book publishing program that combines “Chicken Soup for the Soul” style messages with expert testimony from industry leaders and people of influence.

This reinforced combination of experts, messages and media serves to ratchet up the power of Sponsor Branding geometrically.

Instead of placing a single page advertisement in a national magazine where 90% of the readers don't see the message, and the other 10% may not be interested at the time they see it ... you have an entire reference book that is directly on point with your mission and messages.

Additionally, you have cover representation, 8 full-color, 6" x 9" advertising pages in one publication, a forward by your CEO or President, a short chapter on the mission of the company, sponsor representation on 16 Things and Planned Acts Of Kindness websites, and at 8-12 week “Better Communication & Literacy” Workshops — and now you've got branding on steroids.

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### Exceptional Programs, Exceptional Performance

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100,000 Book Distribution	500,000 Readership Circulation	Branding on Book Cover	Forward by Org's CEO	Chapter on Org's Mission	8 Full Color 6" x 9" Adv. Pages	35,000 Free Promotional Books	Free BC&L Workshop Sponsorship	Multiple Website Coverage
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Deliver something unique to your target market — a branded book tailored to their interests — and now the possibilities are endless.

Please contact me directly to see how we can work together to create a winning program for you and your organization.

Best regards,

Lyle Benjamin  
Founder & Executive Director  
16 Things Kids Can Do, Inc.  
Tel. (212) 213-0257  
Cell (917) 683-2625  
16Things.Org  
PlannedActsofKindness.Org  
16ThingsPress@gmail.com

#### Featured Expert Note:

**20 minutes is all it takes to be a positive part of shaping the future of kids, people and the planet when you become a Featured Expert in up to 100,000 books.**

**In addition to the positive PR & promotional benefits you receive, we establish a \$5,000 scholarship in your name to give books and materials to 500 disadvantaged youth to attend 8-12 week empowerment workshops.**

# 16 THINGS BOOKS

*Self-Help Guides Working for the Betterment of Kids, People & The Planet*

## *16 Things : Mission Statement*

*"To provide books, workshops, programs and activities that educate, empower and transform kids and people to achieve their goals through action."*

- Objectives:**
- To provide empowering and transformative educational and action orientated programs to help people achieve their goals and objectives for living happier, healthier and more successful lives.

- Outlining The Problems:**
- For Many of Us:
    - We are educated in ways that don't often promote long-term growth and development
    - We would like to do more for ourselves, our families and our future but we don't know how
    - We need responsible and actionable information to rely on
    - We often don't feel engaged and inspired to take action
    - We often feel that we are powerless to make a difference
    - We often lack a healthy support system
    - We often don't feel a strong sense of community
    - We would like to do more for others but aren't motivated by volunteering at soup kitchens, clean-ups and walk-athons

- Outlining The Solutions:**
- 16Things' Books/Workshops Education & Action Programs:
    - Provide a multi-pronged approach to that educates, supports and reinforces the desired behavior
    - Each book presents 16 problems and two experts per problem that explain why and what we need to do to solve the problem
    - Expert information is supported by their background info and social media contact information
    - The books form the basis of Better Communication & Literacy (BCL) Workshops where people get together and read aloud the problems and solutions and then discuss. The workshops are 8-12 week peer to peer support groups where people develop relationships and a stronger sense of community while taking action to solve real problems.
  - 16 Things "Book Series"
  - 16 Things+ Better Communication & Literacy (BCL) Workshops
  - 16 Things "Youth & Adult" Training Programs
  - 16 Things "Courses & Classes"
  - 16 Things "Workshops"
  - 16 Things "Events"

# I6 THINGS BOOKS

*Self-Help Guides Working for the Betterment of Kids, People & The Planet*

## Advertising & Branding

### Client Benefits:

- 16 Full-Color Branding & Advertising Pages:
  - 100,000 Books: 35,000 Free for Company Promotions
  - 60,000 Books: 20,000 Free for Company Promotions
  - 30,000 Books: 10,000 Free for Company Promotions

### Value Added Branding Extras:

- Free:
  - Up to 35,000 promotional books FREE with order
  - Forward by Company President or CEO
  - Chapter on Company & Organizational Mission
  - Featured Sponsor for 16 Things 8-12 Week "Better Communication & Literacy (BCL) Workshops"
  - Sponsor Placement on "16ThingsKidsCanDo.Org" Website
  - Featured Branding with "16 Things" Outreach & Engagement
- Optional:
  - Preferred Sponsorship of "PlannedActsofKindness.Org"
  - Preferred Sponsorship of "National Kids' Month"
  - Preferred Sponsorship of 2020: The Year of Kindness
  - Program Sponsor Promo Cards

### Marketing, PR & Promotions:

- Coverage through:
  - Internet
  - Social Media
  - Word-of-Mouth
  - Television
  - Radio
  - Magazines
  - Newspapers

### Book Distribution:

- Bookstores
- Magazine Stands
- Drug Stores
- Department Stores
- Supermarkets
- Schools
- Libraries
- Sponsors
- Health Care Providers
- Hospitals
- Day Care Facilities
- Waiting Rooms
- Direct Mail
- Charities
- Fund-Raisers
- Internet Affiliates

## BOOK TITLES:

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# “16 THINGS WE ALL CAN DO TO ACT RIGHT & HELP SAVE THE PLANET”

To provide empowering and transformative educational and action orientated programs to help people achieve their goals and objectives for living happier, healthier and more successful lives.

### SPECIAL EDITIONS:

Civility/Kindness Special Edition  
Climate Change Special Editions  
Sustainability Special Editions  
Pollution Special Edition  
Money Mastery Special Edition

Mental Health Special Edition  
Anti-Bullying Special Edition  
Health & Wellness Special Edition  
Nutrition Special Edition  
Physical Fitness Special Edition

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Women Leadership Special Edition  
Celebrity Special Edition

Business Leaders Special Edition  
Empowerment Coaches Special Edition

2020 Presidential Candidate Special Edition

## “16 THINGS KIDS CAN DO ...”

Books for Kids of All Ages

### Education:

16TKCD ... To Get Better Grades in School & Keep Their Parents Out of Their Book Bags  
16TKCD ... To Write Wonderfully & Wow Their Parents in The Process

### Finance:

16TKCD ... To Help Pay for College & Keep Their Parents Out of the Poor House  
16TKCD ... To Prepare for Their Future So They Can Avoid Living in Their Parent's Basements When They're in Their 40s

### Health, Wellness & Nutrition:

16TKCD ... To Keep Their Parents Off Their Backs & Out of Their Bathrooms  
16TKCD ... To Eat Right & Help Keep Their Parents Alive Until They're in Their 100s

### Fitness:

16TKCD ... To Stay Physically Fit for Life While Running Their Parents Nuts in The Process

### Social Education:

16TKCD ... To Have More Self Respect & Prevent Their Parents from Shadowing Them Like Spies  
16TKCD ... To Improve Their Social Skills without Having to Listen to Their Parents Lecture Them in Front of Their Friends

### Computers:

16TKCD ... To Smartly and Safely Surf the Internet & Keep Their Parents from Dialing 911  
16TKCD ... To Make Better Use of Their Computers & Stop Their Parents from Tossing Them Out Their Windows

# 16 THINGS BETTER COMMUNICATION & LITERACY (BCL) WORKSHOPS

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## **Our Mission:**

“Working for the Betterment of Kids, People & The Planet”

## **Our Mission Together:**

Providing Free BCL Workshops to promote quality Relationships & Strengthen Communities

## **Workshop Topics:**

Anti-Bullying, Business, Civility/Kindness, Communication, Computers, Education, Entrepreneurship, Environment, Ethics, Finance, Fitness, Gender, Global Citizenship, Health, Life Skills, Nutrition, Public Policy, Race, Relationships, Social Responsibility & more.

## **People Learn:**

- + That they have the power to exercise more positive control over their lives
- + How their behaviors and actions influence outcomes
- + How to avoid frustration and self-defeating attitudes
- + How understanding and empathy of other viewpoints really helps them
- + How to speak and read with more confidence
- + The life long benefits of a support network
- + How to better communicate on “hot button” issues while still showing respect and responsibility

## **People Learn 16 Things+**

- + How to take several deep breaths and step back from damaging conflict
- + How to modify their own behaviors so they are no longer counter-productive to goals
- + The life long benefits of a support network
- + That people are not objects or robots, and that respect is a two-way street
- + How to better communicate with on “hot button” issues while still showing respect and the benefits of responsibility

## **Both Learn:**

More constructive tools that can be used to build better foundations for health, happiness, and success within the family dynamic and with others

## **Workshop Locations:**

Schools, Libraries, Churches, Synagogues, Clubs, Health Care Providers, Offices, Retail Stores, Etc

## **Starting Your Own BCL Workshop**

Register for Free at [www.16ThingsKidsCanDo.Org](http://www.16ThingsKidsCanDo.Org)

# DEMOGRAPHICS

**MILLENNIALS** ARE THE DEMOGRAPHIC BRIDGE BETWEEN THE LARGELY WHITE OLDER GENERATIONS (PRE-MILLENNIALS) AND MUCH MORE RACIALLY DIVERSE YOUNGER GENERATIONS (POST-MILLENNIALS)

**25%  
@75**

**OF THE TOTAL  
U.S. POPULATION**

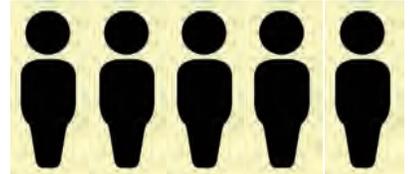
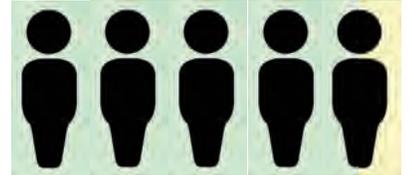


**MILLION**



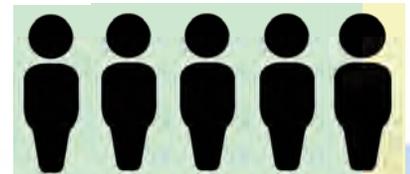
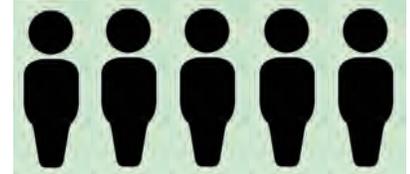
**44%**

**MINORITY  
DIVERSITY**



**94%**

**FEEL THE COMPANIES  
THEY WORK FOR  
SHOULD HAVE NON-  
TRADITIONAL BENEFITS**



**Gender:**  
56% Female  
44% Male

**Age:**  
78%  
18-44

**Homeownership:**  
< 1 out of 3

**Post College Average  
Household Income:**  
\$71,000

**Post College Households  
with Children:**  
2 out of 3

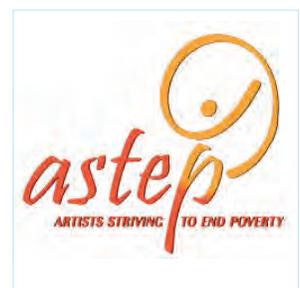
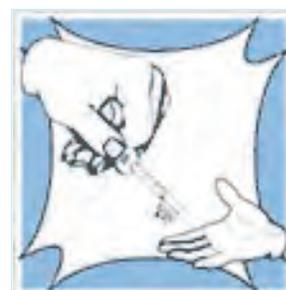
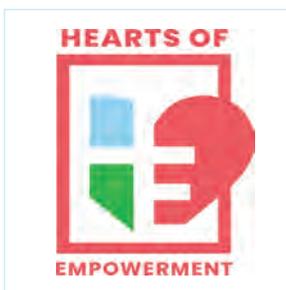
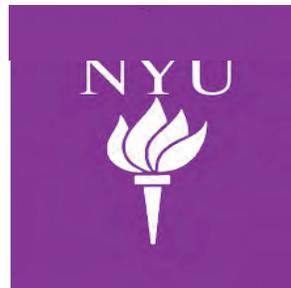
**College Education or Beyond**  
2 out of 3

**Top Five Markets:**

1. NY
2. LA
3. Chicago
4. Dallas
5. Atlanta

# PARTNERS & SUPPORTERS

PLANNED ACTS & 16 THINGS PROGRAMS ENJOY SUPPORT FROM A WIDE RANGE OF ORGANIZATIONS & COMPANIES, BOTH DOMESTIC AND INTERNATIONAL, AS THEY WORK FOR THE BETTERMENT OF KIDS, PEOPLE & THE PLANET.



# IN THE NEWS

PLANNED ACTS HAS BEEN FEATURED IN NUMEROUS TELEVISION, RADIO  
PRINT & ON-LINE MEDIA REACHING AUDIENCES IN THE TENS OF MILLIONS.



TheStreet.

CISION  
PR Newswire

finanzen.net

euro  
news.



kake  
News abc

NewsBlaze

2 NEWS  
COVERAGE YOU CAN COUNT ON

CityRoom  
www.cityroom.com

3 WRCBtv

MARKETS  
INSIDER

KITV4 abc  
ISLAND NEWS

69 NEWS  
WFMZ-TV

Daily Herald  
Big Picture . Local Focus

rrstar.com

Townhall  
FINANCE

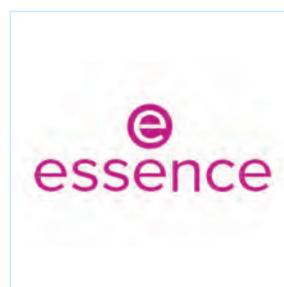
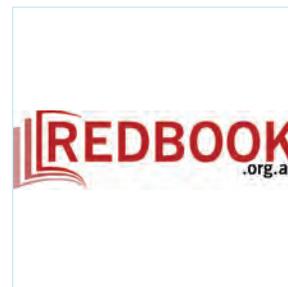
abc 8  
KLKN-TV  
Lincoln NE

International  
Business Times

# MEDIA OUTLETS

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IN ADDITION TO SECURING MEDIA COVERAGE THROUGH PRESSCABLE, PRNEWSWIRE, AND THE RADIO & TV INTERVIEW REPORT, 16 THINGS PARTICIPATES IN THE NATIONAL PUBLICITY SUMMIT & PROVIDES NEWS STORIES TO THE FOLLOWING OUTLETS:



# BOOK INSERTION ORDER

Please Type or Print Clearly. Submit to: 16 Things Press, Entrepreneurs Small Business Network, 20 East Broadway, 4th Fl., New York NY 10002

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/St/Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Date: \_\_\_\_\_  
 Tel. (office): \_\_\_\_\_ Ext. \_\_\_\_\_  
 Tel. (direct): \_\_\_\_\_  
 Tel. (cell): \_\_\_\_\_  
 Tel. (fax): \_\_\_\_\_  
 P.O. Number: \_\_\_\_\_

## BRANDING:

**Book Cover:** Sponsor Name & Logo Featured  
**Forward:** Written by CEO or President  
**Chapter:** Company/Organization History/Mission  
**Recognition:** Better Communication & Literacy Workshops

## ADVERTISING:

**Quantity:** 100,000; 60,000, 30,000 Books  
**Size:** 6" x 9"  
**Adv. Pages:** 16-Pages (8-Pages, Front & Back)  
**Color:** 4-C  
**Circulation:** Up to 500,000

## PR & MARKETING:

**35,000 Free Books** with 100,000 Book Order (**\$698,250 Value**)  
**20,000 Free Books** with 60,000 Book Order (**\$399,000 Value**)  
**10,000 Free Books** with 30,000 Book Order (**\$199,500 Value**)

## BOOK TOPICS:

Aging  
 Banking  
 Bullying  
 Business  
 Civility / Kindness  
 Climate Change  
 Computers  
 Education  
 Energy  
 Environment  
 Ethics  
 Food  
 Finance  
 Fitness  
 Gender  
 Government  
 Health

Immigration  
 Inequality  
 Mental Health  
 Nutrition  
 Politics  
 Race  
 Religion  
 Retirement  
 Social Issues  
 Sustainability  
 Taxation  
 Technology  
 Terrorism  
 War  
 Water  
 Work  
 Other: \_\_\_\_\_

## SPONSORSHIPS AVAILABLE:

**BCL 8-12 Week Workshops** (included)  
**Planned Acts of Kindness**  
**2020: The Year of World Kindness**  
**Courses/Classes/Workshops**  
**One Planet Clubs**  
**OnePlanet-OnePeople Game**

## CSR AVAILABLE:

**Employee Volunteer Program**  
**Be The Hero Leadership & Recog.**  
**Custom Benefit Programs**  
**Host & Post Daily Planned Acts**

## RATES:

Quantity:	Price:
100,000	\$ 482,688
60,000	\$ 344,292
30,000	\$ 194,886

## INSERTION ORDER:

### WELCOME ABOARD & THANK YOU FOR JOINING OUR TEAM.

Terms on established credit accounts. A non-refundable deposit of 50% is required on all orders. Balance due upon delivery of initial receipt of books. Shipping and handling are additional. Balances unpaid after 10 days from date on invoice are subject to a late payment charge of two percent per month, or maximum allowed by law, if different, together with expenses incidental to collection, including arbitration, court costs, and reasonable attorney's fees.

\_\_\_\_\_  
 Authorized Signature Date

Print Name: \_\_\_\_\_

### Book Order:

Quantity: \_\_\_\_\_  
 Free Books: \_\_\_\_\_  
 Special Edition: \_\_\_\_\_  
 Rate: \$ \_\_\_\_\_  
 Deposit: \$ \_\_\_\_\_  
 Balance: \$ \_\_\_\_\_  
 Date Paid: \_\_\_\_/\_\_\_\_/\_\_\_\_

### Materials Received:

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### Sponsorships:

Program: \_\_\_\_\_  
 Level: \_\_\_\_\_  
 Amount: \$ \_\_\_\_\_