

YOU ARE CORDIALLY
INVITED TO PARTICIPATE IN

2020:
THE YEAR OF
WORLD
KINDNESS



PLANNED ACTS OF KINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

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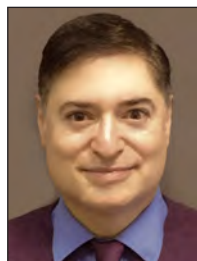
2016-
2019-

**BUILDING
OUR
FOUNDATION**



**OUR
BREAK OUT
YEAR**

2020



A MESSAGE FROM FOUNDER, LYLE BENJAMIN

Over the past several years as I developed and grew the our organization from simply an idea into a series of programs, courses, books, games and products, I have been blessed with meeting and working with truly wonderful and amazing people: From authors to educators; from students to parents; from people to politicians; and from non-profit activists to business leaders.

Now, on the brink of expanding our programs to benefit a much larger population, our journey is really just beginning. And, based on the enthusiastic support we get whenever we share our programs, it's gratifying to know that we are on the right path at the right time ... for everyone regardless race, nationality, gender, age, background, education, income, or religion. Our mission is to strengthen Quality of Life for everyone on the planet, and with your support we will succeed.

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PLANNED ACTS OF KINDNESS'

SOCIAL RESPONSIBILITY SPONSORSHIP PROGRAMS

BUILT ON THE PRINCIPLES OF:

**CIVILITY
ETHICS
DIVERSITY**



**INCLUSION
SUSTAIN-
ABILITY...**

QUALITY OF LIFE FOR ALL



BECOME A LEADER IN THE REVOLUTION THAT WILL CHANGE THE WORLD FOREVER

PLANNED ACTS OF KINDNESS

MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME



Planned Acts of Kindness is a global outreach program where people wake up and on their cell phone, computer or device there is a **new daily planned act** of kindness that they can do with their family, friends, co-workers and in their community.

The goal is to have tens of millions of people around the country, hundreds of millions of people around the world, waking up and doing the same thing on the same day, and unleashing that much powerful, positive energy in the world.

“So even though we face difficulties of today and tomorrow, I still have a dream.”

— Martin Luther King, Jr.

PAK PLANNEDACTSOFKINDNESS.ORG
MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME!

WAM!
WORDS & ACTIONS MATTER.
PLANNEDACTSOFKINDNESS.ORG

SUPPORT@PLANNEDACTS.ORG
LYLE BENJAMIN, EXECUTIVE DIRECTOR



**YOUR BUSINESS IS
BASED ON SUCCESS**



**OUR MISSION IS TO
EDUCATE, INSPIRE ACTION**



**WE COMBINE THE MISSIONS &
GROW YOUR BUSINESS
BY HELPING OTHERS**



PLANNED ACTS OF KINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

**START A PAK SOCIAL RESPONSIBILITY CLUB WITH YOUR
TEAM, DEPARTMENT, DIVISION, COMPANY OR ORGANIZATION**

BE A PART OF THE SOLUTION! #CIVILITY CHALLENGE #ITSMYPLANET

A Non-Profit Educational Organization Working for the Betterment of Kids, People & The Planet!
Lyle Benjamin, Exec. Director • O/F: 212 213-0257 • C: 917 683-2625 • 20 E Broadway, 4th Fl., NY NY 10002

OUTREACH, SR ENGAGEMENT & SALES



How To Stand Out From The Crowd Is Harder Than Ever Before ...

It takes more than just having a good product or service, a good system and good people.
You have to make connections. You have to build relationships.
And you have to help people achieve their objectives.

**Our NPO Can Help You With All Of These Essential Steps,
So You Can Stand Out From The Crowd & Do What You Do Best ...**

Our Three Step Program for Your Success:

1. Make Connections
2. Build Relationships
3. Achieve Objectives

**Planned Acts Of Kindness programs are based on
Outreach, Engagement, Inspiration & Action to help achieve better
“Quality of Life” for People and the Planet.**

When prospects, clients, customers and staff learn about the work that we do: Our books, workshops, programs and activities ... it resonates. It connects. And the company or organization that helps make the connection by supporting our programs, gains the goodwill of the people who see the connection as well as those on the receiving end.

It's That Simple.

BENEFITS FOR YOUR COMPANY

Programs & Products that:

- Increases Community Outreach, Awareness & Engagement
- Creates Goodwill With Clients, Prospects, Staff & The Community
 - Increases Company Loyalty With Clients & Employees
 - Increases Revenue For Parent Company
 - Increases Revenue For Affiliated Companies
 - Promotes Company Diversity to Clients, Prospects & Staff
 - Promotes Company Sustainability
 - Recognize & Reward Employee Leadership
 - Aid In Recruiting Top Employees
 - Aid In Employee Retention



“The Dali Lama said his religion is Kindness. So, I think you’re going to have a worldwide reaction to that because a lot of people are going to play ... and I love what you’re doing.”

— Jack Canfield, #1 Best-Selling Author, “Chicken Soup for the Soul” and “The Success Principles”

- Increases Health Protections For Employees, Contractors & Families
- Decreases Expenses, Taxes, Liability For Employees, Contractors, Families
- Increase Owner, Employee And Family Financial Security
- Increase Health Protections For Employees, Contractors And Families
- Decrease Expenses, Taxes, Liability For Employees, Contractors, Families

ABOUT THE FOUNDER



When Benjamin was growing up, he had a difficult family life. Born three months premature and weighing only 2 pounds and 3 ounces, he spent months in a hospital incubator. After his parents divorced when he was seven, Benjamin felt there was too much discord between his four siblings and decided to live with his father.

At 11 years old he started working in New York City doing floral decoration, customer service, and deliveries for a neighborhood florist. While working, he met other store owners and managers that took an interest in him and helped him deal with a difficult home life, just by talking and listening.

After moving to South Florida in the middle of his junior year in High School, Benjamin was given an IQ test and placed in the "gifted" program. Despite not learning to read until 3rd grade, he now discovered a love for high-level literary analysis and writing.

Now, after doing very well in the gifted classes, his parents had him finish high school six months early so he could work to earn money for college.

Two days after graduating early, Benjamin got a job in the largest bookstore in South Florida. Over the next nine months, he worked an average of 63 hours a week and eventually became floor manager in charge of book and magazine ordering.

Over the years, Benjamin encountered many people that befriended him: From friend's parents, to teachers, and places he worked as a teenager. He grew to realize that these people were a lifesaver for him, and he appreciated their acts of kindness so much that he decided to become an attorney to help others.

After going to law school and being offered a job with the Attorney General's Office in Albany, New York, Benjamin decided the profession wasn't suited for his goals of helping people.

Benjamin then turned his sideline business of resume and paper writing and production into a typesetting, printing, and design business. It was there that he honed the design and marketing skills that would serve him so well as an entrepreneur.

Never forgetting his obligation to help others, Benjamin created a prototype for a national self-help magazine. He sold his printing business in Gainesville, Florida and moved to New York City where he pitched the magazine to Time Warner and Kable News. Both companies offered him contracts. And six months later he published "Relationships Today," the first national newsstand magazine exclusively devoted to helping people with all types of relationship issues: intimate, family, friendship and work.

Benjamin also created the best-selling board game "Romantic Journey," — a game that

ABOUT THE FOUNDER

helped tens of thousands of people enjoy better intimacy and communication in their relationships. With that, Benjamin became the only person in the country ever to have created and produced both a national newsstand magazine and a best-selling board game at the same time.

Although the magazine was very well received by readers and the psychological community, it required too deep pockets over the long haul. After working 110-hour weeks, Benjamin took to a break from New York life, moved to Albuquerque, New Mexico and focused on his writing.

A year later, Benjamin finished his first novel, secured Peter Miller, a very well-known literacy agent, and had moved back to New York. But once there, a friend needed Benjamin's help, and much to the displeasure of his agent, he spent nine months turning around a struggling publication company that was going to fold after 14 years in business.

Benjamin's next entrepreneurial venture was the creation of Locations, Etc., a meeting and event planning business that scouted, coordinated and managed corporate and social events including workshops and conferences, fund-raisers, fashion shows, product launches, receptions, and holiday parties. To gain exposure and clients, Benjamin published "The Locations, Etc. Directory," an 8.5" x 11" 256-page black and white, and full-color reference book on facilities and services that was sold at Barnes & Noble and other outlets.

It was during this time that Benjamin married and had two boys, Eric and Ryan. His wife was an artist and graphic designer from Shanghai, China who came to the U.S. to earn her Masters in Fine Arts

degree. Coincidentally, they met at a massive party for the re-opening of Studio 54 where Benjamin was invited because "New York Magazine" gave away 1,000 copies of his event book to attendees.

Because of their outgoing personalities, Benjamin thought his boys might enjoy modeling and acting. So he put together a marketing kit and contact several New York agencies. From there, his sons were signed to contracts and sent out to audition. They both landed numerous modeling jobs with companies including Phat Farm, Toys R Us and Macy's, and publications including "Parents" and "Scholastic."

When Benjamin thought the time was right, he secured a second management company to rep his boys for acting. They went on to do television appearances on everything from commercials to tv shows including "Blues Clues."

The highlight came after Eric was cast in his first major motion picture, the Warner Brothers production of "The Invasion" starring Nicole Kidman and Daniel Craig.



ABOUT THE FOUNDER

The production was spread out over eight months between Baltimore and California. During that Benjamin and his son wrote up their experiences about the entire process in the book entitled "My Movie with Nicole Kidman," published by Seven Locks Press.

Both boys did well enough in the industry to earn their SAG (Screen Actors Guild) union cards, something that most adult actors spend years working towards, but never achieving. Over the years, Benjamin also helped his wife move up the corporate ladder where she became an award-winner Senior Creative Designer and Vice-President at multi-national companies including AECOM and JP Morgan Chase.

But Benjamin felt that he was straying too far from his Mission of giving back. So in 2010, Benjamin founded "16 Things Kids Can Do," a non-profit educational organization that works for the betterment of kids, people, and the planet through a series of books, workshops, programs, and activities all designed to help people lead happier, healthier, and more successful lives.

Then in July 2019, after two and half years in development, Benjamin launched his most ambitious program ever, "Planned Acts Of Kindness" — a Global Social Responsibility Platform where people all over the world wake up and on their cell phones, computers and devices, there is a new daily Planned Act of Kindness that they can do with family, friends, co-workers and in their community.

The goal of both of these organizations is to help people obtain better Quality of Life, regardless

of their country of origin, race, gender, age, religion, health, education, or income.

Benjamin has two sons, a large cat and a whole bunch of siblings.

ON A SIDE NOTE:

Despite his being Dyslexic, Benjamin was an avid competitive Scrabble player who occasionally beat top 20 players in the world. He won three tournaments over his brief 3-year career. His biggest disappointment was losing to the number one player in the world who beat him on the last turn of the game by bingoing out to claim the 50 extra bonus points and win by 22.

His favorite sport is table tennis (ping pong) and has played Russians in Russia and Chinese in China earning much respect from opponents since he was neither Russian or Chinese.

His first (and only) sci-fi novel, "A Not So Delicate Balance," the sociological story of racial enslavement on another world was accepted for publication by Bantam Books with the caveat of adding a sub-plot to boost the page count to meet their minimum hard-back publishing requirements — something Benjamin will do after he retires.

A romantic comedy movie script he wrote based on a couple playing his game, "Romantic Journey," was offered a production contract by Video Corporation of America, but Benjamin turned it down because of the terms. As it is, it may be something he does after he retires.

P.S. Benjamin never plans on retiring.

THE STORY OF PLANNED ACTS



There is an ever-increasing lack of civility in our country and the world. Where if you don't think like me, you must automatically be my enemy. And this lack of civility is literally destroying lives.

It was this same adversarial mentality and approach to every situation that led me to quit the legal profession. I felt that there were other more productive (and healthier) approaches to resolving conflict.

Also, in my capacity as the Executive Director of an NPO that works with other organizations

and churches, I got to see the results of people doing volunteer work, or what I call random acts of kindness. And oftentimes their efforts, although appreciated, weren't really that impactful on a long-term basis.

I created Planned Acts of Kindness to give people a fun, easy, consistent and sustainable system to help other people in their community, country and in the world, while directly benefiting themselves through the effects of positive, powerful actions and a gamified rewards program — where "The More You Do, the Greater Your Rewards."

THE POWER OF PLANNED ACTS

Most of us have heard stories on the news about someone who has done some random act of kindness that really tugged at our collective heartstrings. For the vast majority of us sitting at home or at work in our chairs and sofas, the feelings registered and were gone with the introduction of the next commercial. And that's the rub. Most of us would like to do more to help others, but until now we didn't have a system to make it doable, and lacking the means, we remained firmly entrenched on our backsides.

Through the website, its apps, and "Host & Post" partner program, Planned Acts of Kindness automatically provides the "What you can do" on a daily basis to help others.

Every day, what you can do is right there in front of you. All you have to do is take action. And the more you do, the more you'll want to do because of how it helps others and helps yourself at the same time.



Members of the Karma Club are automatically provided with the "How" to document, record and track their actions, and rewards you based on karma and achievements.

As for the "Why" of it? Well, in addition to the Karma Club rewards, there are many compelling reasons "Why" we need to change to a more proactive lifestyle based on kindness.



Why Do Your Planned Acts? One reason is that helping others is just the right thing for us to do as a species. For too long, we have been divided by a growing lack of civility toward others that don't share our views or behaviors. We have the power of choice, and it's time we actively worked at helping people in need regardless of nationality, religion, gender, age, education, or income.

Another reason is that helping others on a sustained basis grants you, the do-gooder, with more than Karmic rewards: People with active social connections to family, friends, and community are happier, healthier — physically and mentally. Studies show they live longer than people who are less well connected. So, the more you do, the greater are your rewards in these essential areas.

OUTREACH, ENGAGEMENT INSPIRATION, ACTION & YOU

Outreach is at the heart of everything we do.

If we aren't sharing, we aren't able to help. It's that simple. To accomplish our Mission — to make that massive difference in people's Quality of Life — we developed our 5 x 5 Program.

PLANNED ACTS OF KINDNESS WORKS WITH:

5

GROUPS OF PEOPLE:

- Students
- Employees
- Owners
- Retirees, and the
- Unemployed

*Working
in
conjunction
...with ...*

BY

5

TYPES OF ORGANIZATIONS:

- Schools
- Churches/Temples
- NPOs/NGOs
- Agencies, and
- Businesses

**TO MEET THE OBJECTIVES OF THESE DIVERSE GROUPS,
WE OFFER MANY QUALITY OF LIFE PROGRAMS.**

ENGAGEMENT GALLERY





PLANNED ACTS OF KINDNESS

MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME!

SOCIAL RESPONSIBILITY & GLOBAL CITIZENSHIP EDUCATION & OUTREACH PROGRAMS THAT INSPIRE ACTION TO ACHIEVE QUALITY OF LIFE OBJECTIVES FOR KIDS, PEOPLE & THE PLANET

STUDENTS
EMPLOYEES
OWNERS
RETIRES
UNEMPLOYED

SCHOOLS
CHURCH/TEMPLE
ORGANIZATIONS
AGENCIES
BUSINESSES

THE KARMA CLUB

THE MORE YOU DO, THE GREATER YOUR REWARDS



DAILY PAKS

MEMBERSHIPS

VOLUNTEERING

DONATIONS

VOLUNTEERING

ENGAGEMENT ACTIVITIES

EVENTS/EDUCATION

BRANDED PROMOTIONAL ITEMS

THE CAMPAIGN FOR KINDNESS

NAT'L KINDNESS MONTH

WRISTBANDS & PINS

"HOST & POST" DAILY PAKS

2020: THE YEAR OF KINDNESS

KARMA KINDNESS COINS

KINDNESS SHARED STORIES

WORKSHOPS / SUMMITS

KINDNESS CUPS

100 PSAs IN 100 DAYS

COURSES / CLASSES

WAM! WORD & ACTION MUGS

PERSON OF THE WEEK

FUND-RAISERS

T-SHIRTS

SIX DEGREES OF OUTREACH

CAUSE OF THE MONTH

CORPORATE SOCIAL RESPONSIBILITY CUSTOM PROGRAMS

CO-BRANDED PROMOTIONS

ENGAGEMENT ACTIVITIES

EVENTS & EDUCATION

VOLUNTEER HOURS WORLDWIDE

SPONSORSHIPS

BOOKS

"BE THE HERO" RECOGNITION

PARTNERSHIPS

SPEAKERS TOPICS

CUSTOM BENEFITS PROGRAMS

CO-BRANDING

GAMES



SOCIAL ENTREPRENEURSHIP



A COMPREHENSIVE REVENUE, BRANDING, MARKETING, ADVERTISING, PR, SALES & OUTREACH CAMPAIGN BASED ON SOLID FUNDAMENTALS & OUR CUTTING EDGE "SOCIAL ENTREPRENEURSHIP" PROGRAMS



"THE NEXT WAVE OF SUCCESS IN BUSINESS"



PLANNEDACTSOFKINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

SPONSORSHIP PROGRAM SUMMARY

SOCIAL RESPONSIBILITY ENGAGEMENT PROGRAMS

VIDEO:

- Kindness Civility Pledge (any language)
- Kindness Shared Story (any language)
- World Problem & Your Solution (a.l.)
- 100 PSAs in 100 Days: Use Your Talent
- Guest Video Host of the Daily PAK

WEB:

- Post Daily PAKs on Website, Media
- Social Media Postings

CSR:

- Individual Volunteering & Tracking
- “Be The Hero” Recognition/Rewards
- Custom Benefits Programs

CO-BRANDED BOOKS, GAMES & PRODUCTS

BOOKS:

- Special Edition “Cause” Tie-Ins
- “16 Things We Can Do To Act Right & Help Save The Planet!”
- “The Working Dead” Financial Literacy & Planning

GAMES:

- One Planet - One People: The Fight for Survival of the Human Race

PRODUCTS:

- Kindness Promo Items: Cards, Cups, Coins, Pins, Mugs, Wristbands, T-Shirts
Custom Books, Games & Apps

EDUCATIONAL COURSES, CLASSES & PROGRAMS

PERSONAL & CAREER DEVELOPMENT:

- National & World Kindness: Civility, Ethics, Social Responsibility, Volunteering & Global Citizenship
- Money Matters Mastery: How to Properly Build for You, Your Family & Your Future (Career Training avail.)
- The Essential Eight Foundation Skills: Communication, Business, Marketing, Management, Office Tech, Problem Solving & Time-Management

SPECIAL EVENTS, SUMMITS WORKSHOPS & SPEAKERS

2020: YEAR OF WORLD KINDNESS:

- National & Global Summits
- Special Events
- Fund-Raisers

WORKSHOPS:

- Better Communication & Literacy
8-12 Week Workshops (book based)
- Legacy Building • Foundation Skills

SPEAKING ENGAGEMENTS:

- Founder Lyle Benjamin on Kindness, Civility, Tipping Points, Money Mastery

CALL 212 213-0257 F.M.I. ON SPONSORSHIP PROGRAMS & ANY OF OUR INITIATIVES

DON'T SEE HOW WE CAN HELP?

TELL US
WHAT
YOU
NEED



WE CREATE
YOUR
CUSTOM
PROGRAM

IT'S MORE THAN A SLOGAN
IT'S OUR "QUALITY OF LIFE" COMMITMENT TO THE WORLD



PLANNEDACTSOFKINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

SUPPORT@PLANNEDACTS.ORG • PLANNEDACTS.ORG/CONTACT/ • 212 213-0257 • LYLE BENJAMIN, FOUNDER

EDUCATIONAL BOOKS & WORKSHOPS



**Co-BRANDING, ADVERTISING, MARKETING
PUBLIC RELATIONS & PROMOTIONS**

**SHOW THE WORLD YOUR COMPANY'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

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

16 THINGS

We ALL CAN Do

**TO ACT RIGHT & HELP
SAVE THE PLANET!**



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

Forward by Ruth Bader Ginsburg

BY LYLE BENJAMIN

Cover is for illustrative purposes only.



WOMEN LEADERSHIP 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
Women Leaders Speak
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
- Website
- Social Media

CEO, Pres. Biography & Mission
Chapter & Expanded Website Section on Social Resp. Sponsor

Health, Wealth & Well-Being Solutions from Local to Nat'l to Global
Education, Inspiration, Empowerment, Action

Books/Materials Scholarships Awarded In Each Contributors Name

16,000 Youth
Attend 8-12 Week Communication & Literacy Workshops

Add'l Workshops Nationwide

BOOK TITLES:

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

Providing 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 Edition
Sustainability Special Edition
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

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

LETTER FROM THE PUBLISHER

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.

Exceptional Programs, Exceptional Performance

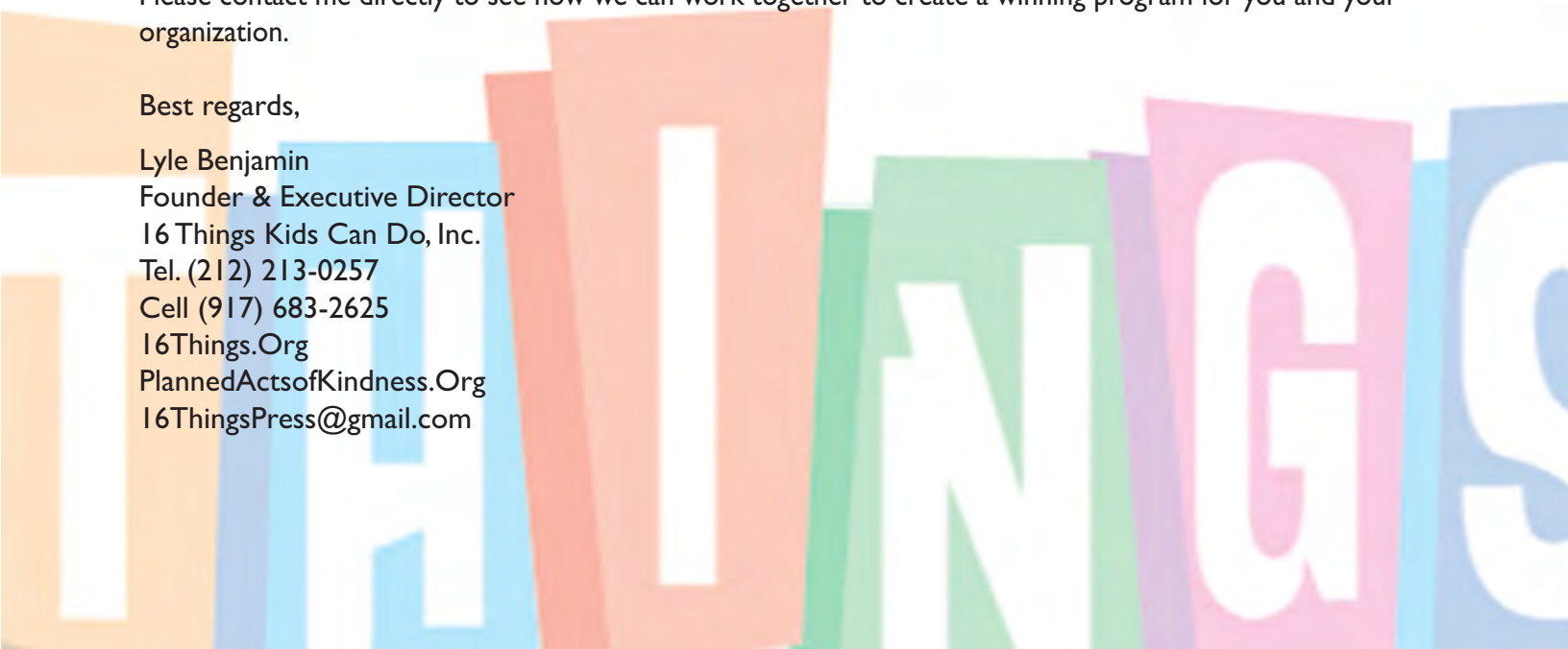
100,000 Book Distribution	500,000 Readership Circulation	Branding on Book Cover	Forward by Org's CEO	Chapter on Org's Mission	8 Full Color 6" x 9" Adv. Pages	35,000 Free Promotional Books	Free BC&L Workshop Sponsorship	Multiple Website Coverage
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Deliver 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



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 "I6ThingsKidsCanDo.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

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 "I6ThingsKidsCanDo.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

16 THINGS BETTER COMMUNICATION & LITERACY (BCL) WORKSHOPS

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

EDUCATIONAL COURSES & EVENTS



**DIVERSITY, CIVILITY & SOCIAL RESPONSIBILITY
PROGRAMS, EVENTS & COURSES
FROM LOCAL TO NATIONAL TO GLOBAL**

THE CAMPAIGN FOR KINDNESS STARTS NOW!



JOIN JACK CANFIELD (BEST-SELLING AUTHOR OF CHICKEN SOUP FOR THE SOUL, THE SUCCESS PRINCIPLES) & BECOME PART OF THE SOLUTION & SUPPORT:

NATIONAL & WORLD KINDNESS

Providing Outreach, Activities & Events

On Important Life Skills for the Betterment of People & the Planet

WEEK 1:



CIVILITY & ETHICS

WEEK 2:



SOCIAL RESPONSIBILITY

WEEK 3:



COMMUNITY OUTREACH

WEEK 4:



GLOBAL CITIZENSHIP

LEADERS WANTED! BE THE HERO TO YOUR FAMILY, FRIENDS, CO-WORKERS, COMMUNITY



JOIN ON-LINE • SHARE • GET REWARDED



PLANNED ACTS OF KINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

START A PAK SOCIAL RESPONSIBILITY CLUB WITH YOUR TEAM, DEPARTMENT, DIVISION, COMPANY OR ORG. BE A PART OF THE SOLUTION! #ITSMYPLANET

PLANNED ACTS IS A 501(c)3 NON-PROFIT ORGANIZATION
LYLE BENJAMIN, FOUNDER & EXEC DIR • 212 213-0257

THE CAMPAIGN FOR KINDNESS WORKSHOP

I WANT YOU!

TO HELP MAKE A DIFFERENCE

PLANNED ACTS OF KINDNESS & NATIONAL KINDNESS MONTH



45-Minute Workshop.
All Ages Welcome.

Civility, Social Responsibility,
Volunteerism & Global Citizenship

Learn the Steps You can
Take to Make an Impact

Together, We Can Do It!



Schools
NPO/NGOs
Agencies
Businesses



BE THE HERO & SIGN-UP TODAY!

PLANNEDACTS.ORG

MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME!



PLANNED ACTS IS A 501(c)3 NON-PROFIT ORGANIZATION

LYLE BENJAMIN, FOUNDER & EXEC DIR • 212.213.0257

DATE:

TIME:

LOCATION:

Planned Acts of Kindness

Cordially Invites Your Students & School to Participate in



PRESIDENTIAL CANDIDATE SUMMIT & TOWN HALL EVENTS

on December 9, 2019 in conjunction with

2020: THE YEAR OF KINDNESS

Providing Outreach, Activities & Events on
Civility, Ethics, Social Responsibility, Community Outreach, Global Citizenship

INTERNSHIPS, CLASS PROJECTS, SCHOOL ENGAGEMENT

- CANDIDATE ENGAGEMENT
- COMMUNITY OUTREACH
- RADIO, TV & SOCIAL MEDIA
- INTERVIEWS & PSA CREATION
- SPECIAL PROJECTS
- BOOK PUBLISHING
- COURSE IMPLEMENTATION
- WORKSHOP MANAGEMENT

ALL MAJORS WELCOME • PLANNEDACTS.ORG

STUDENTS, FACULTY & ADMINISTRATORS

COMPLETE OUR "CONTACT US" FORM ON-LINE



PLANNEDACTS OF KINDNESS.ORG

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Preliminary Poster
Subject to Change

You Are
Invited to Attend
PLANNED ACTS OF KINDNESS'

1st
Annual

SUMMIT

Featuring the 2020 PRESIDENTIAL CANDIDATES

New York City, New York (TBD)
Dec. 9-10, 2019 • 11 a.m. - 6 p.m.

Topics of Discussion: 2020 World Kindness Year, Civility, Ethics, Social Responsibility, Global Citizenship, Kindness Shared Stories



Featured Speakers (tbd):

- Michael Bennet
- Joe Biden
- Cory Booker
- Steve Bullock
- Pete Buttigieg
- Julian Castro
- Bill de Blasio
- John Delaney
- Tulsi Gabbard
- Kirsten Gillibrand
- Kamala Harris
- Jay Inslee
- Amy Klobuchar
- Wayne Messam
- Seth Moulton
- Beto O'Rourke
- Tim Ryan
- Bernie Sanders
- Donald Trump
- Elizabeth Warren
- Bill Weld
- Marianne Williamson
- Andrew Yang

TED Talkers, Authors, Educators, Celebs
Workshops • Books • Prizes • Media

Sponsors



PLANNEDACTSOFKINDNESS.ORG

Making the World a Better Place, One PAK at a Time

2020: THE YEAR OF WORLD KINDNESS / WASH., DC • BEIJING • ROME • NEW DELHI • BRASILIA • CAPE TOWN

RSVP ON-LINE • PLANNEDACTS.ORG/SUMMIT • LIVE STREAMED WORLDWIDE

CORPORATE

VOLUNTEERING



**CUSTOM SOCIAL RESPONSIBILITY
VOLUNTEER PROGRAMS FOR INDIVIDUALS
& TEAMS FROM LOCAL TO GLOBAL**



**WE ARE HAPPY TO ANNOUNCE
OUR ORG IS PARTNERING WITH**

PLANNED ACTS OF KINDNESS

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

NOW

WHEN YOU VOLUNTEER



THE MORE YOU DO, THE GREATER YOUR REWARDS!

Join On-Line • Share • Get Rewarded!

PLANNEDACTS.ORG





COMPANY VOLUNTEERS

SIGN-UP TODAY

HELP PROVIDE ESSENTIAL "QUALITY OF LIFE" PROGRAMS

CORPORATE SOCIAL RESPONSIBILITY VOLUNTEERS FROM ALL FIELDS WELCOME •

HELP SUPPORT INITIATIVES THAT MAKE A DIFFERENCE TO YOUR COMMUNITY, YOUR CLIENTS & YOUR COMPANY

ALL COUNTRIES • CUSTOM • TRACKING • REWARDS

LOCAL, NATIONAL, GLOBAL ENGAGEMENT PROGRAMS:

- PLANNED ACTS OF KINDNESS
- NATIONAL KINDNESS MONTH
- WORLD KINDNESS MONTH
- 16 THINGS ENGAGEMENT BOOKS
- WORKSHOPS, CLASSES, COURSES
- SPECIAL EVENTS, FUND-RAISERS
- FINANCIAL LITERACY & PLANNING
- WEB, APP DEVELOPMENT PROJECTS
- MARKETING & PUBLIC RELATIONS
- YOUTH "LEARN & EARN" PROGRAMS
- MENTORSHIP/INTERNSHIP, CAREER TRAINING
- ADULT CAREER PROGRAMS
- COMMUNITY OUTREACH CENTERS
- FINANCIAL LITERACY & PLANNING
- PARENT/CHILD BASKETBALL & BONDING
- ENTREPRENEURSHIP/BUSINESS DEVELOPMENT
- VISUAL COMMUNICATION PROJECTS
- SOCIAL MEDIA OUTREACH



PLANNED ACTS OF KINDNESS.ORG

MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

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LYLE BENJAMIN, FOUNDER & EXEC DIR • 212 213-0257

CORPORATE SOCIAL RESPONSIBILITY

Volunteer Programs: The More You Do, The Greater Your Rewards

The Campaign for Kindness:

A

- **Objective:** Create a Series of Outreach & Engagement VIDEOS that Inspire People to take Positive Action
 - Part 1: Video Interviews to Engage & Inspire Co-Workers
 - Part 2: Outreach into Schools, Libraries, Communities
 - Part 3: Videos will be shared on PAK website
- Civility Challenge PAK Pledge Videos (individual & group)
- Kindness Shared Stories (individual)
- Problems & Solutions to World Issues (individual)
- Testimonial on the Importance of Planned Acts (individual)

People are encouraged to record their videos in English & all additional languages they speak fluently

“Be The Hero” Public Service Announcements:

B

- **Objective:** Create a Series of Outreach & Engagement PSAs that Inspire People to take Positive Action
 - Part 1: Select Your Interest: Music, Art, Dance, Sports, Graphic Design, Videography, Photography
 - Part 2: Form into Interest Based Groups
 - Part 3: Create Individual PSAs & Group PSAs Based on PAK Provided Themes

One Planet-One People 2020: The Year of World Kindness:

C

- **Objective:** Outreach & Engagement to Register people for 2020: The Year of World Kindness December Kickoff Summit in NYC
 - Social Media
 - Outreach Tables
 - Email & Calls
 - Television
 - Radio
 - Newspaper

Tipping Points Book Series: “16 Things We All Can Do To Act Right & Save The Planet”

D

- **Objective:** Form into Teams and Interview “People of Influence” as Contributing Experts for 16 Things Book series on Problems & Solutions to the Tipping Points of Climate Change, Pollution, Over-population, Pandemics, War & Terrorism

THE CAMPAIGN FOR KINDNESS A STARTS NOW!

WE WANT YOU!

PLANNED ACTS OF KINDNESS

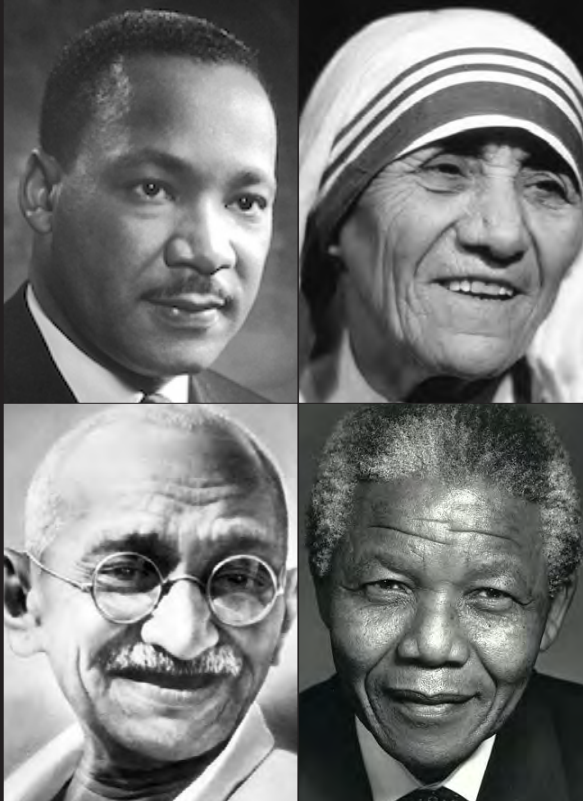
INTERVIEW & RECORD PAK PLEDGES, KINDNESS STORIES, PROBLEM & SOLUTIONS



PLANNEDACTS.ORG

1

“I hereby make a PAK to treat others with respect and kindness and to go through life from this day forward acting towards others as I would wish to be treated myself.”



CREATE SHARE BE THE HERO

3

What Do You
THINK
Is a Major
PROBLEM
In the World?
& What Needs
TO BE DONE
To Solve It?

2

Share Your Story
of How a PAK
Changed Your Life.

Kindness Shared Stories #KSS



B

BE THE HERO!



SHOWCASE YOUR TALENTS!
SEND US YOUR VIDEO MAKING THE WORLD A BETTER PLACE!

EARN PRIZES!

Take The Pledge:
"I Hereby Make A PAK To Treat Others With Respect & Kindness & To Go Through Life From This Day Forward Acting Towards Others As I Would Wish To Be Treated Myself."



VISIT OUR WEBSITE FOR MORE INFORMATION!

"100 PSAs IN 100 DAYS"
PLANNEDACTSOFKINDNESS.ORG

BE THE HERO!

SHOW THE WORLD WHAT YOU'VE GOT!



**PLAY AN INSTRUMENT?
SPORT?
DANCE?
SING? ACT?
MAKE ART? FILMS?**

SHOWCASE YOUR TALENTS & SEND US A VIDEO TO MAKE THE WORLD A BETTER PLACE!

VISIT OUR WEBSITE FOR MORE INFORMATION

EARN PRIZES!

PAK "100 PSAs IN 100 DAYS"
PLANNEDACTSOFKINDNESS.ORG

THE CAMPAIGN FOR KINDNESS STARTS NOW!



BE THE HERO!

SHARE A STORY OF HOW A PLANNED ACT OF KINDNESS CHANGED YOUR LIFE!

**CREATE A PSA!
EARN PRIZES!**

For more information visit our website!

USE YOUR TALENTS!

PAK "100 PSAs IN 100 DAYS"
PLANNEDACTSOFKINDNESS.ORG

CAMPAIGN FOR KINDNESS!

USE YOUR TALENT!

BE THE HERO!



SHARE A STORY!

CREATE A PSA!

TAKE THE PLEDGE!

EARN PRIZES!

PROMOTE PEACE!



FOR MORE INFORMATION VISIT OUR WEBSITE!

PAK "100 PSAs IN 100 DAYS"
PLANNEDACTSOFKINDNESS.ORG



YOU ARE CORDIALLY INVITED
TO PARTICIPATE IN
**2020: THE YEAR OF
WORLD KINDNESS**

SUMMITS & TOWN HALL EVENTS

Providing Outreach, Activities & Events
On Important Life Skills for the Betterment of People & the Planet

EDUCATION	OUTREACH	ENGAGEMENT	INSPIRATION
CIVILITY & ETHICS	SOCIAL RESPONSIBILITY	COMMUNITY OUTREACH	GLOBAL CITIZENSHIP

**LEADERS WANTED! BE THE HERO TO YOUR
FAMILY, FRIENDS, Co-WORKERS, COMMUNITY**



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RECOGNITION & CUSTOM BENEFITS PLANS



**PROVIDING THE PROGRAMS FOR EFFECTIVE
EMPLOYEE RECRUITMENT, RETAINMENT
& WORKPLACE SATISFACTION**

**YOUR
LOGO**

**WE ARE HAPPY TO ANNOUNCE EFFECTIVE
IMMEDIATELY OUR ORGANIZATION IS
PARTNERING WITH THE NON-PROFIT ORG
PLANNED ACTS OF KINDNESS**



“BE THE HERO” LEADERSHIP & RECOGNITION FOR OUR TEAM



**OUR ON-GOING MISSION
TO RECOGNIZE & THANK
EVERYONE FOR THEIR
CONTRIBUTIONS, DEDICATION &
COMMITMENT TO THE COMMUNITY**

PLANNED ACTS OF KINDNESS.ORG
MAKING THE WORLD A BETTER PLACE TO LIVE, ONE PAK AT A TIME!

Our Mission: Planned Acts of Kindness is a global outreach program where people wake up and on their cell phone, computer or device there is a new daily planned act of kindness that they can do with their family, friends, coworkers and in their community.

Our goal is to have tens of millions of people around the country, hundreds of millions of people around the world, waking up and doing the same thing on the same day, and unleashing that much powerful, positive energy in the world.



LEADERS WANTED!
“BE THE HERO!”
**TO YOUR FAMILY, FRIENDS,
CO-WORKERS & COMMUNITY**

Getting Started Is Simple

1. Register at PlannedActs.Org/BeTheHero-Org
2. Join Planned Acts' Karma Club
3. Do Your Outreach Activities & Share!

Each Month We Recognize Employees
with the Highest Number of Achievement Points.

Each Year our Company & PAK Host
The “Be The Hero” Leadership Recognition Reception!



WE ARE HAPPY TO ANNOUNCE THAT EFFECTIVE IMMEDIATELY
 OUR ORGANIZATION WILL PROVIDE ACCESS TO
CUSTOM BENEFIT PLANS
 FOR ALL EMPLOYEES, CONTRACTORS, SPOUSES & CHILDREN

PROVIDING THE FOUR CORNERSTONES FOR YOUR FINANCIAL FOUNDATION:

S

SAFETY

MONEY NOT SUBJECT
TO MARKET LOSS

G

GROWTH

MONEY EARNS
COMPOUND INTEREST

P

PROTECTION

FOR YOUR FAMILY, YOUR
ASSETS & YOUR HEALTH

T

TAX FREE

100% TAX & PENALTY FREE
ACCUMULATION/DISTRIBUTION

CUSTOM PLAN BENEFITS

- Tax-Free Cash Accumulation for Retirement, Home Purchase, Travel at Any Age
- 100% Guaranteed Protection Against Market Loss
- No Penalties for Early Withdrawal
- Guaranteed Cash Payment to Family on Individual's Death (From \$100,000 to \$3,000,000)
- Funds Protected Against Lawsuits, Creditors, Judgments, Probate & Bankruptcy
- Chronic Care & Long Term Care Cash Payments up to \$9,900 Monthly (when qualified)
- Plans Can Be Used to Help Fund College, Home Ownership, Etc.
- Individual or Family Legal Services for 12 months for less than the cost of a single consultation
- Many More Benefits

It's Not How Much Money You Make. It's How Much You Get To Keep.

All Plans:

Government Regulated • Utilizing IRC Tax Code • Government Licensed Financial Advisors
 Programs from A-Rated Billion Dollar Companies • Insured • Flexible Contributions & Disbursements



Free Financial Literacy and Planning Programs are provided through the Entrepreneurs Small Business Network, and the 501(c)3 Non-Profit Educational Organization, 16 Things Kids Can Do, Inc. • Working for the Betterment of Kids, People & The Planet.

Call or Email to Schedule Your Educational
 "Custom Benefit Plan" Appointment



Support@MyESBN.com • 212-213-0257
 20 E Broadway, 4th Fl., New York NY 10002



CUSTOM BENEFIT PLANS



No Fee, No Match: Retirement, Health, Protection vs Loss/Taxation

OWNERS, EMPLOYEES, CONTRACTORS, SPOUSES & CHILDREN: HELPS RECRUIT & RETAIN

No company set-up/admin fees:

- No required company match
- Financial education & planning
- Individual Financial Needs Analysis including 401k, 403b, 457, IRA plans
- Review of term, whole life, group life plans

No obligation recommendation to:

- Build for retirement without market risk or taxation
- Penalty-free withdrawals
- Protection against loss of income and high costs of chronic/LTC
- Provides cash accumulation for buying home, funding college

SET-UP TO START UP IN FIVE SIMPLE STEPS:

STEP 1: YOUR COMPANY

Informs Staff that Organization is implementing a Custom Benefits Program

STEP 3: OUR ORGANIZATION

Provides Educational "Money Matters Mastery" Seminar & Private Meetings

STEP 2: YOUR COMPANY

Provides Us with a Contact Spreadsheet with Employee Basic Information

STEP 4: OUR ORGANIZATION

Provides Government Licensed Financial Advisors for Analysis & Custom Plans

STEP 5: PLAN HOLDERS

Pay Us Nothing for Education & Analysis. Pay Providers Directly.

CUSTOM EMPLOYEE/AGENT/FAMILY BENEFITS PLANS:

HOW TO BECOME FINANCIALLY INDEPENDENT WITHOUT GETTING A RAISE.

LEARN HOW MONEY WORKS & HOW IT CAN WORK FOR YOU



YOUR BENEFITS INCLUDE:

FREE FINANCIAL EDUCATION
FREE CONSULTATION & HELP
FREE INSURANCE REVIEW

GET THE BEST PLAN TO:

- Properly Build for Retirement [401K NOT the answer!]
- Fund Children's College Education [529 NOT the answer!]
- Reduce the Effects of Inflation [Banks NOT the answer!]
- Build Wealth Tax-Free by IRS Code [Stocks NOT the answer!]

CUSTOM & AFFORDABLE PLANS: FINANCIAL • HEALTH • LEGAL

- Cash Growth, Accumulation & Protection Against Loss of Income
- Protection Against Long Term Care Costs
- Protection Against Lawsuits, Creditors, Judgments, Probate
- Protection Against Financial & Medical Identity Theft
- Receive Unlimited Free Legal Advice
- Receive Emergency 24/7 Free Legal Assistance
- Receive Free Letters and Phone Calls on Your Behalf
- Receive Free Legal Document Review
- Receive Free Standard Will Preparation & Yearly Revisions

ASK HOW THE GOV'T
CAN HELP PAY FOR
YOUR RETIREMENT!
(NOT SOCIAL SECURITY!)

“THE TRUE MEASURE OF A PERSON'S WEALTH IS NOT HOW MUCH THEY MAKE, BUT HOW MUCH THEY GET TO KEEP.”

DATE:

TIME:

LOCATION:

OUTREACH, ENGAGEMENT

INSPIRATION & ACTION



**HARNESSING THE POWER OF GOODWILL
TO HELP ACHIEVE RECRUITMENT,
RETAINMENT & MARKETING GOALS**

BECOME A LEADER IN THE REVOLUTION THAT WILL CHANGE THE WORLD FOREVER:

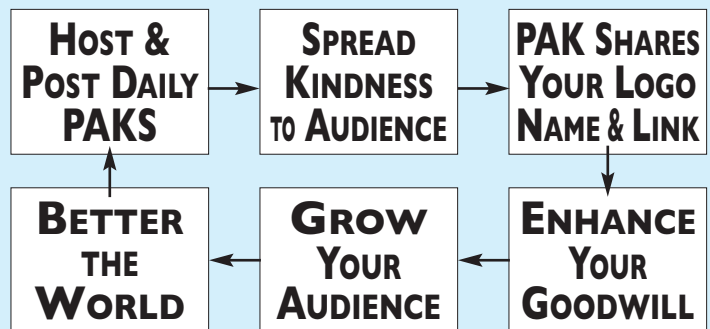
PLANNED ACTS OF KINDNESS

MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME

Planned Acts of Kindness is a global outreach program where people wake up and on their cell phone, computer or device there is a **new daily planned act** of kindness that they can do with their family, friends, coworkers and in their community.

YOU ARE INVITED TO **HOST & POST** DAILY PLANNED ACTS OF KINDNESS.

The goal is to have tens of millions of people around the country, hundreds of millions of people around the world, waking up and doing the same thing on the same day, and unleashing that much powerful, positive energy in the world.



"I hereby make a PAK to treat others with respect and kindness and to go through life from this day forward acting towards others as I would wish to be treated myself."

DAILY PAKS & RSS FEED
PLANNEDACTS.ORG/HOST

PLANNED ACTS OF KINDNESS.ORG



SUPPORT@PLANNEDACTS.ORG
ROBERT 212 213.0257

How Our Lack of Civility Is Killing Our Country

& The 3 Steps We Have To Take To Put "United" Back Into Our States



LYLE BENJAMIN
Author, Educator, Entrepreneur

On his journey to repay others for showing him kindness in the face of a difficult home situation, Lyle Benjamin began a life of helping people when he was a teenager.

He created a best-selling relationship board game, *Romantic Journey*, and *Relationships Today*, the first national newsstand magazine exclusively devoted to helping people with all types of relationships: Intimate, family, friendship and work.

In 2010, Benjamin created the 501(c)3 educational not-for-profit "16 Things Kids Can Do" that works for the betterment of kids, people and the planet through a series of books, workshops, programs and activities. The organization has earned the praises of schools, churches, non-profits, gov't agencies and businesses including Mark Victor Hansen, Co-Founder of *Chicken Soup for the Soul*.

Benjamin is the author of several non-fiction personal development books including *16 Things Kids Can Do To Act Right & Help Save The Planet!* and *The Working Dead: The Essential Survival Guide on How to Protect, Save & Invest for yourself, Your Family & Your Future*.



BY LYLE BENJAMIN
Altruistic Planetologist, Speaker

STORY & WORKSHOP IDEAS

- ✓ **6 Tipping Points That Can End Us & The One Thing We Have To Do To Save Us**
- ✓ **Want to Live a Longer Life? Hint: It's Not Medicine or Exercise**
- ✓ **How Doing a Daily Planned Act of Kindness Can Make Everyday Feel Like It's A Holiday**
- ✓ **3 Things We Can Do Today To Help Heal The Rift Between People & The Police**
- ✓ **Your Voice Matters, But Actions Speak Louder Than Words: How Doing Daily Planned Acts of Kindness Can Change Your World**
- ✓ **Is America's Obsession with Money & Fame Killing Us?**
- ✓ **How To Save The Planet? Learn 3 Things We All Can Do Starting Today!**
- ✓ **How To Convince Your Boss That Paying You To Volunteer Is Really Smart Business**

16 THINGS' GROUND-BREAKING BOOK SERIES (FOR KIDS OF ALL AGES)



National & International • Short Notice • 917 683-2625 • Outreach@LyleBenjaminSpeaks.Com
PlannedActsOfKindness.Org • OnePlanet-OnePeople.Com • 16ThingsKidsCanDo.Org

THE MEASURE OF A PERSON'S WEALTH IS NOT HOW MUCH YOU MAKE, IT'S HOW MUCH YOU GET TO KEEP



LYLE BENJAMIN
Author, Educator, Entrepreneur

Lyle Benjamin has been an entrepreneur since college.

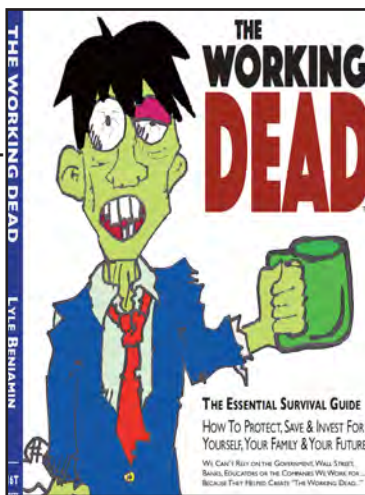
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In keeping with his mission of helping people in need, Benjamin has established the Entrepreneurs Small Business Network to work in conjunction with 16 Things to educate people on financial literacy and planning, so they can better provide for themselves, their families and their futures.

Benjamin is the author of several non-fiction personal development books including *The Working Dead: The Essential Survival Guide on How to Protect, Save & Invest for yourself, Your Family & Your Future*, and *16 Things Kids' Can*



BY LYLE BENJAMIN
Financial Advisor, Activist, Speaker

STORY & WORKSHOP IDEAS

- ✓ **The 4 Ways Your 401K Fails You & The One Thing That The Rich Do That Can Save You**
- ✓ **The Myth Of The American Dream & The 4 Things You Must Do To Ensure Your Piece Of The Pie**
- ✓ **6 Things That Are Guaranteed To Raise Your Taxes & The One Thing You Must Do Now, Isn't What You Think**
- ✓ **How Everything You Thought You Knew About Your 401K Retirement Plan is Wrong & What You Can Do About It**
- ✓ **Why Our Institutions Are Designed To Fail Us & The 4 Things Everyone Must Do To Live Happier, Healthier & More Successful Lives**
- ✓ **4 Keys To Help Employees Get Greater Financial Security & Become More Productive & Loyal To Your Company**
- ✓ **How Health Care Costs Can Bankrupt You & What You Need To Do Now To Protect Yourself & Your Family Before It's Too Late**
- ✓ **4 Mistakes Families Make In Building For Their Future & The 4 Things They Have To Start Doing Right Away**
- ✓ **Why Your \$150K College Education Gets An "F" & What You Need To Do To Raise Your Grade**

The Essential "Money Book" That Everyone Needs To Read & Act On, Regardless Of Education or Income



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LyleBenjaminSpeaks.Com • TheWorkingDead.Us • MyESBN.Com • PlannedActsOfKindness.Org**

ENGAGEMENT PRODUCTS



**CO-BRANDING, ADVERTISING, MARKETING &
SPONSORSHIP OPPORTUNITIES**

THE STATUS QUO FAILED US

THE SHAKE-UP CREATED CHAOS & DIVISION

NOW IT'S TIME TO BREAK THE SYSTEM!



COMING IN 2020!

PAY IT FORWARD



PLANNED ACTS OF KINDNESS.ORG

MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME!

JOIN THE MULTI-CULTURAL, CROSS-GENERATIONAL EDUTAINMENT GAME THAT EDUCATES, ENGAGES, INSPIRES & PACKS A HECKUVA CALL TO ACTION. SPONSOR, PARTNER, ADVERTISE, PRODUCT PLACEMENT & PROMOTE

COMING THIS FALL TO 193 COUNTRIES SPANNING THE CONTINENTS IN A QUEST TO SAVE HUMANITY



PLANNEDACTSOFKINDNESS.ORG



IT'S MORE THAN A GAME WHEN BILLIONS ARE AT RISK

MAKING THE WORLD A BETTER PLACE, ONE PAK AT A TIME!



THE MORE YOU DO, THE GREATER YOUR REWARDS



ONE PLANET-ONE PEOPLE

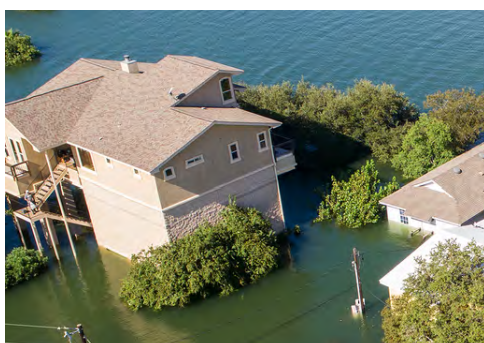
THE FIGHT FOR SURVIVAL OF THE HUMAN RACE

The World is in Crisis: CLIMATE CHANGE, POLLUTION, PANDEMICS, TERRORISM & WAR ARE YOU FRUSTRATED, SCARED, ANGRY at the direction our country — the planet — is headed?

In 10-20 Years the Tipping Points won't matter ... They will have already passed. It's More Than A Game When Billions Of Lives Are At Risk!

BECOME A PART OF THE SOLUTION: JOIN THE KARMA REVOLUTION & PASS IT ON. WHAT YOU DO TODAY MATTERS! The Time To Act Is Now!

BE THE HERO & PARTNER WITH PEOPLE AROUND THE WORLD TO SAVE HUMANITY AS YOU BATTLE THE PLAGUES OF MANKIND



OVERVIEW:
Select your team from countries around the world and unite with other members of the Karma Club in the race to save humanity from extinction.



It's the battle between the forces of Civility, Ethics, Social Responsibility and Global Citizenship Vs. Governmental Power, Individual & Corporate Greed and Unbridled Tech.



REAL WORLD TIE-INS, PRIZES:
What you do in the game doesn't just stay in the game — it has life-changing implications in your community and the world.

An Education & Action Game for 2-8 Players, Ages 10-Adult. 75-120 minutes.

Game Play: Join forces with other Karma Club Members around the world while battling other factions in order to save the Human Race from the Six Deadly Plagues. **To Win & Save The Human Race:** Position Karma Coalitions on all continents around the world before the 10-year Tipping Points window closes. (20 rounds)

Components:

- 12" x 12" Box
- 24" x 24" Board
- Rules
- 170 Country Coins
- 2 Dice
- On-Line Tie-Ins
- Free Offers
- Discount Offers
- Rewards & Prizes
- Program Guide



Support from:

- Media Campaigns
- PAK/The Karma Club
- National & World Kindness Months
- NPO/NGO Support
- Schools/Universities
- Churches/Temples
- Government Agencies
- Businesses/Corps.
- Co-Branding
- Product Placement
- Sponsors/Fund-Raising

OnePlanet-OnePeople.Com • Proceeds help support the Mission of PlannedActsofKindness.Org • Sponsors Welcome Order On-Line • Help@OnePlanet-OnePeople.Com • 212 213-0257 • A New Game by Author, Educator: Lyle Benjamin



SOCIAL RESPONSIBILITY PRODUCT OUTREACH GUIDE



KINDNESS WRISTBANDS



Share Your Story
of How a PAK
Changed Lives ...

Kindness Shared Stories
#KISS

PLANNEDACTSOFKINDNESS.ORG

Making the World a Better Place to Live,
One PAK at a Time.

KINDNESS CARDS



KINDNESS CUPS



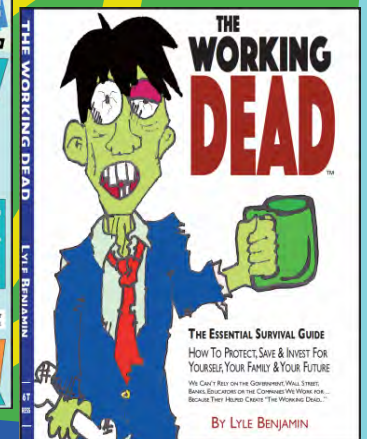
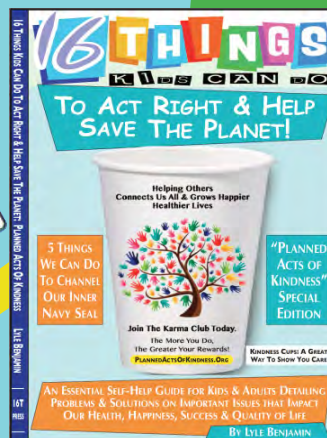
KINDNESS PINS



KINDNESS COINS



TEE SHIRTS



BOOKS

DEMOGRAPHICS

PARTNERS & MEDIA



**CO-BRANDING, ADVERTISING, MARKETING &
SPONSORSHIP OPPORTUNITIES**

DEMOGRAPHICS

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



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

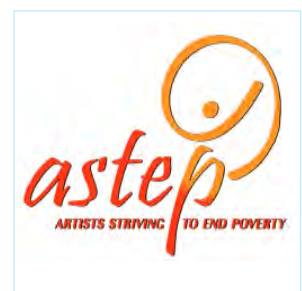
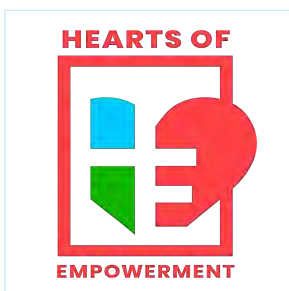
PARTNERS & SUPPORTERS

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



SIMON
PROPERTY GROUP

dynamic
scrip



IN THE NEWS

16 THINGS & PLANNED ACTS HAVE 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



CityRoom
www.cityroom.com



MARKETS
INSIDER

KITV4 abc
ISLAND NEWS

69 NEWS
WFMZ-TV

Daily Herald
Big Picture . Local Focus

rrstar.com

Townhall
FINANCE



International
Business Times

MEDIA OUTLETS

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:



TESTIMONIALS & OUR SUCCESS TEAM



**THE EXPERTISE & DIVERSITY OF OUR PEOPLE
MAKE OUR PROGRAMS SUCCESSFUL**

TESTIMONIALS



“What you’re doing is great. I’m glad you’re taking on this project. We definitely need it. We’ve become so, let’s just call, divided in our country and when we are just talking being human beings, about solving problems we all share, it doesn’t matter what side of the political spectrum you’re on.”

— **Jack Canfield**, Best-Selling Author of “Chicken Soup for the Soul” and “The Success Principles”



“This is such a wonderful program, and such an important program. It’s absolutely needed, and I encourage everyone to get involved!”

— **Trish Carr**, Business Success Coach and Co-Founder of the Women’s Prosperity Network



“I really see how this program can be a game changer. It’s tremendously ambitious, but it has what it takes to make it happen.”

— **Steve Harrison**, Bradley Communications Founder of National Publicity Summit, Network & Radio/TV Interview Report (helped successfully launch “Rich Dad, Poor Dad” “Chicken Soup for the Soul” “Men Are From Mars ...”

LEADING MEMBERS OF OUR SUCCESS TEAM



Lyle Benjamin – Founder
Exec. Director. New York NY



Robert Adamo – IT /
Marketing Operations. NY NY



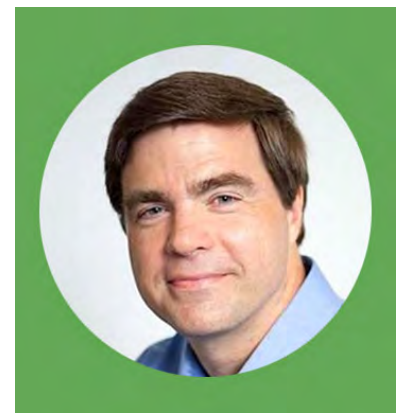
Stephanie Luo – Digital
Strategy. NY NY



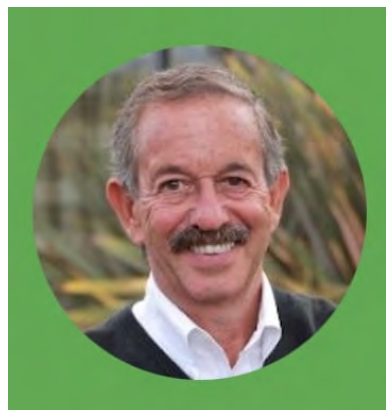
Jack Canfield – Success
Principles. Santa Barbara CA



Trish Carr – Business &
Skill Building. Ft. Laud., FL



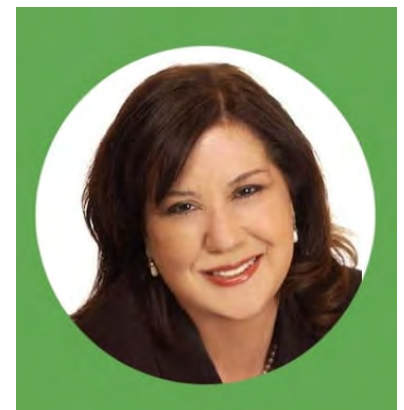
Steve Harrison – Public-
ity & Business Dev. Phil., PA



Rick Frishman – Publish-
ing, Marketing. New York NY



Danny Iny – Education &
Course Building. Canada



Linda Hollander – Cor-
porate Sponsorship. LA CA

SPONSORSHIP PACKAGES



**CO-BRANDING, ADVERTISING, MARKETING &
SPONSORSHIP OPPORTUNITIES**

PRESENTING REGENT SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
PRESENTING REGENT SPONSOR	\$1,000,000 per year	Visibility Surveys Exposure Impressions Connections Engagement Contest Spokesperson's Benefits Dedicated Campaigns Book & Workshop Scholarships in Company Name	<p>PRINT:</p> <ul style="list-style-type: none"> • 100,000 16 Things Book Sponsorship with 55,000 Free Company Branded Books (cover/8 4C pages) w/ up to 10,000 Youth **B&W Scholarships in Company Name • 350,000 Full Color Sponsor Promotional Cards <p>EVENTS:</p> <ul style="list-style-type: none"> • Full-Year Top Tier Sponsorship at PAK Outreach Events including 2020: The Year of World Kindness • Exclusive REGENT Level Initiatives • Exclusive People of Influence Networking Events • Speaking Opportunities at Major Outreach Events • VIP Sponsor Table at up to 6 Events • Event Program Full Page Advertising • 100 VIP Tickets to 6 Events (20 max/event) <p>DIGITAL RECOGNITION:</p> <ul style="list-style-type: none"> • App Sponsor Placement • Multiple Website Sponsor Placement • Logo Placement • REGENT Sponsor Seal • Email Blasts • Posters • Flyers • Press Releases <p>CSR PROGRAMS:</p> <ul style="list-style-type: none"> • Employee Volunteer Program with Tracking • Custom Benefits Program • "Be The Hero" Leadership & Recognition Program <p>FOUNDER LEVEL ACCESS:</p> <ul style="list-style-type: none"> • Full-Year Board of Advisors Position • Exclusive Project-Level Development with Founder • 4 Speaking Engagements by Founder/Executive Director • 4 1-Day Mastermind Sessions with Founder & Follow-Up • Dinner for 4 with Founder

AMBASSADOR SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
AMBASSADOR SPONSOR	\$750,000 per year	Visibility Surveys Exposure Impressions Connections Engagement Contest Spokesperson's Benefits Dedicated Campaigns Book & Workshop Scholarships in Company Name	<p>PRINT:</p> <ul style="list-style-type: none"> • 100,000 16 Things Book Sponsorship with 35,000 Free Company Branded Books (cover/8 4C pages) w/ up to 5,000 Youth **B&W Scholarships in Company Name • 250,000 Full Color Sponsor Promotional Cards <p>EVENTS:</p> <ul style="list-style-type: none"> • Full-Year Top Tier Sponsorship at PAK Outreach Events including 2020: The Year of World Kindness • Exclusive AMBASSADOR Level Initiatives • Exclusive People of Influence Networking Events • Speaking Opportunities at Major Outreach Events • VIP Sponsor Table at up to 6 Events • Event Program Full Page Advertising • 60 VIP Tickets to 6 Events (10 max/event) <p>DIGITAL RECOGNITION:</p> <ul style="list-style-type: none"> • App Sponsor Placement • Multiple Website Sponsor Placement • Logo Placement • AMBASSADOR Sponsor Seal • Email Blasts • Posters • Flyers • Press Releases <p>CSR PROGRAMS:</p> <ul style="list-style-type: none"> • Employee Volunteer Program with Tracking • Custom Benefits Program • "Be The Hero" Leadership & Recognition Program <p>FOUNDER LEVEL ACCESS:</p> <ul style="list-style-type: none"> • Full-Year Board of Advisors Position • Exclusive Project-Level Development with Founder • 3 Speaking Engagements by Founder/Executive Director • 4 1-Day Mastermind Sessions with Founder & Follow-Up • Dinner for 4 with Founder

CONSUL SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
CONSUL SPONSOR	\$500,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys Spokesperson's Benefits Dedicated Campaigns Book & Workshop Scholarships in Company Name	<p>PRINT:</p> <ul style="list-style-type: none"> • 60,000 16 Things Book Sponsorship with 20,000 Free Company Branded Books (cover/8 4C pages) w/ up to 2,500 Youth **B&W Scholarships in Company Name • 200,000 Full Color Sponsor Promotional Cards <p>EVENTS:</p> <ul style="list-style-type: none"> • Full-Year Top Tier Sponsorship at PAK Outreach Events including 2020: The Year of World Kindness • Exclusive CONSUL Level Initiatives • Exclusive People of Influence Networking Events • Speaking Opportunities at Major Outreach Events • VIP Sponsor Table at up to 6 Events • Event Program Full Page Advertising • 40 VIP Tickets to 6 Events (8 max/event) <p>DIGITAL RECOGNITION:</p> <ul style="list-style-type: none"> • App Sponsor Placement • Multiple Website Sponsor Placement • Logo Placement • CONSUL Sponsor Seal • Email Blasts • Posters • Flyers • Press Releases <p>CSR PROGRAMS:</p> <ul style="list-style-type: none"> • Employee Volunteer Program with Tracking • Custom Benefits Program • "Be The Hero" Leadership & Recognition Program <p>FOUNDER LEVEL ACCESS:</p> <ul style="list-style-type: none"> • Full-Year Board of Advisors Position • Exclusive Project-Level Development with Founder • 2 Speaking Engagements by Founder/Executive Director • 4 1-Day Mastermind Sessions with Founder & Follow-Up • Dinner for 4 with Founder

DIPLOMAT SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
DIPLOMAT SPONSOR	\$250,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys Spokesperson's Benefits Dedicated Campaigns Book & Workshop Scholarships in Company Name	<p>PRINT:</p> <ul style="list-style-type: none"> • 25,000 16 Things Book Sponsorship with 10,000 Free Company Branded Books (cover/8 4C pages) w/ up to 1,000 Youth **B&W Scholarships in Company Name • 150,000 Full Color Sponsor Promotional Cards <p>EVENTS:</p> <ul style="list-style-type: none"> • Annual Sponsorship at PAK Outreach Events including 2020: The Year of World Kindness • Exclusive DIPLOMAT Level Initiatives • Exclusive People of Influence Networking Events • Speaking Opportunities at Major Outreach Events • Sponsor Table at up to 4 Events • Event Program Full Page Advertising • 30 VIP Tickets to 6 Events (5 max/event) <p>DIGITAL RECOGNITION:</p> <ul style="list-style-type: none"> • App Sponsor Placement • Multiple Website Sponsor Placement • Logo Placement • DIPLOMAT Sponsor Seal • Email Blasts • Posters • Flyers • Press Releases <p>CSR PROGRAMS:</p> <ul style="list-style-type: none"> • Employee Volunteer Program with Tracking • Custom Benefits Program • "Be The Hero" Leadership & Recognition Program <p>FOUNDER LEVEL ACCESS:</p> <ul style="list-style-type: none"> • Full-Year Board of Advisors Position • Exclusive Project-Level Development with Founder • 2 Speaking Engagements by Founder/Executive Director • 2 1-Day Mastermind Sessions with Founder & Follow-Up • Dinner for 4 with Founder

ENVOY SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
ENVOY SPONSOR	\$100,000 per year	Visibility Exposure Impressions Connections Engagement Surveys Spokesperson's Benefits	<p>PRINT:</p> <ul style="list-style-type: none"> • 5,000 16 Things Book Sponsorship with 3,500 Free Company Branded Books (cover/8 4C pages) w/ up to 500 Youth **B&W Scholarships in Company Name • 80,000 Full Color Sponsor Promotional Cards <p>EVENTS:</p> <ul style="list-style-type: none"> • Annual Sponsorship at PAK Outreach Events including 2020: The Year of World Kindness • Exclusive ENVOY Level Initiatives • Exclusive People of Influence Networking Events • Speaking Opportunities at Major Outreach Events • Sponsor Table at up to 6 Events • Event Program Full Page Advertising • 12 VIP Tickets to 6 Events (2 max/event) <p>DIGITAL RECOGNITION:</p> <ul style="list-style-type: none"> • App Sponsor Placement • Multiple Website Sponsor Placement • Logo Placement • ENVOY Sponsor Seal • Email Blasts • Posters • Flyers • Press Releases <p>CSR PROGRAMS:</p> <ul style="list-style-type: none"> • Employee Volunteer Program with Tracking • Custom Benefits Program • "Be The Hero" Leadership & Recognition Program <p>FOUNDER LEVEL ACCESS:</p> <ul style="list-style-type: none"> • Full-Year Board of Advisors Position • Exclusive Project-Level Development with Founder • 1 Speaking Engagements by Founder/Executive Director • 1-Day Mastermind Session with Founder & Follow-Up • Dinner for 2 with Founder

EMISSARY SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
EMISSARY SPONSOR	\$50,000 per year	Visibility Exposure Impressions Connections Engagement	<p>PRINT:</p> <ul style="list-style-type: none"> • 1,500 16 Things Books w/ up to 200 Youth **B&W Scholarships in Company Name • 35,000 Full Color Sponsor Promotional Cards <p>EVENTS:</p> <ul style="list-style-type: none"> • Sponsorship at PAK Outreach Events including National Kindness & World Kindness Months • Exclusive EMISSARY Level Initiatives • Exclusive People of Influence Networking Events • Speaking Opportunities at Major Outreach Events • Sponsor Table at up to 3 Events • Event Program Full Page Advertising • 6 VIP Tickets to 3 Events (2 max/event) <p>DIGITAL RECOGNITION:</p> <ul style="list-style-type: none"> • App Sponsor Placement • Multiple Website Sponsor Placement • Logo Placement • EMISSARY Sponsor Seal • Email Blasts • Posters • Flyers • Press Releases <p>CSR PROGRAMS:</p> <ul style="list-style-type: none"> • Employee Volunteer Program with Tracking • Custom Benefits Program • “Be The Hero” Leadership & Recognition Program <p>FOUNDER LEVEL ACCESS:</p> <ul style="list-style-type: none"> • Exclusive Project-Level Development with Founder • 1 Speaking Engagements by Founder/Executive Director • 1-Day Mastermind Session with Founder & Follow-Up • Dinner for 2 with Founder

ADVOCATE SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
ADVOCATE SPONSOR	\$25,000 per year	Visibility Exposure Impressions Connections Engagement	<ul style="list-style-type: none"> • 750 Free Reference Books • 20,000 Full Color Sponsor Cards • Employee Volunteer Program with Tracking • Custom Benefits Programs for Employees, Contractors, Families • “Be The Hero” Leadership Recognition Program • Lunch with Founder • Website Listing • Logo Placement • Advocate Sponsor Seal • Email Blasts • Posters • Flyers • Sponsor Table at 2 Events • Listing in 2 Event Programs • 2 VIP Tickets to an Event

DEPUTY SPONSOR

Sponsor Level	Investment Level	Benefits Summary	Year Long Multi-Benefits Package
DEPUTY SPONSOR	\$10,000 per year	Visibility Exposure Impressions Connections Engagement	<ul style="list-style-type: none"> • 250 Free Reference Books • 5,000 Full Color Sponsor Cards • Employee Volunteer Program with Tracking • Custom Benefits Programs for Employees, Contractors, Families • “Be The Hero” Leadership Recognition Program • Lunch with Founder • Website Listing • Logo Placement • Deputy Sponsor Seal • Email Blasts • Posters • Flyers • Sponsor Table at an Event • Listing in an Event Program • 2 VIP Tickets to an Event