

**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**



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

**FEATURING SOLUTIONS BY 32 OF THE BEST &
BRIGHTEST CORPORATE CEOs & PRESIDENTS**



**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 Jack Strong, CEO Acme Corp.

Cover is for illustrative purposes only.



KINDNESS CURRENCY SPECIAL EDITION GLOBAL RECOGNITION & REWARDS

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

Kindness Currency Mission

Chapter & Expanded
Website Section on
Social Responsibility

32

Business Leaders Focus on 16 Important Issues

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

Corporate Leadership & Social Responsibility

Education, Inspiration,
Empowerment, Action

Featuring:

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

Books/Materials Scholarships
Awarded In Each Contributors Name

20,000 Youth

Attend 8-12 Week Communi-
cation & Literacy Workshops

Add'l Workshops Nationwide

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

I 6 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:

- I6Things' Books/Workshops Education & Action Programs:
 - Provide a multi-pronged approach to that educates, supports and reinforces the desired behavior
 - Each book presents I6 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.
- I6 Things "Book Series"
- I6 Things+ Better Communication & Literacy (BCL) Workshops
- I6 Things "Youth & Adult" Training Programs
- I6 Things "Courses & Classes"
- I6 Things "Workshops"
- I6 Things "Events"

I 6 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 I6 Things 8-12 Week "Better Communication & Literacy (BCL) Workshops"
 - Sponsor Placement on "I6ThingsKidsCanDo.Org" Website
 - Featured Branding with "I6 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:

“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:

- | | |
|--|--|
| <input type="checkbox"/> Civility/Kindness Special Edition | <input type="checkbox"/> Mental Health Special Edition |
| <input type="checkbox"/> Climate Change Special Edition | <input type="checkbox"/> Anti-Bullying Special Edition |
| <input type="checkbox"/> Sustainability Special Edition | <input type="checkbox"/> Health & Wellness Special Edition |
| <input type="checkbox"/> Pollution Special Edition | <input type="checkbox"/> Nutrition Special Edition |
| <input type="checkbox"/> Money Mastery Special Edition | <input type="checkbox"/> Physical Fitness Special Edition |
-
- | | |
|--|--|
| <input type="checkbox"/> Women Leadership Special Edition | <input type="checkbox"/> Business Leaders Special Edition |
| <input type="checkbox"/> Celebrity Special Edition | <input type="checkbox"/> Empowerment Coaches Special Edition |
| <input type="checkbox"/> 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

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

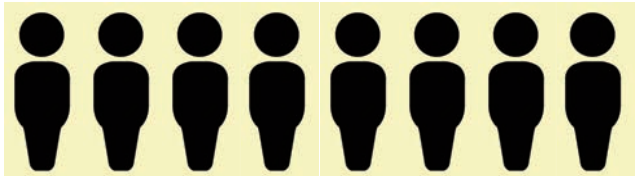
DEMOGRAPHICS

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

**25%
@75**

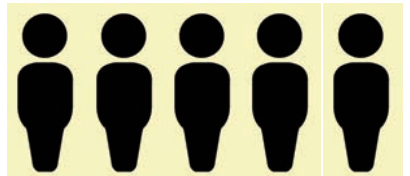
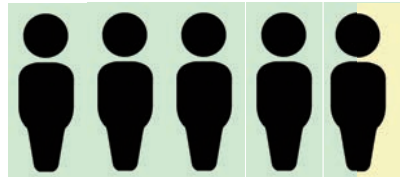
**OF THE TOTAL
U.S. POPULATION**

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

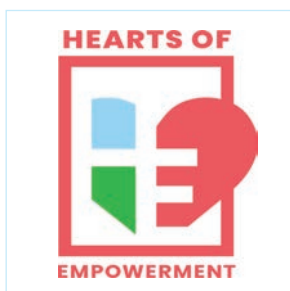
College Education or Beyond
2 out of 3

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



CityRoom
www.cityroom.com



**MARKETS
INSIDER**



Daily Herald
Big Picture . Local Focus

rrstar.com

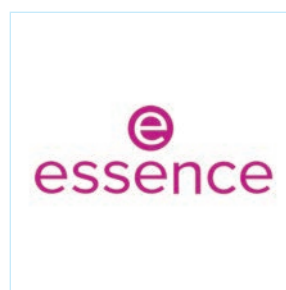
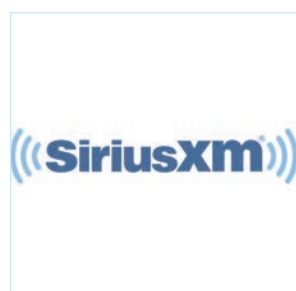
Townhall
FINANCE



**International
Business Times**

MEDIA OUTLETS

IN ADDITION TO SECURING MEDIA COVERAGE THROUGH PRESSCABLE, PRNEWSWIRE, AND THE RADIO & TV INTERVIEW REPORT, I6 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 Statement
- ☐ **Outreach:** 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:

- | | |
|--|---|
| <input type="checkbox"/> Aging | <input type="checkbox"/> Immigration |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Inequality |
| <input type="checkbox"/> Bullying | <input type="checkbox"/> Mental Health |
| <input type="checkbox"/> Business | <input type="checkbox"/> Nutrition |
| <input type="checkbox"/> Civility / Kindness | <input type="checkbox"/> Politics |
| <input type="checkbox"/> Climate Change | <input type="checkbox"/> Race |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Religion |
| <input type="checkbox"/> Education | <input type="checkbox"/> Retirement |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Social Issues |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Ethics | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> Food | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Terrorism |
| <input type="checkbox"/> Fitness | <input type="checkbox"/> War |
| <input type="checkbox"/> Gender | <input type="checkbox"/> Water |
| <input type="checkbox"/> Government | <input type="checkbox"/> Work |
| <input type="checkbox"/> Health | <input type="checkbox"/> Other: _____ |

SPONSORSHIPS AVAILABLE:

- ☐ **BCL 8-12 Week Workshops** (included)
- ☐ **16 Things' National Kids' Month**
- ☐ **Planned Acts of Kindness**
- ☐ **National Kindness Month**
- ☐ **2020: The Year of World Kindness**
- ☐ **OnePlanet-OnePeople.Com**

CSR AVAILABLE:

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

RATES:

- | | |
|----------------------------------|-------------------------------------|
| Quantity: | Price: |
| <input type="checkbox"/> 100,000 | <input type="checkbox"/> \$ 462,688 |
| <input type="checkbox"/> 60,000 | <input type="checkbox"/> \$ 334,292 |
| <input type="checkbox"/> 30,000 | <input type="checkbox"/> \$ 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: \$ _____

Submit payments to: Entrepreneurs Small Business Network, 20 E Broadway, 4th Fl., NY NY 10002