

**HELP LAUNCH THE MOST *IMPORTANT REVOLUTION
THE WORLD HAS EVER EXPERIENCED:**



2020: THE YEAR OF WORLD KINDNESS

CIVILITY • SOCIAL RESPONSIBILITY • VOLUNTEERISM • GLOBAL CITIZENSHIP

SUPPORT THE

**“ONEPLANET-ONEPEOPLE” MOVEMENT &
HELP US REACH ONE BILLION (1,000,000,000)
PLANNED ACTS OF KINDNESS IN 2020!**

PARTNERS, JOINT VENTURES WELCOME

**OUR NPO HAS PROGRAMS AVAIL. FOR CLUBS, TEAMS, SCHOOLS, ORGS, AGENCIES & BUSINESSES
CONTACT FOUNDER LYLE BENJAMIN AT 917 683-2625 TO SEE HOW PLANNED ACTS'
SOCIAL RESPONSIBILITY PROGRAMS CAN HELP YOU EXCEED YOUR OBJECTIVES**

EXPOSURE TO MILLIONS

TIMES SQUARE NY DIGITAL
BILLBOARD EXPOSURE
420 SPOTS OVER 1 WEEK
FREE WITH SPONSORSHIP

HOST & POST

WE PROMOTE YOU
WHEN YOU SHARE
OUR DAILY PAKS
ON YOUR WEBSITE

SPECIAL EDITION BOOKS

SPONSOR OR BECOME A
FEATURED EXPERT IN BOOKS
UP TO 100K DIS/500K CIRC.
20,000 WORKSHOP PART.



PLANNEDACTSOFKINDNESS.ORG

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

Our NPO mission is to help make you more successful by working in conjunction with PAK programs.

917 683-2625

Please submit your info by texting a picture to the above number.
Looking forward to being of service

First Name: _____ Last: _____

Org: _____

Email: _____

Cell: (____)____-____ City: _____

I pledge to do _____ PAKS to in 2020! (365 max)

My Org pledges _____ # of people: _____

Describe program: [] Book [] Speaker [] Course

Comments: _____

I am interested in: [] Income [] Exposure [] Help

SPONSOR BENEFITS



LYLE BENJAMIN, FOUNDER

“If you want to connect your brand to Millennials with purchasing power, let’s talk.”
917 683-2625

CO-BRANDING, ADVERTISING, MARKETING & PUBLIC RELATIONS IN BOOKS, COURSES, SUMMITS, WORKSHOPS, GAMES & PRODUCTS FOR ENHANCED OUTREACH, ENGAGEMENT, INSPIRATION & ACTION

SPONSOR BENEFITS:

Visibility
 Exposure
 Connections
 Surveys
 Impressions
 Engagement Contests
 Spokesperson’s Benefits
 Dedicated Campaigns
 Book & Workshop Scholarships
 In Company Name

PRINT:

16 Things Book Sponsorship
 • Free Company Branded Books
 • CEO recognition on cover
 • Foreword by CEO
 • 8 4C pages
 • Chapter on company SR Mission
 • Sponsor Promotional Cards

SUMMITS/EVENTS:

2020: The Year of World Kindness
 Exclusive Level Initiatives
 Exclusive People of Influence
 Networking Events
 Speaking Opportunities at Major
 Outreach Events
 Sponsor Tables
 Event Program Advertising
 VIP Tickets

DIGITAL RECOGNITION:

App Sponsor Placement
 Multiple Website Sponsor
 Outreach
 Logo Placement
 Sponsor Seal
 Email Blasts
 Posters
 Flyers
 Press Releases

FOUNDER LEVEL ACCESS:

Board of Advisors Position
 Exclusive Project-Level
 Development with Founder
 Mastermind Sessions with
 Founder & Follow-Up
 Speaking Engagements by
 Founder
 Dinner with Founder

CSR PROGRAMS:

Employee Volunteer
 Program with Tracking
 “Be The Hero” Leadership,
 Recognition Rewards Program
 Custom Benefits Program:
 No cost to company. Penalty
 Free, Tax-Free Income, LTC
 CC Health Protections, more

ADD’L OPPORTUNITIES:

COURSES:
 Recognition in Course
 Engagement & Materials
 2020 Year of World Kindness
 Courses in Civility, Ethics,
 Social Responsibility, Volun-
 teerism & Global Citizenship
 6 Tipping Point Courses
 4 Sustainability Courses
 8 Foundation Life & Work
 Skills Courses
 Financial Literacy & Planning
 “Money Matters Mastery”
 Course
GAMES:
 “One Planet – One People”
 Computer, Tablet, Phone &
 Board Games
 • Promotional Materials
 • Web Site & App
 • Cover Exposure
 • Easter Egg Cards in Game
 • Promotional Cards
 • Promo Game Stickers
 • Advertising in Action Book
 • Free Promotional Games:
 Staff, Clients & Prospects

USER ENGAGEMENT:

INDIVIDUALS (GRASS ROOTS):

- STUDENTS
- EMPLOYEES
- OWNERS
- RETIREES
- UNEMPLOYED

ORGANIZATIONS
 (TOP DOWN):

- SCHOOLS
- CHURCHES/TEMPLES
- NPOs/NGOs
- GOV’T AGENCIES
- BUSINESSES

5 BY 5

SUPPORTERS:



DEMOGRAPHICS:

MILLENNIALS (& GEN ZERS) INCREASINGLY EXPECT COMPANIES TO SUPPORT SOCIAL RESPONSIBILITY & SUSTAINABILITY CAUSES



*MEDIA ENGAGEMENT:



PLANNED ACTS OF KINDNESS.ORG

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

*Planned Acts & 16 Things have been featured in numerous TV, Radio, Print & On-Line Media reaching audiences in the tens of Millions. Media Coverage is in conjunction with PressCable, PRnewswire, The Radio & TV Interview Report and the National Publicity Summit.

EXECUTIVE SUMMARY



QUALITY OF LIFE MISSION: What makes Planned Acts so inspirational for individuals and other organizations is the inspiration of our Quality of Life mission, the breadth and depth of our programs, and the viability of our systems.

SPONSORED ENGAGEMENT, EDUCATION & ACTION PROGRAMS:

GLOBAL CITIZENSHIP: Planned Acts of Kindness Global Social Responsibility Platform

The Karma Club: Gamification of Social Responsibility Actions providing recognition/rewards

ONE PLANET SOCIAL RESPONSIBILITY CLUBS: Engaging Schools & Communities

SUMMITS/EVENTS: 2020: The Year of World Kindness: Live streaming Summits in United

States & other Countries to Outreach, Engage, Inspire & Educate People to Action

BOOK SERIES: "16 Things We All Can Do To Act Right & Help Save The Planet" Special Edition

- 100,000 Co-Branded Books reaching 500,000 readers
- CEO featured on cover/forward
- Chapter on your Mission
- 8 full pages in 4C
- Up to 55,000 free books for promo use

WORKSHOPS: Over 20,000+ attendees for 8-12 week peer to peer workshops

COURSES/CLASSES: Education/Action Courses in Civility/SR to Climate Change to

Sustainability for use in Schools, Churches/Temples, NPOs/NGOs, Gov't Agencies, Businesses

CORPORATE SOCIAL RESPONSIBILITY PROGRAMS (CSR):

- Global volunteering & tracking
- "Be The Hero" Leadership, Recognition & Rewards CSR Program
- (No Fee) Financial Literacy & Planning Custom Benefit Programs for Employees, Contractors, Spouses & Children



JACK CANFIELD

ENDORSEMENTS:

"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 ...")

THE TIME TO GET INVOLVED IS NOW: We invite you to join our extraordinary system of programs that unite communities around the country and around the globe under the umbrella of One Planet - One People. When you join us, your organization will be recognized as one of the leaders in Corporate Social Responsibility; part of the team working on solutions to global issues and a major source of positive action and goodwill working for the betterment of kids, people and the planet.



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