

“16 Things Kids Can Do . . .”

Self-Help Guides to Better Parent/Kid Relations

Sponsorship Proposal

By Lyle Benjamin

16 Things Kids Can Do To Keep Their Parents Off Their Backs & Out Of Their Bathrooms!

- A Self-Help Guide to Better Parent/Kid Relations
- For Kids from 6 to 16 & Parents of all Ages

• By Lyle Benjamin

16 Things Kids Can Do To Keep Parents Off Their Backs & Out Of Their Bathrooms!

The Self-Help Guide to Better Parent/Kid Relations
(For Kids from 6 to 16 & Parents of all Ages)

From: Dr. Henry Chen
To: All Health-Related Associates
RE: Sponsorship Recommendation

Greetings,

Being a respected doctor and a hardworking member of various organizations, I am used to having other people listen to what I say and show me a certain degree of respect. No where is this more true than in my private practice and hospital affiliations.

And no where is this less true than in my home. For in my home I may be yet be King of the castle, but it is a castle often ruled by my three boys. My commands go unheeded, my directives go unfulfilled, and my decrees are often mocked and scorned.

Such is the life and lot of most parents so I'm told. It's hard enough to educate children when they're young and you're still the center of their attention — but when they get older and you're competing with friends, television and the internet ... the difficulties can rise exponentially. And one of the most important things we can do for our children is to teach them to have respect and responsibility for themselves and for their family.

So when I had the good fortune of reading the manuscript for 16 Things Kids Can Do To Keep Parents Off Their Backs and Out of Their Bathrooms, it was with great pleasure that I offered to get involved. In this book I found a sound method for kids to achieve these goals and more. The Kid's Pledge is a prime example.

And now, after years of struggle, here was my chance to finally get some satisfaction! To have some things go our, the parents, way. And best yet we don't have to do the heavy lifting, the kids do it themselves along with the Medical Experts. And with the accompanying Blog, there is a built-in support system with other kids, parents, medical professionals and sponsors.

The beauty of the system is that the kids get to check out the beneficial results themselves, and enlist others in their support if they need to. All of the negative emotional baggage from parents vs. kids dynamics is removed from the equation, and what's left is a strong support network.

Medical Experts add their supporting comments and professional credentials to a host of different situations kids find themselves struggling with on a daily basis. And by following the program, kids learn the benefits of a host of beneficial traits ... respect, responsibility and discipline — not to mention better health and hygiene!

I encourage people to get involved with this program; kids, parents, and fellow medical professionals alike. It's a wonderful opportunity to do something that can have a tangible, positive impact on people's lives ... and, both as a doctor and a parent I should know shouldn't I?

Henry Chen, M.D.
Past President of ACAP, 2006-08
Association of Chinese American Physicians
New York City, NY

www.16ThingsKidsCanDo.Com • TheNo1Planner@aol.com

Lyle Benjamin • 917 683-2625 • 69-10 Alderton St • Forest Hills, NY 11375

“16 Things Kids Can Do ...” Self-Help Guides to Better Parent/Kid Relationships

16 Things : Mission Statement

“To provide programs which educate and empower kids and parents to achieve their mutual goals through love, respect, responsibility, support and discipline.”

Objectives: ■ To provide self-help books, blogs, web sites, and educational seminars for parents and kids that will teach them how to achieve their goals without succumbing to the ordinary conflict that often sabotages success.

Outlining The Problems: ■ **Kids:**

- Kids often don't have the same priorities as their parents
- Kids are easily distracted & forgetful regarding responsibilities
- Kids often feel hurt and resentful when their parents use the wrong approach when trying to correct their behavior

■ **Parents:**

- Parents don't always take the time to explain how or why something should be done
- Parents don't always demonstrate the way something should be done correctly
- Parents do not always take the best approach to resolve problems
- Parents often feel frustrated and lose patience with their kids after their words go unheeded

Outlining The Solutions: ■ Provide a multi-pronged approach to both parents and kids that educates, supports and reinforces the desired behavior

- 16 Things “Books”
- 16 Things “Web Site”
- 16 Things “Blogs”
- 16 Things “Special Events Trade Shows”
 - Offering solutions from a Kid's perspective
 - Solutions suitable for Kid's and Parents
 - Collaborated by Expert testimony
 - Supported by Sponsors
 - On-going Network that provides Support and Solutions

“16 Things Kids Can Do ...” — Self-Help Guides to Better Parent/Kid Relationships

- Sponsor Benefits:**
- Discounted Advertising Rates from 20,000 to 100,000 books
 - Includes ...
 - FREE Sponsor “16 Things” Multiple Page Web Site Adv.
 - FREE Featured Sponsor Adv. on "16 Things” Blog Pages
 - FREE Display Advertising in "LocationsEtc.com" Community Newsletters with 58,000 Print Circulation in NYC per Issue
 - FREE Ad Placement on "LocationsEtc.com" Web Pages
 - Special Promotional "16 Things" Book Purchase Rates
 - FREE "Custom Labels" with Book Purchase
 - Opportunity to be a featured Sponsor at "16 Things" Special Events Seminars & Trade Shows held across the Country

- Marketing, PR & Sales Promotions:**
- 20,000 Books are distributed through Physician Promotions
 - Additional Books are distributed by Sponsors, Bookstores, Schools, Libraries, Health Care Providers & Direct Mail
 - Coverage through Television, Radio, Magazine & Newspapers

Sponsor Advertising Rates:

■ Quantity	■ Ad Rates (4-C, 6” x 9”)
■ 20,000	■ \$ 6,336
■ 30,000	■ 9,408
■ 40,000	■ 12,416
■ 50,000	■ 15,360
■ 60,000	■ 18,240
■ 70,000	■ 21,056
■ 80,000	■ 23,808
■ 90,000	■ 26,496
■ 100,000	■ 28,800

Sponsor Book Purchase:

■ Quantity	■ Purchase Price (Private Labeled)
■ 500	■ \$ 4,672
■ 1,000	■ 8,970
■ 2,500	■ 20,556
■ 5,000	■ 37,375
■ 7,500	■ 53,259
■ 10,000	■ 67,275
■ 15,000	■ 95,306
■ 20,000	■ 119,600
■ 25,000	■ 140,156
■ 30,000	■ 156,975
■ 40,000	■ 194,350
■ 50,000	■ 224,250

“16 Things Kids Can Do To Keep Parents Off Their Backs & Out of Their Bathrooms”

The Self-Help Guide to Better Parent/Kid Relations

SPONSOR CONTACT INFORMATION

(Please Type or Print Clearly. To complete on-line go to: www.16ThingsKidsCanDo.com/sponsors.signup.app.html)

Sponsor: _____
 Contact: _____
 Title: _____
 Address: _____
 City/St/Zip: _____
 E-mail: _____

Date: _____
 Tel. (w): _____
 Tel. (ext): _____
 Tel. (cell): _____
 Tel. (fax): _____
 Web Address: _____

SPONSOR ADVERTISING RATES

■ Quantity	■ Ad Rates
<input type="checkbox"/> 20,000	<input type="checkbox"/> \$ 6,336
<input type="checkbox"/> 30,000	<input type="checkbox"/> 9,408
<input type="checkbox"/> 40,000	<input type="checkbox"/> 12,416
<input type="checkbox"/> 50,000	<input type="checkbox"/> 15,360
<input type="checkbox"/> 60,000	<input type="checkbox"/> 18,240
<input type="checkbox"/> 70,000	<input type="checkbox"/> 21,056
<input type="checkbox"/> 80,000	<input type="checkbox"/> 23,808
<input type="checkbox"/> 90,000	<input type="checkbox"/> 26,496
<input type="checkbox"/> 100,000	<input type="checkbox"/> 28,800
<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> + 85%

SPONSOR BOOK PURCHASE*

■ Quantity	■ Price
<input type="checkbox"/> 500	<input type="checkbox"/> \$ 4,672
<input type="checkbox"/> 1,000	<input type="checkbox"/> 8,970
<input type="checkbox"/> 2,500	<input type="checkbox"/> 20,556
<input type="checkbox"/> 5,000	<input type="checkbox"/> 37,375
<input type="checkbox"/> 7,500	<input type="checkbox"/> 53,259
<input type="checkbox"/> 10,000	<input type="checkbox"/> 67,275
<input type="checkbox"/> 15,000	<input type="checkbox"/> 95,306
<input type="checkbox"/> 20,000	<input type="checkbox"/> 119,600
<input type="checkbox"/> 25,000	<input type="checkbox"/> 140,156
<input type="checkbox"/> 30,000	<input type="checkbox"/> 156,975
<input type="checkbox"/> 40,000	<input type="checkbox"/> 194,350
<input type="checkbox"/> 50,000	<input type="checkbox"/> 224,250

*FREE CUSTOM BOOK LABELS

Line #1 Text: _____
 Line #2 Text: _____
 Line #3 Text: _____

- Please forward me Sponsor information regarding participation in “16 Things” Special Event Seminars & Trade Shows
- Please consider this Nomination for “16 Things” Board of Advisors: _____ . Contact me f.m.i.

SPONSOR ORDERING INFORMATION

- Advertising** (4-c):
 - 6” x 9” 12” x 9” (add 85% to 6x9 rate)
 - Quantity: _____ Rate: \$ _____
 - Digital .pdf Included Will submit file electronically
- Book Purchase** (discounted from \$14.95 retail):
 - Quantity: _____ Price: \$ _____
 - Ship to above address Will provide alternate address
- Medical Expert Sponsorship:**
 - Include attached form Contribution: \$ _____

 Authorized Signature Date Amount Enclosed: \$ _____



Locations, Etc. Inc.
 69-10 Alderton St
 Forest Hills, NY 11374

Lyle Benjamin • 917 683.2625
 TheNo1Planner@aol.com
www.16ThingsKidsCanDo.com

“16 Things Kids Can Do To Keep Parents Off Their Backs & Out of Their Bathrooms”

The Self-Help Guide to Better Parent/Kid Relations

SPONSORED PHYSICIAN INFORMATION

Our company is Sponsoring the following Physician(s) for Inclusion into “16 Things.” As a Featured Medical Expert, each Physician will receive a minimum of 500 “16 Things” books that will have his/her color picture in the book, biography, medical affiliations, certifications, achievements, web site address and contact information along with a paragraph or two of collaborating testimony. Listed below are our Company Sponsored Physicians, our financial contributions, and the text for our Free Custom Private Labels.

Physician #1: _____	Date: _____
Co./Hospital: _____	Tel. (office): _____ Ext. _____
Address: _____	Tel. (fax): _____
City/St/Zip: _____	Service Number: _____
E-mail: _____	Web Address: _____
Label Line #1 Text: _____	_____
Label Line #2 Text: _____	_____
Label Line #3 Text: _____	_____
<input type="checkbox"/> 500 Book Sponsorship	<input type="checkbox"/> Rate: \$4,425
<input type="checkbox"/> Add'l Books @ \$7.50 ea.	<input type="checkbox"/> Total: \$_____

Physician #2: _____	Date: _____
Co./Hospital: _____	Tel. (office): _____ Ext. _____
Address: _____	Tel. (fax): _____
City/St/Zip: _____	Service Number: _____
E-mail: _____	Web Address: _____
Label Line #1 Text: _____	_____
Label Line #2 Text: _____	_____
Label Line #3 Text: _____	_____
<input type="checkbox"/> 500 Book Sponsorship	<input type="checkbox"/> Rate: \$4,425
<input type="checkbox"/> Add'l Books @ \$7.50 ea.	<input type="checkbox"/> Total: \$_____

Physician #3: _____	Date: _____
Co./Hospital: _____	Tel. (office): _____ Ext. _____
Address: _____	Tel. (fax): _____
City/St/Zip: _____	Service Number: _____
E-mail: _____	Web Address: _____
Label Line #1 Text: _____	_____
Label Line #2 Text: _____	_____
Label Line #3 Text: _____	_____
<input type="checkbox"/> 500 Book Sponsorship	<input type="checkbox"/> Rate: \$4,425
<input type="checkbox"/> Add'l Books @ \$7.50 ea.	<input type="checkbox"/> Total: \$_____