

Sponsor Proposal for



Where kids discover their career possibilities in life!

Connect Your Brand to 132,000 Schools and 55.5 Million Students in the U.S. Through a Multi-Media Program

"Help me Change the World, starting with your world." Don Miguel Ruiz-Author "The Four Agreements"

"Anytime a program is predicating on giving hope and providing positive options for them mentally, I will always support.

John Amos- Actor & Member of Gang of Hope

"If we give the students hope, we raise our attendance, we raise our graduation rates." Michael Moss - Counselor & activities director at Valley High School, Santa Ana.

"It is a win-win situation. When the person you help out is a child that has a full life ahead of them the results of your efforts can return to society exponential rewards."

Orrin C. Hudson - Author, Coach of BeSomeone.org



# Connect Your Brand to Over 55.5 Million Children and Parents with Purchasing Power Through Gangofhope.com programs.



## Top 10 Reasons to Sponsor gang of Hope.com

1. **Name recognition** association with online children's education and empowerment video programs. They will reach highly **targeted children between 9-18** with tremendous consumer needs and purchasing power.
2. Branding of your products or service to over **55.5 million kids through 132,000 schools**.
3. **Corporate recognitions** in Schools and Colleges through contests, live events/speaking circuit.
4. Pre-marketing for the **Jump-Start Your Life** through "**gangofhope.com**" **6-City California Dropout Prevention Bus Tour** that will reach over 500,000 people including few celebrity role models, city mayors and the governor of California. Event marketing is the best way to connect with children.
5. Take advantage of the **brand equity** of gangofhope.com online educational videos through their media and established following.
6. Enhance your **cause-related marketing** by participating in events that benefit the community and empower children.
7. **Provide you financial return on your investment by raising awareness** of your products/services through a **multi-media promotional** campaign of *gangofhope.com* which includes **television, radio, print and internet**.
8. Increased word of mouth referrals through **product placement** on gangofhope.com characters "Natalie & Jake" for the online educational multi media programs & promotional materials.
9. **Cross promotion** with our members of gangofhope.com corporations and vendors.
10. Prestigious Award will be presented to sponsor participant at the Passions & Dreams Funding, Inc's "**Education Rocks**" **Concert** fund raising event at the House of Blues, CA - October- 2009. Priority promotional sponsorship options for this event will be offered.



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## Goals for Sponsors

**Goals: Connect** your Brand to children who influence purchasing power, by educating them about your company, which will **increase** sales and grow your customer base. Annual expenditures by families on consumer goods for kids will reach **approximately \$143 billion by 2010.**

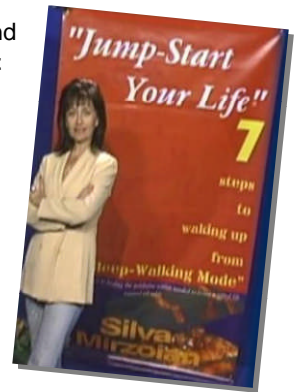


**About the Founder: Silva Mirzoian - Author of the best selling book, *Jump-Start Your Life*, Talk Show Host, Producer of multi-media life development programs featured in The Washington Post & Fox TV**

**Silva Mirzoian, known as “Queen of Hope” and Dream Weaver” by Entrepreneur Magazine, is a successful personal development**

**author/producer** who discovered early on "**The Power of Mentoring.**" She turned her life around after a divorce from an abusive marriage, starting life over-yet again- with zero money. With **one credit card** in hand, she went on to start businesses, buy homes and built her multi-media empowerment empire. As a "self-made" successful woman she is fully aware of what it took to turn her life around. The impact that successful role models/mentors played in designing and building her healthy, wealthy and sustainable lifestyle is what she would like to continue to share and teach to others.

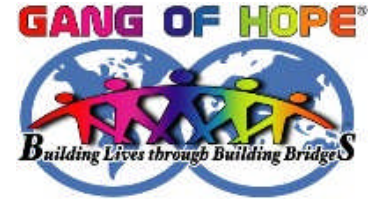
Silva has traveled the world and through her international seminars and speaking engagements for schools, corporations and organizations Silva is able to transform the lives of thousands of women and children towards creating their own personal and professional success. Silva knows how to influence positive change in life through discovering one's possibilities. Gangofhope.com is a jump-start to that process for kids.



### **Achievements:**

- Producer of "*Jump-Start Your Life*" Radio Show on KRLA-870 & Adalphia TV Show.
- Producer of a streaming Multi-Media life development programs for women and children on [jumpstartyourlifeforwomen.net](http://jumpstartyourlifeforwomen.net) & [gangofhope.com](http://gangofhope.com)
- Speaker & trainer on healthy, wealthy & sustainable lifestyle
- Listed in the World's Who's Who of Women
- Awarded in 1995, "The Advocate Business Woman of the Year Award" by the Beverly Hills Chamber of Commerce
- Author/Producer of "The Sky's The Limit" After School programs
- Member of Australians in Film & Women in Film
- Former Member in World Affairs Council & is a Certified Toastmaster
- Former Board member of LAUSD Adopt-A-School program
- Member of Sheriff Leroy D. Baca's Executive Clergy Advisory Council
- Member of the National Association of Realtors & California Association of Realtors
- Beverly Hills Board of Realtors & United States Green Building Council
- Nominated as Real Estate Industry Leader by the Los Angeles Business Journal

## Story of the Jump Start Your Life through gangofhope.com: Global Social Online website with life skills programs & empowering life development training & biography videos.



Children often give up on their dreams as they feel isolated from the world. Each one of them is looking for ways to turn their dreams into reality.

They all have hope, needing and asking for mentors to help them through life's obstacles and challenges. They crucially need someone to believe in them and guide them to Jump-Start their life on the road to their dreams.

In 1998 "Gang of Hope" positive role model training program began through the "Jump-Start Your Life" after-school program. **Time, distance & money** prevented most mentors from working in schools. This online version of the program is accessible *anytime, anywhere*. **gangofhope.com** offers access to positive role models, life training courses, internships, scholarship resources and ways to connect to global opportunities. The need for this website and online community is:

- Most students don't see a connection between school & their future life, Gangofhope.com *connects the importance* of education
- 1 in 4 C.A. high school students drop out/ live in a poor family, can't read or write or in jail - 60% -inner city children - raised by a single parent with no guidance from a successful adult - 57% - students improve chances for graduation & *career success through mentors*
- Teach entrepreneurship programs to kids so they can explore possibilities
- Offer financial guidance towards building a financial portfolio from a young age
- Provides life development courses by authors and other experts who share their wisdom with the students





## Stories of Kids Who Turned Around their Life through "Gang of Hope."

**16 year-old Darmon** was interested in being a chef but did not know how to turn his dream into reality. Through Gang of Hope®, he was connected to a local chef who provided him an internship. He learned the industry opportunities and is able to plan for his future. He gained confidence as he created his future business plan.



**12 year-old Crystal** wants to be a Veterinarian when she grows up. Gang of Hope® gave her the opportunity to learn from a successful veterinarian. This motivated her to stay in school and out of trouble. She gained a sense of hope in her future and now feels one day she can have her own business

### Mission Statement of gangofhope.com

Children are the future leaders! Empowered kids can influence change within their family, community and the nation. When armed with information and targeted products, children can make powerful choices.

Empowerment can be reached by: An Interactive social online community website, gangofhope.com; and live events in varies communities. The goals of this site and live events are:

- **Transform** the lives of children through increased self-esteem,
- **Teach** life skills and social etiquette
- **Connect kids to various successful mentors**, sharing their own life journey and experiences of overcoming obstacles & creating success.
- Help kids **discover** career possibilities and how to develop entrepreneurial skills
- Open **communication** for exploring various ways to handle life's challenges
- **Prepare** kids for adulthood and how to develop interpersonal effectiveness
- **Participate** in internship programs in their community
- Open doors for **scholarship** opportunities
- **Educate** kids about finance, budgeting & goal setting
- Initiate **dialogue** between students, teachers & parents
- Get kids **involved** in global issues, giving them opportunities to participate in solutions

## Testimonials



**Lee**, a 29-year old man wishes that he had someone to guide him through his growing years by exposing him to different possibilities in life. Lack of resources that pushed him towards as he says "the gang of violence instead of the gang of hope."



**Victoria**, a 17-year old high school student in South Central wants to be a doctor. She is currently participating in an internship program at a local clinic and is learning the ways to turn her dream into reality.



**Rebecca**, an 18-year old student who wants to one day to become a publicist for an entertainment/production company. She is interning for a film/video production company as a production & p.r. assistant. - "Connecting to a publicist helped me take the first step towards becoming a publicist."

"In today's society the young need guidance and direction more than ever. This program provides that and more! It allows kids to hear first hand from successful role models, and discovering what it's like to be in their career of choice. - **Sherry Hopper - School Administrator.**

**gangofhope.com Will Reach Millions of Children Globally**  
In California alone, there are over 9,674 schools, 6 million students and 294,366 teachers. Globally, the sky's the limit!



Mama Hill Youth Center

## Demographic Information of Children and Parents with over \$115 Billion in Purchasing Power

The Kids Market in the U.S: It is projected that the kids market will see significant growth over the next four years. About half of the total **\$115 billion** spent in key areas that also include clothing, personal-care items, entertainment and reading materials.

- Most kids in the U.S. say they earn spending money by doing household chores such as cleaning the house, cooking meals, ironing or tidying their room
- Kids in the U.S. spend most of their money on games (63 percent of all U.S. kids), clothes (31 percent) and CDs (27 percent)

"Kids in the U.S. put a heavy emphasis on buying entertainment items and apparel, and for the most part, do some type of work for their money," says Keith Holzmueller, Vice President, Research Insights Group, TNS INFO. When shopping with parents, kids are often allowed to make choices for themselves, increasing their overall spending power."

### U.S. Kids Ages 9-18 Spend Their Money On:

ITEM:	BOYS	GIRLS	TOTAL
Games	76%	48%	63%
Sweets	22%	26%	24%
Magazine/Comics	20%	20%	20%
Clothes	21%	42%	31%
Shoes	17%	22%	19%
CD's	23%	32%	27%
Books	23%	27%	25%

### Usage by Kids U.S. Kids Ages 9 - 18 Who Own Mobile Phones:

ACTIVITY:	BOYS	GIRLS	TOTAL
Call Friends	58%	61%	60%
Call Parents	61%	54%	59%
Text Message Friends	31%	40%	36%
Text Message Parents	28%	31%	30%
Text/Call TV shows/Competitions	28%	31%	30%
Download Games	44%	39%	30%
Download Ring Tones	33%	42%	38%
Download Pictures	27%	33%	30%
Take Photos	31%	36%	34%



## Media Opportunities

Our media partners through gangofhope.com include Billboard, 100.3, The Beat Radio, SBTv.com, Student Operational Press, Facebook.com, Youtube.com, and School Newspapers.

## Ultimate Marketing Plan - Jump-Start Your Life through Gangofhope.com

As your marketing partner, our goal is to ensure that your product name and information reaches the hands of children consumers who are looking to purchase your product or service.

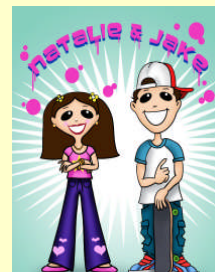
### GangofHope.com

- Global social online network site with numerous edu/entertainment **streaming videos** of successful role models from all walks of life.
- Career/scholarship related **contests**
- Discussion portal/forum where kids can connect with other positive role models within their area
- Online streaming videos provided to **132,000 schools & 55.5 millions of students** through a FREE global membership program
- Listings of local/national corporate internship programs
- Online newsletter to over 150,000 members (kids, parents & teachers)



### Jump-Start Your Life through the gangofhope.com Dropout Prevention Bus Tour & Video Contest

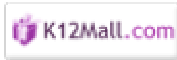
- **6-City California** Dropout Prevention Bus Tour - Bakersfield, San Jose, San Francisco, Sacramento, Modesto & Los Angeles - April 2009 (role models on board, meeting with city mayors and the governor)
- 'Catch Your Mentor On Video' national contest, March 15th – April 30th, 2009.
- National live events at schools, colleges and expos
- Multimedia campaign; TV, radio, print, internet reaching over **500,000** people
- Partner conferences for children educational expos
- **\*\*Future opportunities for 'Education Rocks' concert & Gang of Hope TV show.**



## Cause-Related Marketing Opportunities

Being part of 'Jump-Start Your Life' through gangofhope.com will increase visibility and reinforce corporate image within the community and the school districts, connecting to parents & kids, inspiring them towards becoming successful future leaders.

## Strategic Alliances



## Advisory Board and Management Team

### Sheriff Leroy D. Baca & The Executive Clergy Advisory Council

**Dr. Kris Mirzayan** - Professor of Marketing University of Irvine

**Norm Maxwell** - Artist/Producer Norm Maxwell Media

**Larry Benet** – The Connector to Power

**Orrin C. Hudson** - Author & Coach /Besomeone.org

**Millicent Hill** - Teacher Mama Hill Youth Center

**Rosine Taylor White** - Los Angeles Unified School District

## Charitable Partner: Passions & Dreams Funding Inc.



Part of the proceeds from these events and fees will be donated to our charitable partner, Passions & Dreams Funding, Inc. - a 501c(3) non-profit organization founded in 1998 with the primary mission to empower at-risk children through training programs, financial resources, scholarship program and internship resources to generate personal & financial independence. Sponsorship fees may be tax-deductible as charitable donations.

## Sponsorship: Year-Round Multi-Benefit Packages

### Golden Star Sponsor - \$10,000/ year

**Benefits:** Visibility - Access - Various opportunities during the Bus/Book Tour

#### Year Long Multi-Benefit Package:

- **Informal access to celebrities, elected officials, honored guests and musical performers**
- **Signage** and exhibitor opportunities at live events
- **On-site recognition** as Golden Star Sponsor
- Logo link to your website from [www.jumpstartyourlifefor.net](http://www.jumpstartyourlifefor.net) & [www.gangofhope.com](http://www.gangofhope.com) with over 150,000 hits per month
- **VIP** passes for 2 staff and 1 special client to events
- Sponsor production of one (1) video of a role model for [gangofhope.com](http://gangofhope.com), a contest, printing, web-hosting of [gangofhope.com](http://gangofhope.com)

### Silver Black-Board Sponsor - \$25,000/ year

**Benefit:** Visibility - Access - Connections - Direct Response - Various opportunities during Bus/Book Tour

#### Year Long Multi-Benefit Package:

Golden Star Sponsor benefits plus:

- **Informal access to celebrities, elected officials, honored guests and musical performers**
- **Logo presence on [www.gangofhope.com](http://www.gangofhope.com) site**
- **Branding** to students/teachers which have a database of over 300,000
- Sponsor contest
- **On-site recognition** as Silver Black-Board Sponsor and opportunity for a brief presentation
- **Sponsor 2 of the 6-City California Dropout Prevention Bus Tour** - April 2009
- Sponsor 2 **productions** of [gangofhope.com](http://gangofhope.com) life training videos or **a role model and a contest**
- **4 VIP passes to all Passions & Dreams Funding, Inc.'s events**

### White Gold Chalk Sponsor - \$50,000/ year

**Benefits:** Visibility - Access - Connections - Direct Response - Extended Reach - Spokesperson - Media - Various opportunities during Bus/Book Tour

#### Year Long Multi-Benefit Package:

Silver Black-Board Sponsor benefits plus:

- **Personal introductions** to celebrities, elected officials, honored guests and musical performers during events by Silva Mirzoian, Founder & Producer
- **On-site recognition** as White Gold Sponsor and opportunity to present
- Sponsor 3 productions of **role model/life development** videos with your logo **presence**
- Special dedicated **advanced** campaign to all attendees promoting your company
- Logo inclusion on **all P.R.** materials
- Endorsed email **campaign** to [gangofhope.com](http://gangofhope.com) proprietary database of over 300,000 teachers and students
- Silva Mirzoian as **spokesperson** in promotional campaigns and book tour to major media outlets.
- **Sponsor 3 of the 6-City California Dropout Prevention Bus Tour** with Logo **presence** on the [gangofhope.com](http://gangofhope.com) Bus Tour- April 2009
- 6 VIP passes to all Passions & Dreams Funding, Inc.'s events



**Presenting Platinum Apple Sponsor \$100,000/ year**

**Benefit:** Visibility - Access - Connections - Impressions - Direct Responses - Extended Reach  
- Spokesperson - Media - National Platform - Various opportunities at Bus/Book Tour

**Year Long Multi-Benefits Package:**

White Gold Recess Sponsor benefits plus:

- **Personal introductions** to celebrities, elected officials, honored guests and musical performers during events by Silva Mirzoian, Founder & Producer
- **Naming Rights** as presenting sponsor of Gang of Hope.com global **online videos** and *Jump-Start Your Life* speaking tour (schools/colleges) & Media Tour
- **Product placement** on Gangofhope.com characters involved "Natalie & Jake" in the multi-media programs
- 30 second **promo** video on rotating basis on gangofhope.com website
- **Brought to you by..Logo** presence on the gangofhope.com **6-City California Dropout Prevention Bus Tour** Wrap April '09
- National media release campaign **promoting** your company as brand-friendly to kids
- Promotional product **giveaways** of your products and/services at educational or TV industry presentations
- **Direct mail** campaign to 300,000 proprietary database list
- **Branding** in the national media including print, radio, internet and television
- Name recognition association with children's education and empowerment
- Signage at shooting locations
- Priority opportunity to sponsor "**Education Rocks**" fundraising Live Concert October 2009

\_\_\_\_\_ **Yes I/We want to Connect Our Brand to Children Influencing Purchasing Power!**

**We are passionate about helping kids discover their possibilities in life!**

\_\_\_\_\_ **Golden Star Level**    \_\_\_\_\_ **Silver Black-Board Level**    \_\_\_\_\_ **White Gold Chalk Level** \_\_\_\_\_  
\_\_\_\_\_ **Presenting Platinum Apple Level**

Email this page to [info@gangofhope.com](mailto:info@gangofhope.com)



**WARNER SISTERS**



**NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS**



Mama Hill Youth Center