

LEGACY LIFELINES: SPONSORSHIP GUIDE

MEMORIAL SPECIAL EDITION



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BY LYLE BENJAMIN

**AUTHOR, EDUCATOR,
SOCIAL ENTREPRENEUR**

LEGACY LIFELINES

Memorial

*Keeping the Joy & Happiness Alive for You,
Your Family & Generations to Come*



Dedicated
to the lives
lost from
COVID-19

By Lyle Benjamin

Founder of Non-Profit *Planned Acts of Kindness*

Your Guide to Creating a Valued Testament to a Loved One

LEGACY LIFELINES WORKBOOK

MEMORIAL

*Your Step-by-Step Guide to Creating
a Personal Memorial for a Loved One*



Keeping the
Joy & Happiness
Alive for You, Your
Family & Genera-
tions to Come!

By Lyle Benjamin

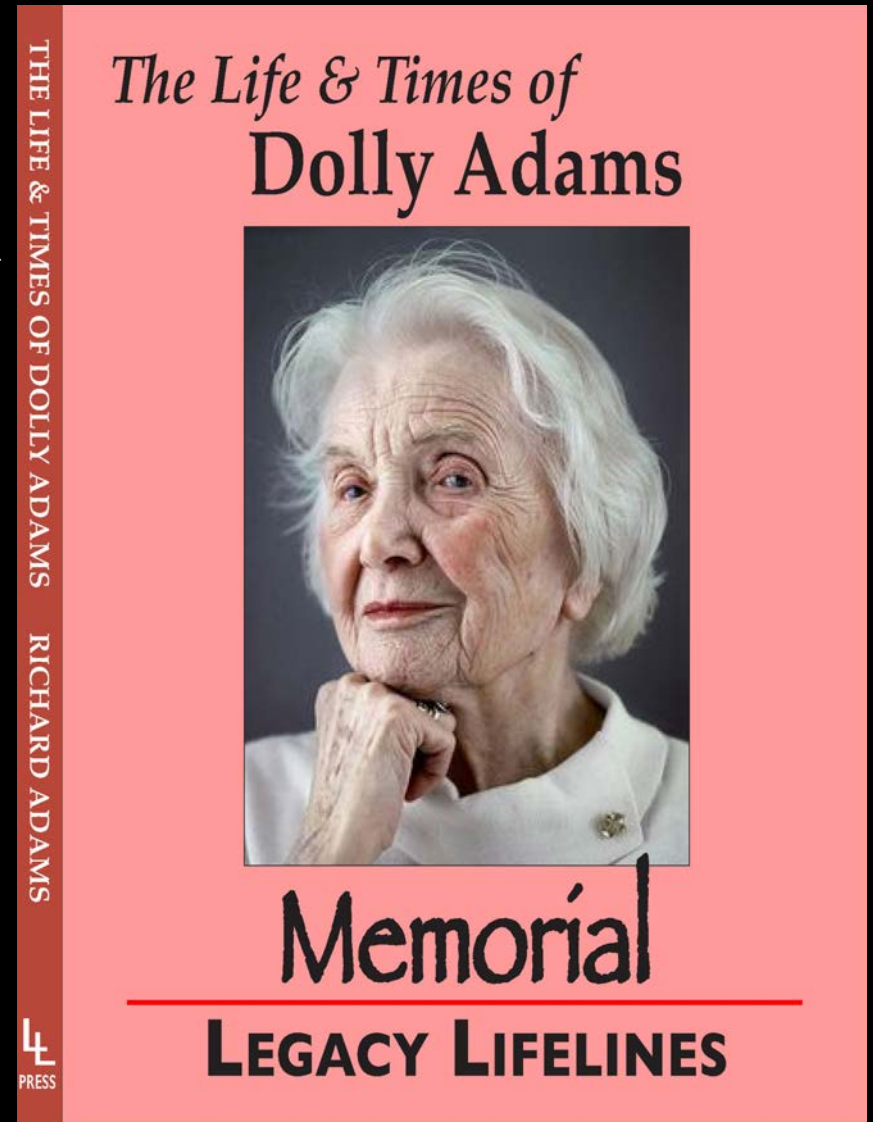
PlannedActsOfKindness.Org • OnePlanet-OnePeople.Com

Working for the Betterment of Kids, People & The Planet!

THE PRODUCTS:

1. **Legacy Lifelines Memorial Edition**
 - 6" x 9" Paperback book
 - E-Book
2. **Legacy Lifelines Memorial Workbook**
 - 8.5" x 11" Paperback book
 - E-Book
3. **Custom Memorial Keepsake Book**

 - 8.5" x 11" Hardback book
 - 8.5" x 11" Paperback book
4. **On-Line Social Media Community**
5. **On-Line Membership Club**



LEGACY LIFELINES: MEMORIAL

COVID-19: A CRITICAL NEED

**Over 100,000 Deaths
in the United States**

**Approaching 400,000 Deaths
Worldwide**

These aren't just Statistics.

They are Mothers

They are Fathers

They are Sons & Daughters

They are Brothers

They are Sisters

**They are Grandparents,
Aunts, Uncles & Cousins.**

**And They Could Be
Someone from Your Family.**

**COVID-19 is devastating
families around the world.**

**Author, Educator & Social
Responsibility Entrepreneur,
Lyle Benjamin is giving away
the book "Legacy Lifelines
Memorial Special Edition"
to every family that has lost
a loved one due to COVID-19:
Allowing them to create a
keepsake to better connect
with the joyous times in that
person's life while building a
legacy to connect family
across generations.**

LEGACY LIFELINES: MEMORIAL

COVID-19: A CRITICAL TIME

Over the past months, people all over the world have experienced unprecedented pain and grief due to COVID-19 and the pandemic. Amid all the heart-shattering events and stories, there is a common thread that runs through everyone touched by the virus: A profound sense of loss.

7.7 billion people on this planet collectively lost their peace of mind facing an uncertain future. For the billions of people experiencing shelter-in-place, they lost their freedom.

Hundreds of millions have lost their income as their livelihood evaporated. Worldwide, tens of millions infected with COVID-19 have lost their wellness stability. Millions afflicted with mild cases of the virus lost their sense of wellness security. Hundreds of thousands of people sickened and hospitalized for days, lost any feelings of invulnerability they might have once had. And for the hundreds of thousands that died? They lost a future shared with loved ones.

Everyone has been “infected” with some degree of loss. But the people surrounding the smallest group are the ones that have been damaged the most. The survivors of the people that died are the ones whose lives are forever damaged by that loss. Over time, we can recover from financial losses. We can heal physically from many truly tragic events, but the pain and suffering we feel from the sudden loss of a loved one can follow us to the grave.

LEGACY LIFELINES: MEMORIAL

THE PROBLEMS WE FACE

The death of a loved one is a difficult time for family members. Whether we have time or not to prepare, we are often left with voids in our hearts that can sometimes never heal fully.

When a loved one passes from unexpected illness or accident, their death can rob us of the opportunity to learn more about their lives.

Because our time is cut short, we lose the opportunity to forge stronger connections that can lead to greater happiness.

Our grief is then compounded because when we had the opportunity, we failed to dig deeply enough into our loved one's interests and thoughts at different stages of their lives to learn the commonalities that would have brought us closer together.

COVID-19: A SOCIALLY RESPONSIBLE RESPONSE

“People that have lost family have been absolutely *devastated by this virus. My heart goes out to them. And if I can make their suffering a little bit more bearable by having them connect with the joyous times in that person’s life, we can help create a legacy that will live on for generations. And maybe one day, the pain can be replaced by tears of happiness when they revisit their loved one through the book.”

If you have lost a family member through COVID-19 or know someone that has, go to LegacyLineClubs.Com to register for the free book.

“We are all in this together,” Benjamin adds. “We have one planet and one people on the planet. If we don’t start acting like it, Quality of Life around the world will tremendously different for the remaining 7 billion.”

If you wish to volunteer, donate, or learn about the initiatives of Benjamin’s NPO, visit PlannedActs.Org or contact Robert Adamo, 917 683-2625, Help@PlannedActs.Org

*** Benjamin lost his father, step-mother, and sister in a private plane crash.**

LEGACY LIFELINES: MEMORIAL

AN ESSENTIAL PART OF THE SOLUTION

Legacy Lifeline Memorial Books give us the ability to create bonds with loved ones who have passed, that can strengthen connections leading to greater joy and happiness.

A family member or close friend goes through the book answering questions, sharing stories, thoughts and pictures about their loved one.

This step-by-step process of reliving and uncovering happy memories has a cathartic effect, much the same as journaling.

When the final book is printed and bound, with copies distributed to loved ones, it creates a joyous keepsake that can bring smiles and tears of happiness to special events and rainy days alike.

Each Memorial book establishes a legacy to be passed down and coveted by generations to come.

THE FEATURES

1. In the Memorial Special Edition Book, readers get the tools they need to properly:

- ✓ Document the interests of their loved one at different periods in their lives**
- ✓ Provide stories to preserve memories of their loved one**
- ✓ Answer questions on a wide range of subjects including school, work, food, sports, relationships, music, books and entertainment**
- ✓ Share thoughts on many key areas in their loved one's life**
- ✓ Share their loved one's proudest achievements**

2. Memorial Workbooks are also available in print and eBook versions that afford the user an easily accessible method of compiling materials.

3. The final Keepsake book is available in softcover or hardcover editions.

TRACTION

To outreach, engage and help the hundreds of thousands of families that have lost loved ones to COVID-19, Benjamin has enlisted his non-profit organization, Planned Acts of Kindness, to help provide the necessary connections.

Working from both a grassroots basis and from the top-down, the engagement for the book is much larger than traditional self-help book market.

On a grassroots basis, PAK will enlist the support of Actors, Celebrities, Athletes, Musicians to help promote the book.

From the Top-down the book will be available through Senators and Congressional Representatives; through Governors and Mayors offices; through Secondary School and College Community Engagement; through Churches and Temples; through Non-Profit Organizations and Non-Governmental Organizations; and, through Companies large and small including Sports Teams.

OUTREACH & ENGAGEMENT

5

INDIVIDUALS (GRASS ROOTS):

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

BY

Working
in
Conjunction
...with ...

5

ORGANIZATIONS (TOP DOWN):

- Schools
- Churches/Temples/Mosques
- NPOs/NGOs
- Governments/ Agencies
- Businesses

**OUTREACH
ENGAGEMENT
INSPIRATION
ACTION
RECOGNITION
& REWARDS**

TOP DOWN OUTREACH TO ENGAGE FAMILIES



- **People of Influence:**

- Actors
- Celebrities
- Musicians
- Athletes
- Coaches
- Authors
- Scientists
- Personalities
- Bloggers

- **Schools:**

- Colleges & Universities
- Student Organizations & Clubs
- National Greek Organizations
- Associations

- **Religious Organizations:**

- Churches
- Temples
- Mosques

- **Charitable Organizations:**

- Non-Profit Organizations
- Non-Governmental Orgs
- Foundations
- Top 100 NPOs
- Top 100 NGOs
- Top 100 Philanthropic Foundations Worldwide

- **Governments:**

- United Nations
- Secretary Generals
- Ambassadors
- Agencies
- Senators
- Representatives
- Governors
- Mayors

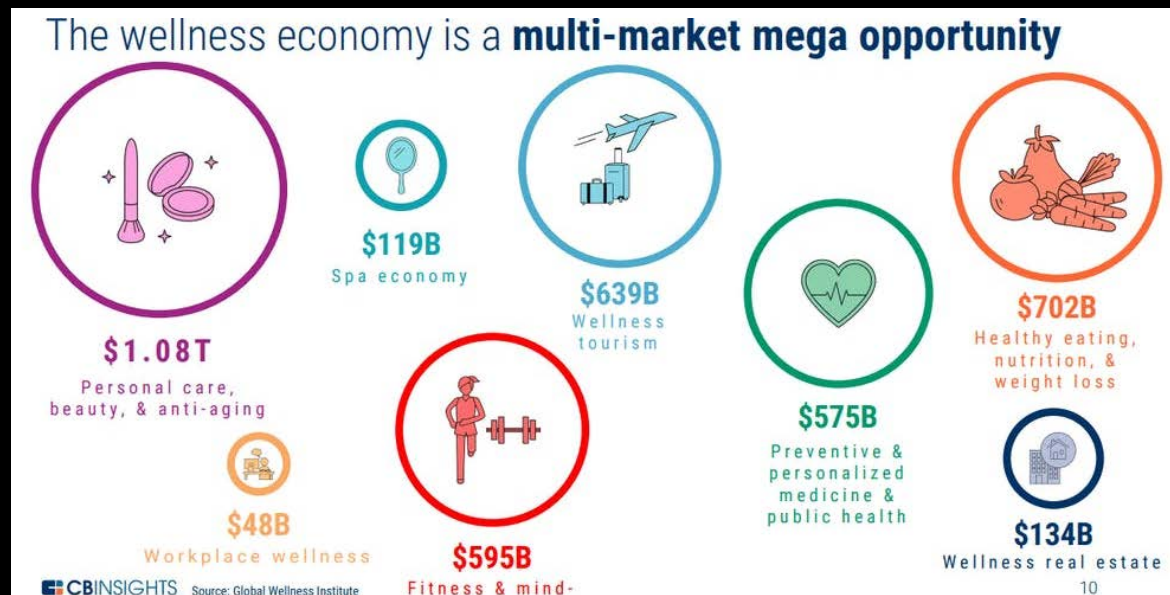
- **Businesses**

- Fortune 500
- Franchises
- Sports Leagues/Teams
- Health Care
- Insurance
- Pharmaceutical
- Elder Care

THE MARKET

The Health & Wellness Industry Encompasses All Activities which Promote Physical and Mental Well-Being.

- **\$4.2 Trillion Market**
- **5.3% of Global Economic Output**
- **12.8% Annual Growth**
- **Includes Self-Improvement Market**



THE COMPETITION

There are three main titles recently published that relate to creating legacies.

Legacy Lifelines Books are the only titles that effectively guide people through the process without them needing to be writers.

Unlike the other titles, only Legacy Lifelines has the ability to create connections and deepen relationships between loved ones by making it easy to focus in on interests and commonalities at different points in people's lives.

**> “Leave Your Legacy: The Power to Unleash Your Greatness.”
— by Ben Newman**

Book shares story of main character to illuminate how choices we make influence our legacy. Objective is to show how to change perspective and connect to life's purpose.

**> “Determining Your Legacy: The Power of Lasting Impressions”
— by L. Zachrich**

Illuminates the impact of impressions on our lives and our ability to perceive those influences. When we become aware of our influence on others around us, we may think more carefully about our actions and our impact on others as we create our legacy.

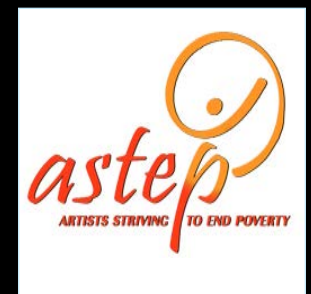
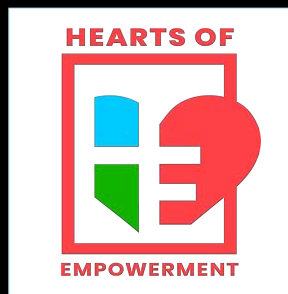
**> “Your Legacy In A Book: How To Craft A Memoir Your Family Will Cherish For Generations”
— by Travis Cody**

Step-by-step guide will take you from blank page to fully published book. Your life is worthy of a book. And this book will show you how. (Must be able to write well, construct narratives, stories and transitions.)

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SUPPORTERS

**Planned Acts Programs enjoy support from a wide range of
Schools, Organizations, Agencies & Companies, Domestic & Int'l.**



LEGACY LIFELINES: MEMORIAL

MEDIA ENGAGEMENT

Planned Acts Programs have been featured in numerous TV, Radio, Print & On-Line Media reaching audiences in the Tens of Millions



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MEDIA OUTLETS

Media Coverage through PressCable, PRnewswire, The Radio & TV Interview Report, PAK participates in the National Publicity Summit and provides news stories to the following outlets:



LEGACY LIFELINES: MEMORIAL

SPONSORSHIP

Please use this [Sponsor Link](#) to view all available Sponsor Levels & Benefits

SPONSOR BENEFIT LEVELS:	REGENT	AMBASSADOR	ENVOY	CONSUL	EMISSARY	DIPLOMAT
Annual Investment Level:	\$1,000,000 per year	\$500,000 per year	\$250,000 Per year	\$100,000 per year	\$50,000 per year	\$10,000 Min. Order
BENEFITS SUMMARY:						
Visibility	Yes	Yes	Yes	Yes	Yes	Yes
Surveys	Yes	Yes	Yes	Yes	Yes	Yes
Exposure	Yes	Yes	Yes	Yes	Yes	Yes
Impressions	Yes	Yes	Yes	Yes	Yes	Yes
Connections	Yes	Yes	Yes	Yes	Yes	Yes
Engagement Contest	Yes	Yes	Yes	Yes	Yes	Yes
Spokesperson's Benefits	Yes	Yes	Yes	Yes	Yes	Yes
BOOKS:						
DISTRIBUTION TOTAL:	Unlimited Total	Up to 850,000 Total	Up to 350,000 Total	Up to 125,000 Total	Up to 50,000 Total	Open
FREE SPONSOR BOOKS:	50K-Print/250K Digital	20K-Print/100K Digital	10K-Print/35K Digital	5K-Print/15K Digital	2K-Print/5K Digital	\$5 Print/\$2 Digital
MEMORIAL SERIES:						
Legacy Lifelines Memorial Print	Full Page 4C Spread	Full Page 4C	Half Page 4C	Logo	Logo	No
Legacy Lifelines Memorial E-Cover Exposure	Full Page 4C Spread	Full Page 4C	Full Page 4C	Full Page 4C	Logo	No
Preface	COVID-19 Sponsor	COVID-19 Sponsor	COVID-19 Sponsor	No	No	No
Chapter	Yes	Yes	No	No	No	No
LEGACY CLUBS:						
Memorial	All	All	All	All	All	All
DIGITAL RECOGNITION:						
App Sponsor Placement	Yes	Yes	Yes	Yes	No	No
Multiple Website Sponsor	Yes	Yes	Yes	Yes	No	No
Logo Placement	Yes	Yes	Yes	Yes	Yes	No
Sponsor Seal	Yes	Yes	Yes	Yes	Yes	Yes
Email Blasts	Yes	Yes	Yes	Yes	Yes	Yes
Posters	Yes	Yes	Yes	Yes	Yes	Yes
Flyers	Yes	Yes	Yes	Yes	Yes	Yes
Press Releases	12 Releases	6 Releases	4 Releases	3 Releases	2 Releases	1 Release
FOUNDER LEVEL ACCESS:						
Speaking Engagements by	4	2	1	1	-	-
Mastermind Sessions with	4	2	1	-	-	-
Dinner with Founder	4	2	1	1	1	1

Proceeds help support the Missions & Programs of
Planned Acts of Kindness & One Planet-One People Movement

Contact Lyle Benjamin:
917 683-2625

MANAGEMENT TEAM



Lyle Benjamin –
Author, Educator, Social
Responsibility Entrepreneur

Benjamin has the distinction of being the only person ever to be the publisher of a national newsstand magazine and have a best-selling board game on the market at the same time.

For the past 10 years, he has been devoted to Social Entrepreneurship and developing programs and systems to solve major Quality of Life issues affecting kids, people and the planet on a global scale.



Robert Adamo
IT / Marketing Operations



Stephanie Luo
Digital Strategy



Autuan Powell
Social Media Engagement



Pratibha Nagarajan
Finance & Strategy



Eman Curmi
IT / Program Development



Hiam Ohayon
Business Development

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LEGACY CIRCLE ADVISORS



Jack Canfield – Success Principles. Santa Barbara CA

“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”



Steve Harrison – Publicity & Business Dev. Phil., PA

“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 ...”



Rick Frishman – Publishing, Guerilla Marketing. New York NY



Trish Carr – Business & Entrepreneurship. Ft. Laud., FL

“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



Linda Hollander – Corporate Sponsorship. “The Wealthy Bag Lady” LA CA

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CONTACT Us

**LYLE BENJAMIN
PRESIDENT**

**LEGACYLINECLUBS.COM
ENTREPRENEURS SMALL BUSINESS NETWORK, INC**

**PROCEEDS BENEFIT MISSION & PROGRAMS OF:
501(c)3 EDUCATIONAL NPOs**

**PLANNED ACTS OF KINDNESS, INC.
"MAKING THE WORLD A BETTER PLACE,
ONE PAK AT A TIME!"**

**16 THINGS KIDS CAN DO, INC.
"WORKING FOR THE BETTERMENT OF
KIDS, PEOPLE & THE PLANET!"**

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