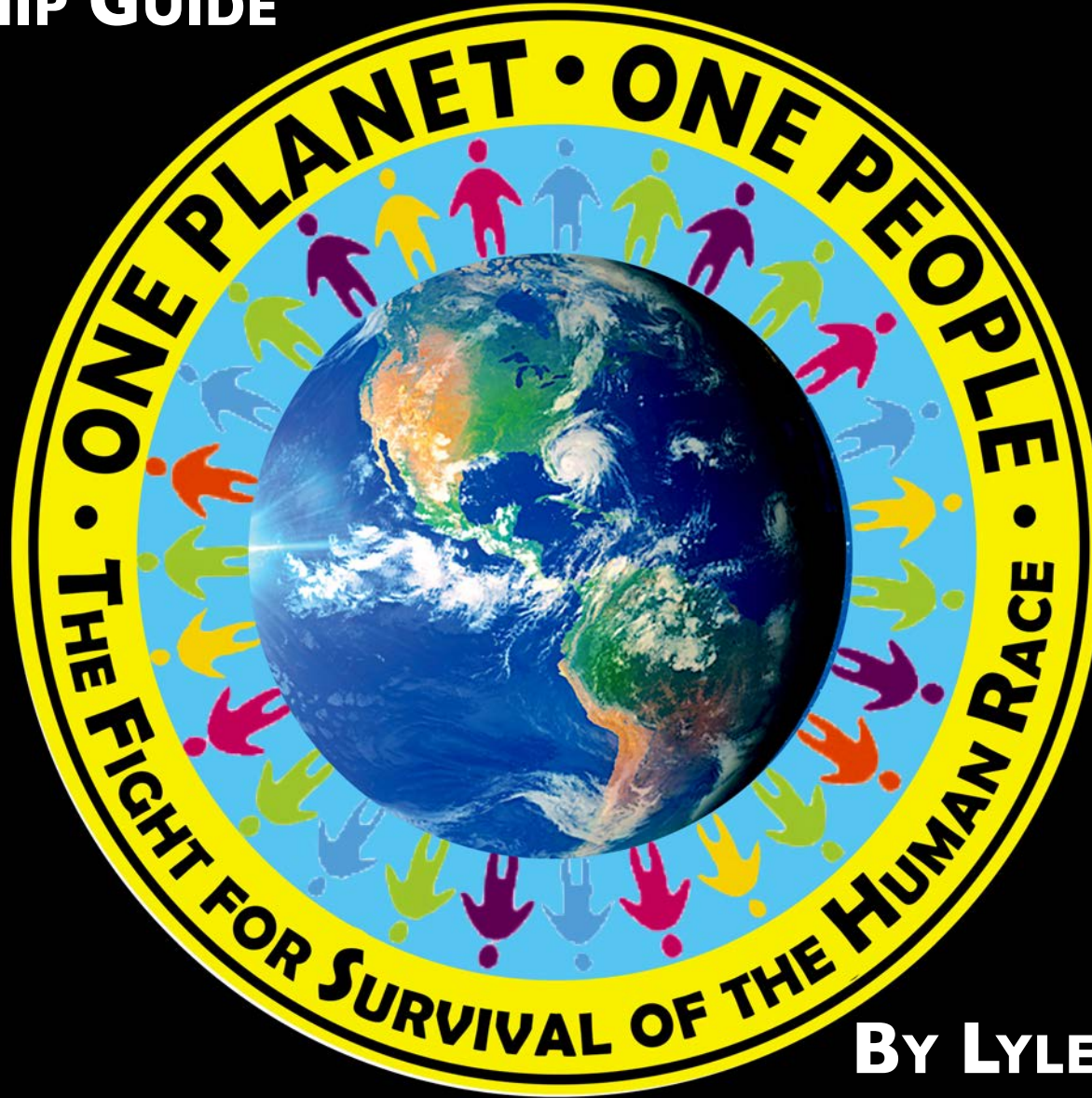


# ONE PLANET-ONE PEOPLE GAME SPONSORSHIP GUIDE



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**BY LYLE BENJAMIN**  

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**AUTHOR, EDUCATOR,  
GAME DESIGNER**

# **ONE PLANET-ONE PEOPLE**

## **THE FIGHT FOR SURVIVAL OF THE HUMAN RACE**

### **THE WORLD IS IN CRISIS:**

**CLIMATE CHANGE, POLLUTION, PANDEMICS, WAR & TERRORISM  
ARE YOU FRUSTRATED, SCARED, ANGRY AT THE DIRECTION  
OUR COUNTRY — THE PLANET — IS HEADED?**

**IN 10-20 YEARS THE TIPPING POINTS WON'T MATTER ...  
THEY WILL HAVE ALREADY PASSED.**

**BE THE HERO & PARTNER WITH PEOPLE AROUND THE WORLD TO  
SAVE HUMANITY AS YOU BATTLE THE PLAGUES OF MANKIND**

**IT'S MORE THAN A GAME WHEN BILLIONS OF LIVES ARE AT RISK!**

### **BECOME A PART OF THE SOLUTION:**

**JOIN THE FIGHT FOR SURVIVAL OF THE HUMAN RACE & HELP SAVE HUMANITY!  
WHAT YOU DO TODAY MATTERS! THE TIME TO ACT IS NOW!**

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**ONE PLANET - ONE PEOPLE: THE FIGHT FOR SURVIVAL OF THE HUMAN RACE**  
**An Education & Action Game for 2-8 Players, Ages 10-Adult. 75-120 minutes.**

**Game Play:** Join forces with other Karma Club Members around the world while battling other factions in order to save the Human Race from the Six Deadly Plagues. **To Win & Save The Human Race:** Position Karma Coalitions on all continents around the world before the 10-year Tipping Points window closes. (20 rounds)

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# BE THE HERO! PARTNER WITH PEOPLE AROUND THE WORLD TO SAVE HUMANITY!

BATTLE CLIMATE CHANGE  
POLLUTION, PANDEMICS,  
WAR & TERRORISM IN  
A RACE AGAINST  
THE TIPPING  
POINTS OF  
TIME!

“WHO  
KNEW  
SAVING  
THE  
PLANET  
WAS  
THIS  
MUCH  
FUN?”

2-8 PLAYERS  
AGES 10 - ADULT



COMPLETE AGAINST FACTIONS  
ACTIVELY WORKING  
TO DEFEAT YOU:  
PRO EARTHERS  
PRO TREKKIES  
PRO TECHIES  
PRO CAPITAS

REAL  
WORLD  
TIE-INS  
&  
PRIZES!

“CLEVER,  
INSIGHTFUL  
&  
TREMENDOUSLY  
IMPACTFUL”



## PLANNED ACTS OF KINDNESS.ORG

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

# THE PROBLEM

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**The world is in crisis: Over 100 U.N. scientists sounded a more urgent alarm on Climate Change, but the latest statistics show that there are five additional problems areas that can also be devastating for life on Earth as we know it:**

- Climate Change
- Pollution
- Overpopulation
- Pandemics
- War
- Terrorism

**All these doomsday scenarios are manmade problems that have escalated over the last 100 years. Estimates are that by the year 2035, human civilization will have reached tipping points where efforts to correct these problems will no longer make a difference.**

**Furthermore, the problems of the world are not going to be solved by governments, corporations or religious leaders alone.**



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# THE SOLUTION

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**If we are to survive a species and have any chance at quality of life, we need to have tens of millions of people around the world working together on common causes with a common focus: The survival of the Human Race.**

**To that end, Lyle Benjamin created the 501(c)3 non-profit organization, Planned Acts of Kindness and the Karma Club where he gamified Social Responsibility: “The More You Do, The Greater Your Rewards.”**

**The goal is to have hundreds of millions of people around the world with the ability to mobilize instantly to effect political, corporate, and grassroots change on common causes like sustainability, pollution, food waste, hunger, environmental issues, energy, health, etc.**

**The Game “One Planet-One People” will outreach, engage, educate & inspire millions to take action on solving these problems.**



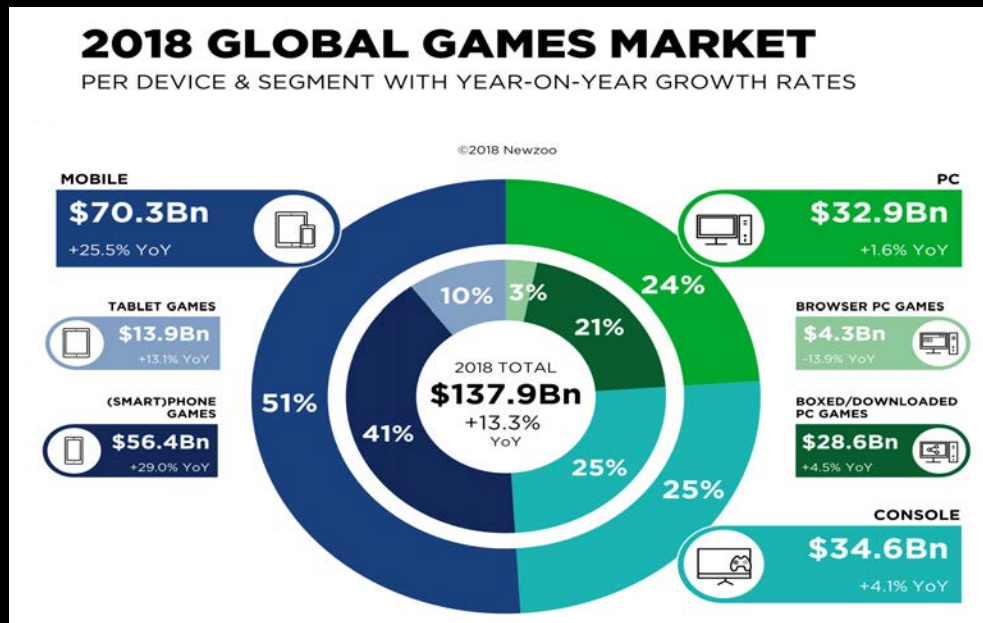
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# THE MARKET: \$138 BILLION & GROWING

- 33% OF THE WORLD'S POPULATION ARE GAMERS
- 76% OF GAMERS PLAY BY PHONE/TABLET
- 29% OF ALL GAMERS ARE MILLENNIALS
- 58% OF MILLENNIALS HAVE PLAYED WITHIN 30 DAYS
- 62% OF GAMERS BELIEVE VIDEO GAMES CAN BE EDUCATIONAL
- 68% OF GAMERS BELIEVE GAMES PROVIDE MENTAL STIMULATION
- 91% OF THE MOST FREQUENT PURCHASES OF GAMES ARE DONE BY ADULTS
- THE AVERAGE GAMER IS 35 YEARS OLD, ACCORDING TO THE ESA
- THE AVERAGE AGE OF MOST FREQUENT GAME PURCHASES FOR PCs IS 38
  - SMARTPHONES: 37
  - CONSOLES: 33



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# THE COMPETITION

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**EDUCATION AND ENTERTAINMENT ARE COMBINED IN GAMES TO ENTICE STUDENTS TO LEARN ABOUT PROBLEMS AND SOLUTIONS. A COMMON PROBLEM: THE GAMES ARE LIMITED IN SCOPE TO SINGLE ISSUES, AND FAIL TO OUTREACH, ENGAGE, AND INSPIRE ACTION THROUGH A BUILT IN SYSTEM OF RECOGNITION AND REWARDS.**

**NOAA GAMES:** The National Oceanic and Atmospheric Administration game portal to promote environmental awareness. Games hosted on channels including PBS.  
**Pro:** One Planet-One People can apply to be featured  
**Con:** Existing games focus on ocean & air themes

**CLIM'WAY:** Teaches how today's technology can combat climate change through reducing greenhouse gasses.  
**Pro:** Educates and engages  
**Con:** Limited in scope. Baseline is 2008 & have to work to solve problems by 2058. Too late, 7/8 of world pop. may be dead by then

**PROFIT SEED:** About sustainable farming and dangers of genetically modified organisms (GMOs).  
**Pro:** Educates about farming, heirloom seeds & GMOs  
**Con:** Limited in scope, built around the premise that GMOs are the real threat to the world

**SMOG CITY 2:** Control city pollution to provide healthier urban life.  
**Pro:** Use ten different types of controls across three categories to create a clean city or a toxic dump  
**Con:** Individuals may not have control over solutions

**GARBAGE DREAMS GAME:** Role-playing game where you try to recycle up to 80% of waste  
**Pro:** Educates people to recycle from 20-25% to 80%

**Con:** Limited focus and may not be actionable

**RECYCLE CITY:** Learn how you can protect the environment by reducing waste.

**Pro:** Educates children on need to reusing waste and how everyday decisions can save energy and money for individuals, families, and communities

**Con:** Provides solution to one aspect of larger problem

**OIL GOD:** Learn how big oil drives politics & economics.

**Pro:** Be an oil tycoon with massive power as you control countries through gas prices, geopolitics & profit

**Con:** Doesn't provide solutions to real problems

**WINDFALL:** Learn about renewable wind energy by building a wind farm.  
**Pro:** Requires many skills to successfully build farm  
**Con:** Only provides small solution to a major problem



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## ONEPLANET-ONEPEOPLE.COM



# THE PRODUCT: ONEPLANET-ONEPEOPLE

Join forces with other Karma Club Members from countries around the world in a battle against other factions to save the Human Race from the Six Deadly Tipping Point Plagues.



**OVERVIEW:** Select your team from countries around the world and unite with other members of the Karma Club in the race to save humanity from extinction.



It's the battle between the forces of Civility, Ethics, Social Responsibility and Global Citizenship Vs. Governmental Power, Individual & Corporate Greed and Unbridled Tech.



**REAL WORLD TIE-INS, PRIZES:** What you do in the game doesn't just stay in the game — it has life-changing implications in your community and the world.



# **COMPETITIVE ADVANTAGES**

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**ONE PLANET-ONE PEOPLE:** Learn the ramifications of the Tipping Points & worldwide factions that work against us as you partner with people to work together to solve major problems in the game and the real world.

- #1. Educates students & adults on all Tipping Point problems and solutions**
- #2. Provides actionable achievements that provide tangible recognition and rewards**
- #3. Works with Social Media in real time to outreach, engage, inspire others to take action**
- #4. Ties into 190 countries for game play and learning**
- #5. Ties in with PAK programs to increase engagement**
- #6. Provides access to videos from people all over the globe sharing problems & solutions**
- #7. Provides opportunities for players to volunteer/intern in real life**



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# THE FEATURES

Experience the consequences of the Tipping Points firsthand as the Human Race moves ever closer to the Endgame for billions of people.

Only by forming Karma Coalitions with people from countries around the world can you stop these deadly outcomes.

But in your path there are other global factions with their own agendas working to defeat you.

## DIGITAL & BOARD GAME COMPONENTS

- 12" x 12" Box
- 24" x 24" Board
- Multiple Card Decks
- 190 Country Coins
- 2 Dice
- Rules
- On-Line Tie-Ins
- Free Offers
- Discount Offers
- Rewards & Prizes

### KARMA CLUB COUNTRY MOVEMENT MARKERS



### THE GLOBAL FACTIONS



Pro Earthers



Pro Techies



Pro Trekkers



Pro Capitax

### KARMA & TIPPING POINT CARDS:



# TRACTION

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**To outreach, engage, educate & inspire these numbers, Benjamin created a network of books, courses, clubs, summits, workshops, programs, and products — all working for the betterment of kids, people and the planet under the Quality of Life umbrella.**

**And because it is a Network there is additional synergy and strength from the connections: The game “One Planet—One People” will have more exposure, more engagement and more sales because of cross-promotions and the ability to reach more markets because of these tie-ins.**

**Likewise, because of the tie-ins to the NPOs Planned Acts of Kindness and I 6 Things Kids Can Do programs, the market for the game is much larger than traditional games. “One Planet—One People” will be available through Schools, NPOs, NGOs, Governments and Businesses for entertainment, education and CSR.**



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# ONE PLANET GAME & NPO CROSS PROMOTIONS

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- **“KARMA CLUBS”** GAMIFICATION OF SR PROVIDING RECOGNITION/REWARDS
- **“ONE PLANET” SR CLUBS** IN SCHOOLS & COMMUNITIES GLOBALLY
- **“2020: THE YEAR OF WORLD KINDNESS” SUMMITS/EVENTS**  
Goal: One Billion (1,000,000,000) PAK Pledges in 2020
- **“16 THINGS WE ALL CAN DO TO ACT RIGHT & HELP SAVE THE PLANET” BOOK SERIES:** 100,000 BKS; 500,000 READERS PER EDITION
- **BCL WORKSHOPS:** 20,000+ IN 8-12 WK PEER TO PEER WORKSHOPS
- **ONE PLANET COURSES/CLASSES:** EDUCATION & ACTION COURSES IN CIVILITY, ETHICS & SR; TIPPING POINTS; SUSTAINABILITY SOLUTIONS
- **CORPORATE SOCIAL RESPONSIBILITY PROGRAMS (CSR):**
  - GLOBAL VOLUNTEERING & TRACKING
  - **“BE THE HERO” LEADERSHIP, RECOGNITION & REWARDS**
  - **“CUSTOM BENEFIT PROGRAMS” FINANCIAL LITERACY & PLANNING**



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# USER ENGAGEMENT

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## INDIVIDUALS (GRASS ROOTS):

- Students
- Employees
- Owners
- Retirees, and the
- Unemployed (sales ops)

BY

By Working  
in  
Conjunction  
with ...

5

## ORGANIZATIONS (TOP DOWN):

- Schools
- Churches/Temples
- NPOs/NGOs
- Government Agencies
- Businesses

OUTREACH  
ENGAGEMENT  
INSPIRATION  
ACTION  
RECOGNITION  
& REWARDS



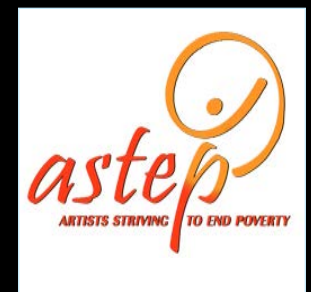
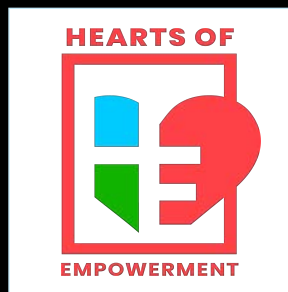
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# SUPPORTERS

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**PLANNED ACTS & 16 THINGS PROGRAMS ENJOY SUPPORT FROM A WIDE RANGE OF SCHOOLS, ORGANIZATIONS, AGENCIES & COMPANIES, DOMESTIC & INT'L.**



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# MEDIA ENGAGEMENT

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**PLANNED ACTS & 16 THINGS HAVE BEEN FEATURED IN NUMEROUS TV, RADIO, PRINT & ON-LINE MEDIA REACHING AUDIENCES IN THE TENS OF MILLIONS**



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# MEDIA OUTLETS

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**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:**



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# SPONSORSHIP

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

SPONSOR BENEFIT LEVELS:	BLUE DIAMOND
Investment Level:	\$1,000,000 Per year
<b>BENEFITS SUMMARY:</b>	
Visibility	Yes
Surveys	Yes
Exposure	Yes
Impressions	Yes
Connections	Yes
Engagement Contest	Yes
Spokesperson's Benefits	Yes
<b>PRINT:</b>	
One Planet Digital Games: PC, Tablet, Phone	20,000,000
Commemorative Special Edition Board Game	5,000
In Game Easter Egg Company Game Card(s)	10
Karma & Country Branded Game Promotional Coins	5,000
2020 Year of Word Kindness Booklet	Title Sponsor with 4 Pages
One Planet Sponsor Branded Promotional Stickers	100,000
One Planet Sponsor Branded Promotional Cards	200,000
<b>EVENTS:</b>	
2020: The Year of World Kindness. Summits & Events	Full-Year Top Tier
Exclusive Level Initiatives	REGENT Level
Exclusive People of Influence Networking Events	Yes
Speaking Opportunities at Major Outreach Events	Yes
Sponsor Table	6 Events (VIP)
Event Program Full Page Advertising	Yes
VIP Tickets	100 (20 max/event)
<b>DIGITAL RECOGNITION:</b>	
App Sponsor Placement	Yes
Multiple Website Sponsor Placement	Yes
Logo Placement	Yes
Sponsor Seal	Yes
Email Blasts	Yes
Posters	Yes
Flyers	Yes
Press Releases	Yes
<b>FOUNDER LEVEL ACCESS:</b>	
Speaking Engagements by Founder	2
Mastermind Sessions with Founder & Follow-Up	2
Lunch with Founder	2
Dinner with Founder	2

**Proceeds help support the Missions & Programs of  
Planned Acts of Kindness & 2020: The Year of World Kindness**

**Contact Lyle Benjamin at  
917 683-2625**



# MANAGEMENT TEAM

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**Lyle Benjamin** –  
Author, Educator, Publisher  
Social 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

# ADVISORS

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**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

# CONTACT Us

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**FOUNDER & EXECUTIVE DIRECTOR**

**ONEPLANET-ONEPEOPLE.COM**

**ENTREPRENEURS SMALL BUSINESS NETWORK, INC**

**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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**16THINGSKIDSCANDO.ORG**

**GET INVOLVED. GET INFORMED. GET GOING.**

**SPONSOR TODAY**

**2020: THE YEAR OF WORLD KINDNESS**

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