

*Introducing The  
Sponsorship & Advertising Packages*

*For Phase One Of...*

**The Sexplained Caribbean Roadshow**  
*“Talking Sex - Don't Be Left Out”*

**Booklet, Stalls and Goody Bag Options**

**Leading towards our ...**

**Sexplained Books for Schools Scheme**

# What are we doing?

We seek advertisers/sponsors to fill at least 24 advertisement/sponsorship slots, at the rate of US \$10,000 each, or this financial equivalent, to support **The Sexplained Caribbean Roadshow** booklet publication and also support for our 'goody bag' scheme.

In addition to producing booklets to accompany our 7 Eastern Caribbean island Roadshow, once we reach our booklet financial goal, we aim to produce a special edition of Sexplained Books for donation to schools and organisations working with young people, to promote better contraceptive and sexual health understanding, in the areas we tour. *(Phase One: Antigua & Barbuda, Barbados, Dominica, Grenada, St Kitts & Nevis, St Lucia, St Vincent & Grenadines)*

For helping us achieve this additional goal, you will also gain recognition in the books (for longevity)*(with your approval)* and receive free inclusion of banner display with links to your website, from the Roadshow section of ours.

The more we attract in the way of advertising/sponsorship/educational grants/donations, the more we can develop in the way of a win-win situation for everyone involved.

**Please join us... and remember, we are media linked throughout (newspapers, TV and radio) to guarantee positive publicity about your support for our work.**

As you will see, the more you help us, the more inexpensive local and international publicity you will receive in return.

And, the more books we can donate through this scheme, the longer your name will remain in the forefront of young people's minds - and that of their parents and grandparents - for helping to tackle the explosion in sexual ill-health in the Caribbean and its knock-on economic consequences, for all.

## **Distribution - with the support of The NATION Newspaper Co. Ltd's distribution network and contacts**

- **Islands:** Antigua & Barbuda, Barbados, Dominica, Grenada, St Kitts & Nevis, St Lucia, St Vincent & The Grenadines
- **Booklet Target Market 1 : Local people** throughout the islands, in the parishes and centrally; also small groups of young people via community organisations etc
- **Booklet Target Market 2 : Tourists** - mostly from the UK, USA and Canada - via hotels and other tourist linked networks/attractions/outlets

# *Booklet Advertising Options*

# Booklet Options

<b>Diamond SPONSOR</b>	<b>US \$ 240,000</b>
DIAMOND SPONSOR: 24 x 1/4 page advertisement placement equivalents - with added benefits - adverts broken down to your choice - either x6 full page ads or several smaller ads. ( 6 page equivalent advert space)	
<b>Emerald SPONSOR</b>	<b>US \$ 120,000</b>
Emerald / Joint Sponsor/Advertiser: 12 x 1/4 page advertisement placement equivalents - with added benefits (e.g. x 12 1/4 page ads or x6 1/2 page ads or x3 full page ad)	
<b>Sapphire SPONSOR</b>	<b>US \$ 80,000</b>
Sapphire / Joint Sponsor/Advertiser : 8 x 1/4 page advertisement placement equivalents - with added benefits (e.g. x 8 1/4 page ads or x4 1/2 page ads or x2 full page ads)	
<b>Ruby SPONSOR</b>	<b>US \$ 40,000</b>
Ruby / Joint Sponsor: 4 x 1/4 page advertisement placement equivalent with added benefits (e.g. x 4 1/4 page ads or x2 1/2 page ads or x1 full page ad)	
<b>REGULAR ADVERTISER</b>	<b>US \$ 10,000</b>
1/4 page advert	

Wording of your advert, can be responsibly flexible, to be mutually beneficial and promotional.

## and options for Small Ads

- Booklet size: x 52 pp at 215 x 138 mm
- 500,000 copies - one off collectable booklet
- Proposed repeat tours annually, for 5 years, for maximum impact
- Separate booklets each year, to form a collectable series
- Content of booklets will also be added to a Roadshow section of our website for wider appreciation and exposure of your support - for which you will get free inclusion.

# Diamond Sponsor

## The Sexplained Caribbean Roadshow

Brought to the islands in association with YOU

- **Booklet:** advert placements of choice throughout publication - up to x24 1/4 page equivalent slots - extremely good for product range exposure or reinforcement, with longevity, directly to the public - local Caribbean and tourist populations.
  - **Additional free promotion** inside any Sexplained books donated to schools and youth organisations \*
- **Livery** - logo visible on: vehicles, posters, show banners and on stage
- **Press Releases:** booklet supported by XXX (you)
- **Radio:** Your support mentioned in local radio and/or TV interviews whenever we are allowed to name brands/companies
- **International publicity** : your support mentioned in overseas press, radio and/or TV interviews whenever we are allowed to name brands/companies
- **Goody Bags** - No charge for inclusion in 150,000 bags - product, voucher - or other small advertising/promotional material
  - This is equivalent to 48 cents per advertisement - in booklet plus free inclusion in Goody Bag option - equates to 36 cents - plus inclusion in all press releases, banners, radio, online and TV promotions / interviews (as allowed by media to be mentioned by us)
- **Stalls:** No charge for Diamond Sponsor - see 'stalls' information below
- **FREE** - Online exposure of your support in the Roadshow section of our website.
  - \* Any profits generated by this **booklet** will be used to provide **free Sexplained Books for schools** and small organisations, to help teachers working with young people around these difficult subjects in resource poor environments. Your company will be acknowledged in each book donated.
- **Cost US \$ 240,000**

# Emerald Sponsor

## The Sexplained Caribbean Roadshow

### Brought to the islands in association with X and YOU

- **Booklet:** advert placements of choice throughout publication up to x12 1/4 page equivalent slots - good for product range exposure or reinforcement
  - **Additional free promotion** inside any Sexplained books donated to schools and youth organisations \*.
- **Livery** - logo visible on: vehicles, posters, show banners and on stage
- **Press Releases** - booklet supported by XXX in association with YYY, (you) & A.N.Other
- Your support mentioned in radio interviews whenever we are allowed to name brands/companies
- International publicity : your support mentioned in overseas press, radio and/or TV interviews whenever we are allowed to name brands/companies
- **Goody Bags** - 50% off charge for product inclusion in 150,000 bags of product, voucher or other small advertising material
  - Equivalent to 24 cents per advertisement in booklet plus reduced charge for product /voucher / advert inclusion in goody bags
- **Stalls:** No charge for Emerald Sponsor - 'stalls' information below
- **FREE** - Online exposure of your support in the Roadshow section of our website.
  - See below for additional options via Goody Bags and Stalls
  - \* Any profits generated by this booklet will be used to donate **free Sexplained Books to schools** and small organisations, to help teachers working with young people around these difficult subjects in resource poor environments. Your company will be acknowledged in each book donated.
- **Cost: US \$ 120,000 (at least two required)**

# Sapphire Sponsor

## The Sexplained Caribbean Roadshow

brought to the islands by X & Y in association  
with YOU

- **Booklet:** equivalent to x8 1/4 page equivalent slots - good for product range exposure or reinforcement
  - **Additional free promotion** inside any Sexplained books donated to schools and youth organisations \*
- **Livery** - logo visible on: vehicles, posters, show banners and on stage
- **Press Releases** - tour in association with XXX, yyy & YOU
- **Radio:** Your support mentioned in radio interviews whenever we are allowed to name brands/companies
- **International publicity :** your support mentioned in overseas press, radio and/or TV interviews whenever we are allowed to name brands/companies
- **Goody Bags** - 25% off cost of product inclusion in 150,000 bags of product, voucher - or other small advertising material
  - Equivalent to 16 cents per advertisement in booklet plus reduced charge for product /voucher / advert inclusion in goody bags
- **Stalls:** No charge for Sapphire Sponsor - 'stalls' information below
- **FREE** - Online exposure of your support in the Roadshow section of our website.
  - See below for additional options via Goody Bags and Stalls
  - \* Any profits generated by this booklet will be used to donate **free Sexplained Books to schools** and small organisations, to help teachers working with young people around these difficult subjects in resource poor environments. Your company will be acknowledged in each book donated.
- **Cost: \$80,000 per sponsor/advertiser (at least 4 required)**

# Ruby Sponsor

## The Sexplained Caribbean Roadshow

brought to the islands by X & Y in association  
with YOU

- **Booklet:** equivalent to x4 1/4 page equivalent slots - good for product range exposure or reinforcement
  - **Additional free promotion** inside any Sexplained books donated to schools and youth organisations \*.
- **Livery** - logo visible on: vehicles, posters, show banners and on stage
- **Press Releases** - tour in association with A,B,C,D, E companies/brands, & YOU(rs)
- **Radio:** Your support mentioned in radio interviews whenever we are allowed to name several brands/companies
- International publicity re your support mentioned in radio interviews whenever we are allowed to name several brands/companies
- **Goody Bags** - 10% off cost of product inclusion in 150,000 bags of product, voucher - or other small advertising material
- Equivalent to 8 cents per advertisement in booklet plus reduced charge for product /voucher /advert inclusion in goody bags
- **Stalls:** No charge for Ruby Sponsor - 'stalls' information below
- **FREE** - Online exposure of your support in the Roadshow section of our website.
- See below for additional options via Goody Bags and Stalls
  
- \* Any profits generated by this booklet will be used to donate **free Sexplained Books to schools** and small organisations, to help teachers working with young people around these difficult subjects in resource poor environments. Your company will be acknowledged in each book donated.
  
- **Cost: US \$40,000 per sponsor/advertiser (minimum 6 required)**

# Regular Advertiser

## The Sexplained Caribbean Roadshow Booklet

- **Booklet:** equivalent to x1 1/4 page equivalent slot - good for product range exposure or reinforcement
- **FREE** - Online exposure of your support in the Roadshow section of our website.
- Equivalent to 2 cents per advertisement in booklet plus free online promotion
- Any profits generated by this booklet will be used to donate **free Sexplained Books to schools** and small organisations, to help teachers working with young people around these difficult subjects in resource poor environments. Your company will be acknowledged in each book donated.
- See below for additional options via Goody Bags and Stalls
- **Cost: US \$10,000**

500,000 copies equivalent	<b>Advertisement Size</b>	
<b>Full Page (6 required)</b>	US \$ 40,000	8 cents per ad
<b>Half Page (12 required)</b>	US \$ 20,000	4 cents per ad
<b>Quarter Page (24 required)</b>	US \$ 10,000	2 cents per ad
<b>1/8th Page (48 required)</b>	US \$ 5,000	1 cent per ad

	<b>Advertisement Special Positions</b>	
<b>Inside front cover (1 page available)</b>	x1 Full Page US \$ 45,000	9 cents per ad
<b>Inside back cover (1 page available)</b>	x1 Full Page US \$ 45,000	9 cents per ad
<b>Outside back cover (1 page available)</b>	x1 Full Page US \$ 50,000	10 cents per ad
<b>Inside/Facing Centre Pages publication (2 pages available)</b>	x1 Full Page US \$ 50,000	10 cents per ad
<b>Outside Centre publication (1 page ad - 2 available)</b>	x1 Full Page US \$ 45,000	9 cents per ad

# Small Ads

<b>Small Ads</b>		
<b>As column lines - 2 columns per page throughout publication</b>		
<b>Single column line: Web Address only</b>	US \$ 1,000	0.02 cents per ad
<b>3 line single column ad - name and web address only</b>	US \$ 3,000	0.06 cents per ad
<b>4 line single column ad - name, address and web address only</b>	US \$ 4,000	0.08 cents per ad
<b>5 line single column ad - name, address, web address and phone no</b>	US \$ 5,000	1.0 cent per ad

# *Goody Bag Option*

## Goody Bags

**Advertising / Promotional Opportunity via Fundraising Goody Bags (to provide this and books for schools)**

**150,000 per tour of the following islands:** Antigua & Barbuda, Barbados, Dominica, Grenada, St Kitts & Nevis, St Lucia, St Vincent & Grenadines

Our aim is to use the Goody Bag promotion as another fundraising tool to provide Sexplained Books for Schools - free related text book donation to schools and community groups throughout the islands we tour.

Your support will be acknowledged, for longevity, inside the books printed for this donation (*with your approval*) and on our website.

**Goody Bags** - product inclusion in 150,000 bags - e.g. your product, voucher or other advertising material (costed at US \$ 2 potential fundraising per bag)

US \$ 15,000 **per product line** included - **if you are advertising in the booklet**

US \$ 25,000 **per product line** included - **if you are NOT advertising in the booklet**

**\$300,000 target**

# *Stalls Option*

# Stalls Option

<b>Stalls</b>	Sponsors/advertisers have the opportunity to tour with us and have a stall at the large / 'parish sessions' to promote product directly to their client group / target market. Client provides their own stall/table/kiosk.
	Money raised through this stalls option throughout the tour, will be used to provide Sexplained Books for schools and community groups throughout the islands we tour. Your support will be acknowledged in our press releases and also, for longevity, inside the books printed for this donation and on our website, if you so choose.
<b>Diamond Sponsor</b>	FREE - No charge for Diamond Sponsor
<b>Emerald Sponsor</b>	FREE - No charge for Emerald Sponsor
<b>Sapphire Sponsor</b>	FREE - No charge for Sapphire Sponsor
<b>Ruby Sponsor</b>	FREE - No charge for Ruby Sponsor
<b>Regular Advertiser</b>	US \$ 35,000 (equivalent to US \$ 7,000 per island or < US \$ 1,000 per parish session - for just a little more money you could become a Ruby or Sapphire sponsor to get this free plus other benefits.
<b>Non-Advertiser/sponsor</b>	US \$ 70,000 (equivalent to US \$ 14,000 per island or < US \$ 2,000 per parish session (it is cost effective to become a regular advertiser)

*Straightforward*

*Books for Schools Option*

# *Sexplained Books for Schools Scheme*

- Straightforward donations, given to provide Sexplained Books for schools and small organisations in resource poor environments, anywhere in the world, can be made to Sexplained Foundation, a UK registered non-profit organisation.
- Please speak to us if you are interested in learning more about this promotional avenue for your company, or if you merely wish to give a philanthropic donation with or without publicity, to young people in a specific area in which you have an interest.

*What do we need  
additional help with?*

## **We also need help with:**

- inter-island and UK to Barbados flights and accommodation
- possibly freight and shipping of equipment
- transportation per island
- production of livery - banners, posters and other promotional material
- floats and PA systems
- insurance - personal and public liability
- admin and general organisation
- research and result collation
- on site screening (? local VCT teams)
- organizational help per island

... and, I am sure, other things will crop up as this rolls out

.... we hope you will be willing to help us where you can, so we can help each other make this a 'win-win' sensational tour that others will wish they had been involved with.

Thank you for your time...

I look forward to working with you to  
make this world a safer place.

*Helen Knox*

Sexplained Ltd - UK

[helen@sexplained.com](mailto:helen@sexplained.com)

Barbados cell: 246 828 7075

UK cell: +44 7076 657 252

Skype: hklondon

[www.sexplained.com](http://www.sexplained.com)

[www.knoxpublishing.com](http://www.knoxpublishing.com)