



## Keeping Profits in Your Community

### KidzBiz

KidzBiz is a new kind of company for a new kind of world. It is a corporation set up to benefit children in every way possible; to educate, entertain and enlighten, to teach them the principle that caring and sharing can be fun, and that success is the reward for good work. To accomplish these goals, KidzBiz is community based, and dedicated to serving the communities that host it. Anything that is sold by or purchased through the company has to benefit kids — period.

KidzBiz supplies the tools for youth organizations to set up and operate their own business. The core is the product itself — beginning with *Slammin' Sammy Presents: At Bat*, the award-winning children's animated comic book and computer game. We create an Internet portal for The Boys and Girls Club of Chicago, a front door on the world at large, and a sales gateway for The BGCC. We supply templates for advertising and promotion, business set-up guides, point-of-purchase display racks, and the plans for the KidzBiz Stand™. To assist in their efforts, we also help you recruit KidzBiz Friends—local civic-minded sports teams, clubs and corporations.

By making *Slammin' Sammy Presents: At Bat* available through KidzBiz and its Partners and Friends, we have eliminated the bulk of the costs of advertising, promotion and distribution. This saving is why so much of the proceeds from this award-winning product can be channeled directly to the needs of your organization, and the charitable work of the Sammy Sosa Foundation.

And that's just the beginning. Once set up and operating, your KidzBiz Partnership is an ongoing, growing vehicle. *Slammin' Sammy Presents: At Bat* is being released under license from SSA Productions, LLC in advance of the animated feature length film, "Slammin' Sammy Sosa." Additional products will be added systematically, sponsored by other celebrities whose causes benefit those in need.

**This is KidzBiz.com — Helping Kids Help Themselves**

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## Executive Summary

In 1999, KidzBiz was founded to create a new distribution model for the 21<sup>st</sup> Century. In 2000 in jAmBone Comics Inc, an affiliated company, secured a four-year, four-title publishing and endorsement deal with the Chicago Cubs' superstar, Slammin' Sammy Sosa.

When we approached the Chicago Cubs' star with the idea of attaching his name to our project, he was drawn most by the tremendous amount of good that would be done for children and children's causes in the process.

KidzBiz is a new community and Internet based marketing and distribution system founded upon the concept of Social Marketing, where the lion's share of the proceeds goes to help kids. This unique concept combines celebrity branding, world-class products and social philanthropy with 21<sup>st</sup> Century Marketing and Communications Strategies.

Right now, there are more than 60 million school-age children in North America — seven million of whom play baseball alone. There are also more than one million tax-exempt organizations and over 100,000 registered non-profits. Our business plan plays squarely to that audience, combining the appeal of sports, computer games, and doing good deeds for others in one grand slam home run.

Cause Related Marketing is the hottest trend in brand differentiation in the US and Europe. It has also been called "the third wave of branding and offers an alternative to Corporate Philanthropy," according to *Ad News*, June 16, 2000. Two-thirds of all North American and European consumers are buying cause-related products. KidzBiz is leading this exciting new wave of distributed merchandizing through social marketing.

KidzBiz has eliminated a number of steps in the distribution channel and simply re-directs those funds to children and children's causes. Add to that a simple but very sophisticated internet communications portal that is accessible by simply registering so you can immediately set up, manage and run your own KidzBiz fund-raising portal.

Our social marketing program is a repositioning of corporate and celebrity philanthropy from one of net cost to one of net benefit to all parties. KidzBiz provides a simple and intuitive 'turnkey' business opportunity your organization. KidzBiz goal is to deliver on its promise of: 'Helping Kids Help Themselves', not just for today but on into the future.

## **Cost Recovery Advertising**

KidzBiz has developed a 'Friends Program.' Friends are civic-minded corporations and businesses who would help The Boys and Girls Club of Chicago to launch and support an on-going revenue generating program. The Friends enables your Club to form strategic partnerships at the local, regional and even national level. (More details included in the Cost Recovery section)

Our Friends Program is based on our innovative concept - 'Cost Recovery Advertising', where businesses help launch a fund-raising program and they 'recover' their investment through the KidzBiz merchandizing programs. Our marketing moniker for corporate involvement is: "Do Good, Give Great Value and Get Your Message Out for Free."

This is an idea whose has come. Here is an excerpt from a recent speech given by US Ambassador to Singapore Steven J. Green:

"...SUPPORTING A GOOD CAUSE IS TURNING OUT TO BE A MORE SUBTLE AND COST-EFFECTIVE TOOL FOR BRANDING AND IMAGE DEVELOPMENT THAN THE MORE TRADITIONAL PRACTICE OF FUNDING LAVISH MEDIA BLITZES.

INNOVATIVE CHARITABLE PROGRAMS ARE PROVING TO BE HIGHLY EFFECTIVE FOR ATTRACTING AND RETAINING LOYAL CUSTOMERS, DIFFERENTIATING PRODUCTS FROM THE COMPETITION, AND BUILDING STRATEGIC RELATIONSHIPSTHROUGHOUT THE BROADER COMMUNITY."

"CORPORATE CITIZENSHIP: A GLOBAL PERSPECTIVE"  
REMARKS BY

U.S. AMBASSADOR STEVEN J. GREEN

AT THE NCSS CORPORATE COMMUNITY INVOLVEMENT FORUM

## **Concept**

The concept is simple. KidzBiz licenses or purchases world-class and award-winning family oriented products. The BGCC is the 'e-tailer.' We supply the products, your people and contacts tell their families, friends, business associates and their community to shop at KidzBiz, choose BGCC as the beneficiary, and we process the orders, ship the merchandize and send you your share of the revenue. (We have built in a number of auditing features to ensure confidence and accountability for you and the consumer.)

## **Tools**

KidzBiz provides customisable marketing and promotional tools as well as CRM (Customer Relationship Management) software through the web portal. The BGCC can use these automated and customizable systems to launch and to run a professional fund-raising campaign.

## **Tools cont'd**

From the online marketing tools and promotional materials to the customisable Press Releases and e-mail services, from the step-by-step guide to fund-raising to the ability to develop strategic partnerships with community based businesses. From a personalised front-end that greets the consumer to individual access to our database engine to post the BGCC's 'banner advertisements' to thank the local individuals, businesses and corporations who have participated in the BGCC fund-raiser.

Add to this, numerous 'community based' programs, where the BGCC can enlist the aid of their 'Friends' to place special Point-of-Purchase displays throughout the community and you have a community and Internet based fund-raising campaign that has unprecedented reach.

Basically, we offer the consumer great product at reasonable prices and The Boys and Girls Club of Chicago can raise significant sums of money. The corporations and businesses that help out benefit from the media exposure, the good will and the positive association that they garner from their involvement in joining Slammin' Sammy in 'Helping Kids Help Themselves.' A win-win-win situation.

### **Cross-Marketing and Banner Exchange**

A key component of the advertising and promotional strategy is the 'Banner Exchange' program. For example, XYZ Corporation decides to send an enterprise wide e-mail from the CEO saying that XYZ is supporting the Boys and Girls Club of Chicago's fund-raising campaign and asks XYZ's employees, customers and suppliers to shop at KidzBiz to benefit the 'BGCC' or to help their campaign by purchasing from one of their POP displays or kiosks.

The BGCC can immediately put up banner ads to thank XYZ for their support. This approach gives maximum exposure with minimal cost. We have developed numerous innovative and effective programs to enable our 'Partners' to help their 'Friends' and vice-versa. This really is all about community collaboration.

Our basic plan is to have approx. one hundred products offered for sale through KidzBiz. This will enable us to maintain a simple distribution system while being able to have a sufficient number of products to appeal to the varied tastes of the consumer.

## **Market Comparison**

Compared to other cause related merchandizing programs KidzBiz is the first to return the lion's share of the proceeds to children and to children's causes through a combined community and internet based system. The ability to combine community based initiatives with e-commerce is a capability unique to KidzBiz. Once you have completed the registration process. You immediately have a very simple but sophisticated e-commerce and community communications portal at your fingertips.

## **Market Strategy**

Our main strategies for building a consumer following for the BGCC's portal are:

- Celebrity Branding
- World-class products
- Social Marketing: Keeping Profits in Your Community

We are building our business case on the premise that by giving away the lion's share of the proceeds we will be able to build a mass market for our line of celebrity and premium branded products. Combine that with the 'cache' of big name celebrities and the ability to attract large 'sponsors' through our innovative Cost Recovery Advertising and you have a formula to attract a loyal consumer base and to build a remarkable fund-raising vehicle.

## **Product Mix**

KidzBiz's target market includes the general gift-buying consumer. Our focus will be on games, educational and entertainment software, executive toys, electronic gifts, speciality branded clothing and apparel, children's books and gifts as well as other unique gift items, from wicker bicycles to speciality children's furniture, from robotic toys to autographed celebrity posters and paraphernalia. A particular target area is the creation of speciality video, video-CD and DVD titles in partnership with professional sports teams.

## **Management**

The company management is through the nuMedia group. ([www.numediagroup.com](http://www.numediagroup.com)) The nuMedia group is comprised of a number of specialized technology companies with an established record of designing, building and implementing advanced media structures and strategies for corporate marketing and communications.

Our multitalented team members have won numerous international awards and are composed of the best minds available, from our technical designer — one of the first fifty bona fide Linux RedHat Certified Engineers— to our head researcher, a five-time Jeopardy champion. From award-winning software design to film production and graphic arts, from database design to multimedia development and authoring. We have assembled the talent, experience and capability to bring this community and Internet based program to market.

## **Deployment Strategy**

There are four interrelated and interconnected components to our deployment strategy:

### **1. Media**

The main focus of our marketing effort is to create public interest through our media and co-marketing campaigns. Advertising is expensive. To be effective requires enormous investments to purchase visibility for a product. One advertisement in a National magazine can cost over twenty thousand dollars.

Our approach is to use the uniqueness of our business model and our celebrity endorsements to make it newsworthy; obtaining the kind and depth of exposure no amount of money can buy.

We will package 'our story' from various angles, including business, sports, human interest, high tech, and lifestyle, and bring it to light through a grassroots movement tied to our press campaign. In this way, we can foster headlines, such as "The BGCC and Sammy Sosa breaking new records in helping kids" or "The XYZ Corporation and Sammy Sosa commit to helping raise \$100,000.00 to help The Boys and Girls Club of Chicago".

This of course will be expanded as we sign up more and more celebrities in both the sports and entertainment fields.

### **2. Internet**

The Internet is one of our primary marketing channels. Our media campaign will drive people in the Chicago area to KidzBiz.com, where they will choose to help the BGCC and purchase the products directly for mail delivery or later on for direct download.

### **3. Charity Partners (Sammy's Partners)**

Partnerships like what we propose for the Boys and Girls Club of Chicago are a key component of the overall business concept. In effect, the BGCC, by simply registering has a complete e-commerce and community communications resource at their fingertips from day one. The BGCC receive 40% of the retail when the product is sold directly in the community and 35% when the product is sold through the Internet portal.

## **Marketing cont'd**

The tools that KidzBiz will be supplying for the BGCC to assist in their sales efforts are:

- **BCGG Web Portal:** When a consumer visits [www.kidzbiz.com](http://www.kidzbiz.com) they choose The Boys and Girls Club of Chicago they enter your web portal and e-commerce site. There the consumer will see the banners from the Friends who have and are helping you to 'Help Kids Help Themselves.'
- **Point of Purchase Displays (POP Racks):** These are countertop units that hold fifteen units each. The BGCC can enlist the help of local merchants, banks and businesses, that will be asked to display the product for sale in their outlets, thereby helping their local Boys and Girls Club.
- **Forms and Templates:** These are sample advertising flyers and posters, plus working guides like the Memory Jogger and KidzBiz Kit. Together, you will have everything you need to successfully market the products, even if you've never done anything in the sales area before. We believe that sales will grow through word of mouth.
- **KidzBiz Stand™:** These portable kiosks can be set up at malls and community events to act as promotional as well as sales and marketing kiosks. We will negotiate product and merchandizing agreements with many of the National and Regional Sports franchises. We will also use these to create a community presence at state fairs and other regional events.

### **4. Corporate (Sammy's Friends)**

This key strategy brings major corporations and local businesses into the operation, without necessarily requiring financial input from them, for there are programs that we have designed that have absolutely no cost associated with their implementation as well as ones that could run into six or more figures. Again every cent 'invested' by a Friend is repaid through the various merchandising programs.

The corporations and businesses benefits by the positive image their involvement brings, the BGCC benefits from increased exposure for their fundraising and by increased revenue for on-going programs. Again, this is a win-win-win situation.

In both the Partners and Corporate Friends programs, we also offer mail-out advertising templates. These can be included in monthly statements from local businesses, mailing lists, flyer distribution networks, or the daily newspaper.

These strategies all feed each other. The grassroots community programs generate their own press coverage. The POP program will excite and interest corporate involvement. Corporate alliances will generate more media and marketplace exposure. The media coverage generates more community and corporate interest and the final result is a self-fuelling advertising and marketing campaign that no one can afford to buy.

**KidzBiz Presents:  
Cost Recovery Advertising**

My dream is a better life  
for kids everywhere.  
Thank YOU for helping  
make it happen.



Sammy Sosa



Do Good, Give Great Value and Get Your Message Out For Free

## **Cost Recovery Advertising**

Join Slammin' Sammy Sosa in Helping Kids Help Themselves.

Do Good, Give Great Value and Get Your Message Out For Free.

Cost Recovery is a new and innovative advertising concept developed by nuMedia group. Cost Recovery Advertising combines celebrity branding, corporate philanthropy and community fund-raising. This exciting new program is an empowering form of community investment and is a powerful new alternative to corporate philanthropy.

The vehicle is KidzBiz.com ([www.kidzbiz.com](http://www.kidzbiz.com)) an entrepreneurial web portal for children and children's causes, that while community based, has the capabilities and sophistication of a global e-commerce enterprise.

How does it work? Corporations (called Friends in KidzBiz parlance) 'invest' in a youth group or organization (Partner's in KidzBiz Speak) to provide the financial and/or human resources to enable them to launch and run a world-class fund-raising portal through KidzBiz.

All products that are sold through KidzBiz have to benefit children. The general rule is that on all products sold; the lion's share goes to help children. This guarantee will attract consumer loyalty and will ensure the program's success and longevity.

What is revolutionary about this advertising program is that your corporate investment is returned over time through the numerous merchandizing programs available through KidzBiz. This unique formula represents a paradigm shift for corporate philanthropy. By enabling your Partner(s) to build and maintain a revenue generating vehicle that will grow over time your company can shift the emphasis from a net cost form of philanthropy to one that is a net gain to all parties. Truly a win-win situation. Cost. Recovery Advertising means delivering multimillion dollar-advertising campaigns at no cost. Do Good, Give Great Value and Get Your Message Out for Free.

We are just about to officially launch KidzBiz. We have secured a four-year, four-title software publishing license for a line of Sammy Sosa product as our premiere celebrity brand and we have released our first title, "Slammin' Sammy Presents: At Bat." and are ready to bring our marketing and promotional campaign to the Chicago area.

When we approached the Chicago Cubs' star with the idea of attaching his name to our project, he was drawn most by the tremendous amount of good that would be done for children and children's causes in the process. Our need now is to find a number of 'Friends', civic minded corporations and organizations, that can benefit from our Cost Recovery program and, who, at the same time will become a part of our program to create a powerful vehicle for "Helping Kids Help Themselves."

## **The Business Case**

Right now, there are more than 60 million school-age children in North America — seven million of whom play baseball alone. There are also more than one million tax-exempt organizations and over 100,000 registered non-profits. Our launch and marketing strategy plays squarely to that audience, combining the appeal of sports, computer games, and doing good deeds for others in one grand slam home run. To borrow a metaphor from the American League, we have signed Slammin' Sammy Sosa to our roster as our designated hitter. Join Sammy in breaking new records in raising money for children's causes. Helping Kids Help Themselves is not just a slogan, it makes sense.

Cause Related Marketing is the hottest trend in brand differentiation in the US and Europe. It has also been called "the third wave of branding and offers an alternative to Corporate Philanthropy," according to *Ad News*, June 16, 2000. Two-thirds of all North American and European consumers are buying cause-related products. KidzBiz is leading this exciting new wave of distributed merchandizing through social marketing.

## **The Benefits**

Our community and Internet based marketing strategy will position your company in the forefront of forward thinking, socially responsible corporations. Your company can benefit from the positive association of being an empowering agent for children and children's causes through joining Slammin' Sammy Sosa in fulfilling his dream of "...a better life for kids everywhere."

One of the most powerful and exciting components of this program is the quality of the story. There is a magic combination here, a sports hero, helping kids, high-tech and community development. This story can be packaged and presented in many ways. Your company will attract media attention as a feel good story, a sports story, and a high tech story. Making the Internet work for kids and kid's causes. This is the kind of story that will attract National media coverage.

## **Collateral Materials**

KidzBiz has created a suite of collateral materials for your advertising and communications needs. All of these have been designed so that they can be customized to your particular requirements. We have created broadcast quality video and animation materials, billboards, posters, advertising lugs, banner advertisements and much, much more to take advantage of the high level of visibility that Sammy's involvement can bring to this exciting and novel project.

## **Spreading the word.**

There are numerous ways to 'get the word out' without spending large sums of money. A simple 'letter from the president' to your company's employees, suppliers and customers endorsing your Partner's campaign can get the word out in your community and around the country.

The many and varied ways that we have devised, and will implement over time will keep the story alive and will help to build a solid and loyal consumer following, which will keep your name in currency while empowering your Partner to build an ongoing revenue generating vehicle. As well, we have created a number of small but effective 'advertising lugs' that can be added to your outgoing mail, or even, where applicable, in your ongoing print advertisements. These lugs ask people to join your company and Slammin' Sammy in Helping Kids Help Themselves.

## Point-of –Purchase

Our Point-of-Purchase display program is a re-positioning of a three billion-dollar a year merchandizing system. Display marketing is where a salesperson visits a company or government office and leaves samples of their merchandize ‘on display’ and they come back later to pick up the orders. We have created a series of beautiful display pieces that can be used in your own locations and/or throughout the community, where of course your logo and company name would be prominently displayed. Add to this a virtual display program that we will be packaging within a unique new ‘entertainment’ format that we will be rolling out in Phase Two



## Banner Exchange

We have a number of web components that can be added to your site to promote your community investment. From a complete section including video and animation to a simple link program that links to your Partner’s e-commerce site and KidzBiz’s transactional services.

Besides being able to link directly from your own web site, one of the founding principles of Cost Recovery Advertising is that your Partner, who has their own portal within KidzBiz and custom database serving up their information, has a banner advertisement program that is used to thank and recognize their Friends. We drive consumers to the Partner’s portal and you are prominently displayed as the premiere sponsor.

## Banner Exchange (cont'd)



Investment sponsors also get International prominence throughout all of KidzBiz through the 'A' class banner ad rotation. So, as we grow and expand into other cities and states and regions your banner ads will be seen by more and more people because you have earned the position by your early adoption of this new form of corporate philanthropy.

### The Contests

We have developed a number of low cost programs that will draw even more attention to your company and what you are helping to build for your Partner(s). We have created a number of web based contests that use the principle of Viral Marketing to advertise your involvement with your Partner's e-business.

We have numerous contest URL's (web addresses) that are one line contests, designed to attract consumer interest. For example, [www.winareallybigprize.com](http://www.winareallybigprize.com), [www.winaroundofgolf.com](http://www.winaroundofgolf.com), [www.windinnerfortwo.com](http://www.windinnerfortwo.com) and over a hundred more. These one-line contests, that are in fact short animated flash movies, will present the consumer with the opportunity to support your Partner's fund-raising campaign by purchasing product from their KidzBiz store, and even if they don't care to purchase at that time, they can register for the contest and can be added to an opt-in mailing list, a valuable asset that we will build over time.

### The Partner

What is truly unique about this program is that it combines the best of grass roots community involvement with the power of the Internet and powerful database transactional services. The community fund-raiser meets high tech.

A major component of KidzBiz.com is the suite of promotional and marketing tools that are available to the Partner to help them run a successful campaign. These tools are all online and can be downloaded and can be customized for each event and situation.

We provide a fourteen page step-by-step guide to launching and running a successful fund-raiser. We have provided Press Releases, Sales and Marketing templates, posters and signage, plans for community kiosks as well as the artwork to decorate and numerous video and animated pieces that can be used to deliver the message.

We will have a team of KidzBiz staff available for special events. We have created short two, three and four minute theatre pieces to tell the Slammin' Sammy Presents: At Bat story. This summer we propose to hire and train a number of Chicago children to be part of a 'touring theatre troupe' to tell the Partner's story at public, corporate and community events.

**The Billboard: September 13, 1998**

**“A Day to Remember.” Oil on Canvas.**

We commissioned a world-renowned muralist, Paul Ygartua, to capture the moment on September 13, 1988 when Sammy broke Roger Maris’s long-standing record. We had him create an almost life-size oil painting and from that original we had a full-size scan done on the largest scanner available. (it made it by one-quarter inch). From this digital file we can now reproduce and re-purpose this beautiful piece of art for your marketing and promotional needs.

We also commissioned Paul to paint a giant 24’ X 8’ billboard to celebrate the moment. We are bringing that billboard to Chicago and are looking to put a Friend’s name up beside our eight foot tall Sammy. This enormous portable mural was designed so as to be able to add a Friend’s name and logo.



Now that Sammy has signed on for four more years maybe our dream of finding a Friend or group of Friends who would care to commission Paul to paint a 60 or 80 foot tall mural of this beautiful piece of art on a building somewhere in Chicago to commemorate this historic moment in baseball.

### **The Launch**

Imagine the press conference. Slammin' Sammy and your company are about to hand over a check for one million dollars to a National Youth Organization. Just prior to the official check-giving ceremony there is a special presentation to Sammy. Your company, with the help of some kids from the youth organization, gives Sammy the beautifully framed oil painting, 'A Day to Remember.' (If it is in the cards that would be the perfect time to announce that the mural is going to be commissioned.)



### **Satellite Media Tour**

Depending on Sammy's schedule and availability we will conduct a satellite media tour with Sammy in a studio and have him available on satellite link to speak of his "dream of a better life for kids everywhere." This, of course, is at the sole discretion of Mr. Sosa as he is a working professional athlete.

Our goal is to hit the main National shows such as 'Good Morning America', 'Oprah' and 'Rosie O'Donnell'. We will have a complete broadcast-ready selection of video and animated clips available for the interviewers as background and to serve as lead in and for special emphasis.

## **The Math**

'Slammin' Sammy Presents: At Bat' will retail for \$4.99. To demonstrate 'Cost Recovery' in action in this example your corporation donates one million dollars to the Partner of your choice. The Partner contracts with KidzBiz.com to set up, launch and assist in the early stage development of their e-commerce portal. The lion's share of the million dollars goes immediately into the Partner's programming. The rest goes to funding the initial set-up and launch of the Partner's fund-raising campaign. Monies generated through the portal are then used to repay the 'investment' to your company. What kinds of numbers are required to repay the investment?

Take for example, the Boys and Girls Club of Chicago, who serve some 40,000 children in the Chicago area. To put this in perspective, if a group of that size were repay the full amount it would mean that every child would have to account for five copies being sold. For this program to be a complete success, and we mean a paid out success, that is, when your company has recovered the full one million dollars, the Partner would have had to have sold 200,000 copies of Slammin' Sammy Presents: At Bat. This may sound like a huge number and it is a big number.

However, with the kind of financial resources contemplated here it is entirely possible that a statewide campaign could achieve those kinds of numbers in the first year. In fact, with the anticipated level of media attention, we believe that the spill over into other cities and states and sales could conceivably surpass that number.

But that is not the whole story. The Sammy Sosa brand is only one product out of our total product line. We intend on having a rotating assortment of world-class products for the consumer to choose from. We have already licensed a number of other award-winning software titles, as well as acquired distribution rights to a number of children's gift and educational products. We will be constantly seeking out affordable, high-quality, consumer products in software, giftware, children's furniture and accessories, games and toys (as well as some executive toys such as cellular telephone accessories) as well as a line of children's and young adult clothing lines.

We expect the average Partner sale to be approximately twenty dollars. So, if one half of one percent of the consumers of Illinois was to make one purchase of twenty dollars in the first year the program would be completely paid out. The math works.

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## **Cost Recovery Advertising:**

A new and powerful means of a delivering multimillion dollar advertising programs for free.

For more information contact Joseph MacLean at: 1.888.526.3353 or [joseph@kidzbiz.com](mailto:joseph@kidzbiz.com)

**Do Good Give Great Value and Get Your Message Out For Free.**