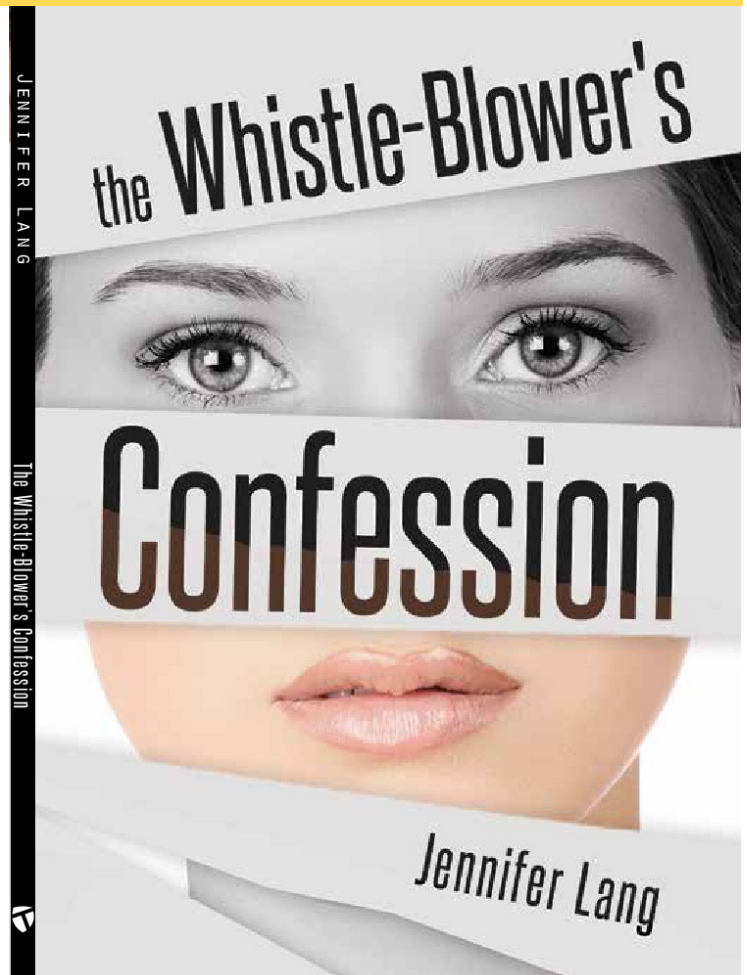


**SPONSORSHIP PROPOSAL  
FOR  
THE WHISTLE-BLOWER'S  
CONFESSION 2ND EDITION  
NATIONAL BOOK, MEDIA  
AND SPEAKING TOUR**

**GMO FOODS EXPLAINED IN  
AN ENTERTAINING AND EYE  
OPENING WAY.**



**AWARDED READER'S  
FAVORITE  
FIVE STARS!**



**CONTACT US**

The Whistle-Blower's Confession  
Attn: Jennifer Lang  
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E-mail: [media@thewbconfession.com](mailto:media@thewbconfession.com)  
Website: [TheWBConfession.com](http://TheWBConfession.com)

**2ND EDITION COMING SOON!**

**Connect Your Brand With Women!**  
Women make 85% of purchasing decisions in America.  
Promotional campaign reaches over 500,000.

# TABLE OF CONTENTS

|    |                   |
|----|-------------------|
| 3  | GOALS FOR SPONSOR |
| 4  | MISSION STATEMENT |
| 5  | SPONSOR BENEFITS  |
| 6  | DEMOGRAPHICS      |
| 9  | SPEAKING OPPS     |
| 10 | MARKETING PLAN    |
| 11 | TESTIMONIALS      |
| 12 | BENEFIT PACKAGES  |

Charitable Partner



A PORTION OF THE PROCEEDS WILL BE  
DONATED TO JUNIOR ACHIEVEMENT TO  
TEACH KIDS

FINANCIAL LITERACY.

THIS IS A 501 C(3) NON-PROFIT  
ORGANIZATION AND SPONSOR FEES MAY  
BE TAX DEDUCTIBLE.

# GOALS FOR SPONSOR

## NON GMO PRODUCT AWARENESS

### WHY YOU SHOULD PARTNER WITH THE WHISTLE-BLOWER'S CONFESSION



Increase your brand visibility by becoming a sponsor of The Whistle-Blower's Confession 2nd Edition. Partnering allows your brand to reach specific target consumers and audiences through customized marketing tactics and an association with an award-winning book that delivers a positive message.

A partnership with The Whistle-Blower's Confession 2nd Edition is especially appropriate for brands that reflect a concern for environmental and social responsibility, produce non-gmo and organic products, or connect with demographics who want to know where their food comes from. Also a great partnership for those who want to align with a message of personal determination, making a difference, and the importance of pursuing what you believe

### FOUNDER'S STORY

Author Jennifer Lang has always been a vibrant and creative person, so it's no surprise that she would turn to writing and set her hand to an exciting psychological thriller.

She is a financial services professional and entrepreneur, with her own independent record label producing her own music. But as she found out, life is a highway with many turns, exits and destinations. Jennifer had both feet firmly on the music path when tragedy intervened and her mother became very ill

Jennifer's motto is never give up and as she faced her mother's illness and taking care of her, she couldn't just stop there. As she became a caregiver, the keen curiosity and investigative inclinations that served her in college as a political science major helped her uncover that many of the complications her mother suffered from could be traced back to GMO's. And that's when the seeds of her book The Whistle Blower's Confession were planted. Jennifer believes that you only fail if you never try, so she turned her hand to writing.

The Whistle Blower's Confession is a taut political thriller where Kelly Anderson, an investigative reporter, who after the death of her aunt to cancer, discovers that the American people have been used as guinea pigs for years.

Jennifer draws on her many experiences as an investigator, as a political science student, her experiences studying GMO's and her substantial powers of creativity and imagination to craft a story that will keep you on the edge of your seat and turning pages with story lines ripped from the headlines of current affairs.

Jennifer Lang is the author that is as courageous, as selfless and as determined as her characters!



# MISSION STATEMENT



## WHY WE CARE

In a nutshell.....people just don't understand. A new Food Literacy and Engagement Poll out of Michigan State University (Sep. 2017) revealed that 30 percent of Americans believe that non-GMO foods don't contain genes. For those of us who understand this issue, we realize that's not the case. Non-GMO foods still have DNA naturally inside of them, since everything that's living contains DNA.



The largest group of people that believe that non-GMO equals DNA-free is millennials. Nearly half of the participants under 30 in this nationally representative poll felt that non-GMO translates to no genes. In contrast, about a fourth of those surveyed over 55 agreed with that statement.

The Whistle-Blower's Confession 2nd Edition aims to target this confusion using a platform people can understand.....thrilling entertainment.

By means of books to movies, our aim is to educate a generation with the media they have grown to love.



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# SPONSOR BENEFITS

Promotional Opportunities  
May include but are not limited to:

## MARKETING AND EXPOSURE

The Whistle-Blower's Confession 2nd Edition has a comprehensive marketing and PR campaign underway, developed to provide exposure and increase visibility of the book and its partners to various target demographics, both male and female, across various age, education and income parameters: general audiences, animal and conservation minded, those who are health conscious, have small children, pet owners, non-gmo and 'green' products consumers, those who are also working to make a difference in their communities.

If you choose a sponsorship package with The Whistle-Blower's Confession 2nd Edition, you will receive extensive and ongoing exposure for your brand as you benefit from our marketing, advertising and PR campaigns to support our book tour, speaking engagements, and social media campaigns.

## TOP REASONS TO SPONSOR THE WHISTLE-BLOWER'S CONFESSION 2ND EDITION



- Category Exclusivity
- Reach the \$2.5 trillion dollar market of female small business owners: entrepreneurial women 25-54 with tremendous consumer needs and purchasing power.
- Pre-marketing for the Women's Small Business Expo will reach over 500,000 people. Event marketing is the best way to connect with women.
- Highlight products and services directly to your customer
- Have company representatives give presentations at events.
- Take advantage of the brand equity, media and tremendous following of business women the Women's Small Business Expo has created.
- Enhance your cause-related marketing by participating in events that benefit the community and enlighten consumers.
- Multimedia promotional campaign includes television, radio, print, direct mail and Internet including social media.
- Increased word of mouth referrals.
- Be associated with leading brands

## Looking for GM Food Labels While Shopping

A Pew Research survey asked respondents how often they pay attention to whether products are labeled as genetically modified when food shopping. Some 25% of adults say they always look for such labels; 25% say they do so sometimes, while 17% say they do so “not too often.” Three-in-ten (31%) say they never look for GM labeling.

In general, those who consider GM foods unsafe check for GM food labels more often: 35% of this group always looks to see if products are genetically modified, compared with 9% among those who consider such foods generally safe to eat.

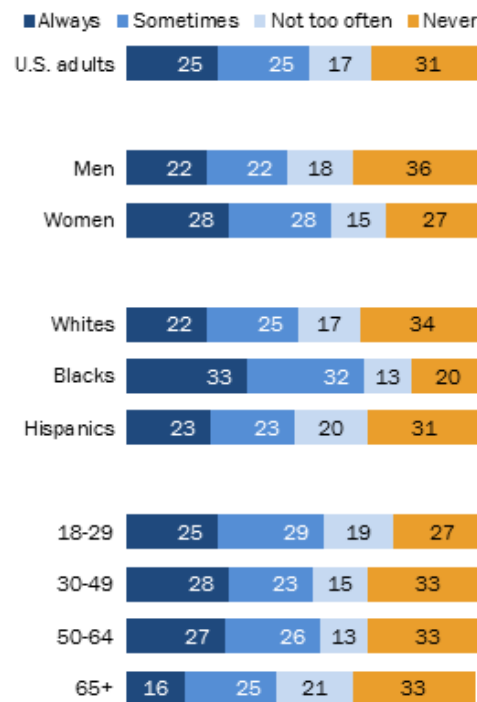
## Safety of Foods Grown with Pesticides

Most Americans are skeptical that eating foods grown with pesticides are safe for consumption. About seven-in-ten (69%) adults say that eating such foods is generally unsafe, while 28% say it is safe.

The patterns of opinion on this issue are similar to those on the safety of eating genetically modified foods. Women are less likely than men to consider it safe to eat foods grown with pesticides, though a majority of both groups considers eating foods grown with pesticides unsafe.

### Demographics of Clean Eaters:

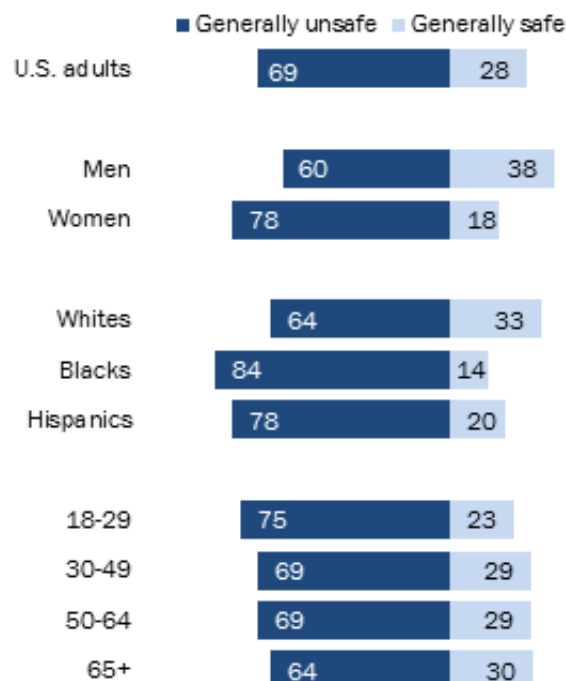
They are 22% more likely to be women  
They are 21% more likely to have a household income of 100K and on the average 30 - 44 yrs old.



## DEMOGRAPHICS

### Eating Foods Grown With Pesticides

*% of U.S. adults saying it is generally safe/unsafe to eat foods grown with pesticides*



## National Assoc. of Women Business Owners

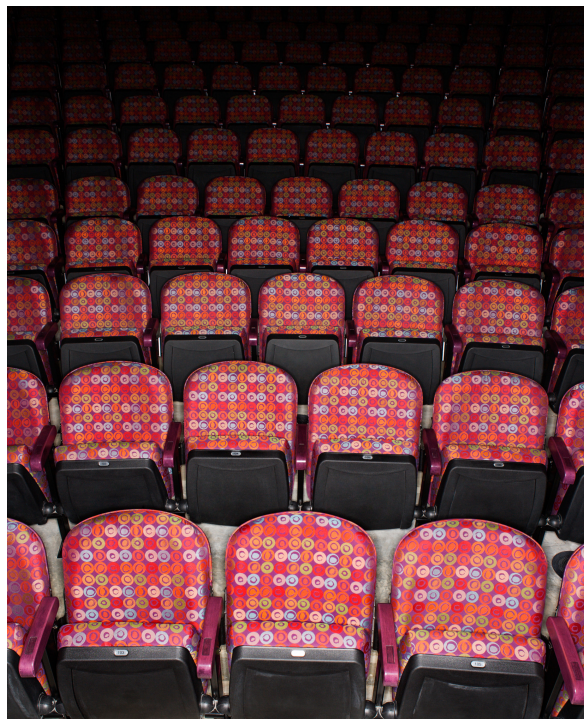
The National Association of Women Business Owners (NAWBO) is an organization in the United States founded in 1975 that has the purpose of networking the approximately 10.6 million women-owned businesses so as to provide mutual support, share resources, and provide a single voice to help shape economic and public policy.

Events through out the year allows The Whistle-Blower's Confession 2nd Edition speaking opportunities to target women entrepreneurs, to connect and engage in regional, national and international events – to expand our network and spheres of influence within the entrepreneurial community at large.

## Women's Small Business Expo

With a media campaign that reaches more than 500,000 people through television, radio and print, the Women's Small Business Expo is an opportunity to educate business owners and foster word of mouth buzz in a highly-networked demographic.

It is the ultimate venue for sponsors to maximize communication with female entrepreneurs, build brand awareness, and increase use of your products and services



## Major Speaking Opportunities



# MARKETING PLAN



## PERSONAL APPEARANCES

Networking with industry insiders and fellow authors, meeting fans and developing relationships with those who hand-sell books are all grass-roots and authentic ways to further The Whistle-Blower's Confession 2nd Edition's chances of recognition.

Our publicity team's primary objective is to schedule creative and worthwhile events, signings and meetings for our author to promote this book before, during and after launch.

## MEDIA BUZZ

Our team of former journalists and experienced publicists place stories with the media every single day from The New York Times to NPR to The Today Show and scores of newspapers, magazines, television and radio stations around the country. to help spread The Whistle-Blower's 2nd Edition, non-gmo message.

Our targeted media campaign is designed to reach beat journalists all the way to genre-specific bloggers. Our media coverage will include author interviews, guest articles, book reviews, spotlight features, promotional book and swag giveaways, and more.



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# TESTIMONIALS



## THEY SAID WHAT?

This GMO issue just got real! You can't just read this book and not think about what's going on. Now I see why the food industry fights labeling laws. Forget monkeys...this is the missing link . ...WOW  
-Pamela Davis

This story also left me wondering if I was doing quite enough to eat clean and unprocessed foods. The Whistle-Blower's Confession thrills as it educates,

and it just might be a life-saver for some. It's highly recommended..

-Jack Magnus  
Reader's Favorite Review



Wow. This book is incredible and so raw and engaging I could not stop reading it. It touches on a very real subject regarding all of the chemicals and silent killers that companies are putting in our food. This is by far one of the best books I have ever read and I believe it is one that will open a lot of minds and eyes to the truth we all need to face. It is heart wrenching and touching, and hit close to home as one who has lost family to cancer. The characters of Kelley and Grace are outstanding and such an inspiration. They gave me hope. The supporting characters were perfect and made the story very real. The detailing is great, so vivid and clear. It is written in a smooth and intense way that keeps you reading. This author has certainly grabbed my attention and Jennifer Lang, you are an amazing author and your passion for writing shines bright. I can not wait to read more of her work. I highly recommend this book to everyone. It is a MUST READ!  
-MagicWanda

## AMAZON/KINDLE REVIEWS

I am really glad I read this book. The intrigue kept me entertained but the book revealed things I had no clue about and made me really stop and think about our political system, how big money is running our country down to how consumers are deceived and kept in the dark about what's in our food and how it effects us. So much revelation in such a small story. We really need to make a change. Good book. Everyone should read.  
-EL

Wow, this was such an interesting read! You don't think about things like this unless something opens your eyes and learn for yourself what GMO's are really doing. I loved how close she was to her aunt and fought for what she believed was right. Great read! Very interesting, informative and eye-opening! I want to thank NetGalley, the publisher, and the author for allowing me to have a copy free to read for an honest review!  
-SWT



# SPONSORSHIP: YEAR-ROUND MULTIPLE BENEFIT PACKAGES

The Whistle-Blower's Confession's 2nd Edition, Speaking and Media Tour gives sponsors the opportunity to market to the growing community of women buyers and women business owners 25-54. These women have tremendous consumer needs and purchasing power. Studies show that women are very brand loyal and recommend their favorite brands to friends, family and business associates—with the overwhelming majority saying they use the same products and services in their home that they use in their business. A customized program will be created for each sponsor with the following packages as guidelines. All sponsors receive a detailed sponsorship report after each event.

Call us at Tel# (855) 254-9646 Ext.2 | Email us at [media@thewbconfession.com](mailto:media@thewbconfession.com)



## 1 MAVERICK SPONSOR

**Investment:** \$10,000

**Benefits:** Visibility, Access, Impressions

**Year Long Benefits:**

Signage and exhibitor opportunities. Recognition from the platform. Branding in national resource list for women business owners. Hyperlink to web sites with over 10,000 hits per week. Logo inclusion in national consumer magazines which have a circulation of over 200,000. VIP passes for staff and special clients to events.

## 2 INNOVATOR SPONSOR

**Investment:** \$25,000

**Benefits:** Visibility, Access, Impressions, Connections, Direct Response

**Year Long Benefits:**

Branding to national women's organizations including membership of NAWBO, NAFE, and Women's Calendar which have a database of over 300,000. Premier booth locations at events with trade shows. Direct Response: Attendees at events receive special coupons and/or offers to drive customers to your company. Option to provide premium in show bag and prize giveaways. Company representatives can give presentations at events. Option to sponsor breakfast or luncheon. All of the benefits of Maverick Sponsor are included..

## 3 TRAILBLAZER SPONSOR

**Investment:** \$50,000/year

**Benefits:** Visibility, Access, Connections, Direct Response, Extended Reach  
Book Tour, Spokesperson, Media

**Year Long Benefits:**

Special dedicated advanced campaign to all attendees promoting your company. On-site sales, sampling and speaking opportunities. Inclusion in social media platforms. Endorsed email campaign to Women's Small Business Expo proprietary database of over 20,000. Author and Speaker Jennifer Lang as spokesperson in promotion campaign and book tour to major media outlets. Product placement. All of the benefits of the Innovator Sponsor are also included..

## "PRESENTED BY"

### 4 PRESENTING SPONSOR



Investment: \$100,000/year

Benefits: Naming Rights  
Visibility, Access Connections,  
Impressions, Direct Response  
Extended Reach, Book Tour  
Spokesperson, Media

Year Long Benefits:

Naming Rights as  
Presenting Sponsor of The  
Whistle-Blower's Confession  
2nd Edition's Speaking and  
Media Tour.

National media release  
campaign promoting your  
company as brand-friendly  
to women. Product giveaways  
during keynotes. Direct mail  
campaign to proprietary list of  
women business owners.

Branding in the national media  
including print, radio, Internet  
and television. Dedicated  
special follow-up promotion to  
attendees at events. Benefits  
of all packages are included.

CHARITABLE PARTNER:



A PORTION OF THE PROCEEDS WILL BE DONATED TO  
JUNIOR ACHIEVEMENT TO TEACH KIDS  
FINANCIAL LITERACY.  
THIS IS A 501 C(3) NON-PROFIT ORGANIZATION AND  
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