



**A UNIQUE SPONSORSHIP OPPORTUNITY FOR
YOUR BRAND TO REACH YOUNG WOMEN AND
MAKE A DIFFERENCE IN THEIR LIVES.**

A UNIQUE SPONSORSHIP OPPORTUNITY

The following document represents a unique sponsorship opportunity for your brand to reach young women and make a real difference in their lives.

Brent Sanders, Managing Director of Winning Edge Strategies, author of "How Dangerous Men Think" and Cosmopolitan's "Personal Safety" expert presents:

"Back Off" – A woman's guide to personal safety and empowerment.

The Winning Edge philosophy is simply to create power through knowledge. It is this philosophy that forms the basis of all of seminars, presentations and written material and has benefited the lives of over 80 000 women both in Australia and New Zealand.

The Back Off philosophy is not based on martial arts but rather understanding the psychology of conflict.

The emphasis of all Winning Edge teachings is not on perfecting physical strikes, nor physically overpowering an attacker. The teachings are designed to educate people about the psychology behind conflict, dealing with fear, self-belief and motivation.

- *"The "Back Off" Newsletter is the most important e-mail that I receive each month, no one else addresses the issues that we as women are faced with in today's world and no one has ever given such good advice as I receive from Brent. Back Off is a must for all women and I will be recommending it to everyone I speak to you. Thank you" SJ- Bondi*
- *Four years after attending a Back Off seminar I was confronted by a car load of guys who attempted to abduct me. In this situation my mind went back to Brent's seminar and I was able to deal effectively with the situation which prevented me from being raped and possibly worse. DS - Sydney*

Your brand will benefit from the association and you will have the opportunity to begin building a strong relationships with young women through your association with the Back Off services.

ABOUT BRENT SANDERS AND WINNING EDGE STRATEGIES

Winning Edge Strategies has been educating women in conflict resolution for the past ten years. As a result of the seminars and education material Winning Edge Strategies has had a positive effect on the lives of over 80 000 women within Australia and New Zealand.

- The Winning Edge courses are all about educating women on how dangerous men think and using this to overcome an attacker should this situation arise.
- Winning Edge Strategies lectures reach up to 20 000 women each year
- Brent Sanders, the companies Managing Director has recently released a book entitled "How Dangerous Men Think and How to Stay Safe for Life", published by Random House the book is onto its fourth reprint and about to be published overseas.
- Brent also publishes a free newsletter that is generated by e-mail and is sent every month to over 5000 subscribers. (with up to 1000 new subscribers every month)

The results of the seminars speak for themselves:

Dear Brent,

I just wanted to write to you to say thank you very much for the work you do in the schools around NSW. Sometime ago I attended your full-day seminar and later discovered that the knowledge you gave me was more constructive than I ever realised at the time.

Recently I experienced a situation that was so awful I don't even feel that I can write about it, but I wanted to let you know that what you had taught me enabled me to get out of it and get to safety. Had I not known what to do I am frightened to think of what could have happened.

Thank you. L. W, Lane Cove

Dear Brent,

Thank you for sending me a copy of your newsletter. I go to a high school in Sydney and am in year 10. I was at the seminar you gave us this year and it was well worth it. A few days ago a friend of mine, who was also in the seminar, was with me in Chatswood when we were followed by a group of four older teenage guys. We were followed until they thought there weren't many people around and we were slightly out of sight. They then came up to us and tried to crack on to us but we wouldn't give them the time of day. They started to get really pissed off and were telling us to get into their car and that one of their friends wanted to have sex with us. We went skitz and started yelling at them, which got the attention of all the people in a nearby café who looked over to see what was happening. The guys freaked out, turned around threw their drinks at us and bolted. I got saturated but that way better than being dragged into a car and being raped!

I just wanted to write to say thank you for the seminar that you gave us and how useful the information was. I hope you will come back so that my sister can have the same experience as I think she would benefit greatly.

Thank you, J. G, Mosman

SPONSORSHIP OPPORTUNITY

Through your association with the Back Off seminars and newsletter your business has the opportunity to benefit through:

- Branding Opportunities to the Target Market through this Empowering Service.
- Feel good exposure of in excess of 20 000 young women every year.
- Opportunity to have your brand associated with a service that builds a strong relationship and trust with women throughout Australia.

Seminars

Naming Rights of the Seminars (e.g. *Your Brand Back Off Seminars*)

Promotion will include;

- Banner erected at all presentations
- Company Branding on all handout material that is given to each attendee
- Branding on Brents clothing

Website & Newsletter

Sponsorship will include:

- Naming Rights of the newsletter
- Banners ads in the newsletter and on the WES website
- Sponsorship endorsement via the Back Off newsletter
- Promotional opportunities via website and newsletter database.

Media & Public Appearances

Sponsorship will include:

- Mention of sponsors at every opportunity
-

SPONSORSHIP DETAILS

The Winning Edge Strategies seminars reach in excess of 20 000 women every year.

Major Market

- Secondary Schools (150 in NSW)
- Universities
- Female Attendees 15-20 years

Additional Markets

- Corporate Seminars
- Government Departments
- Speaking Engagements arranged by speakers agency (Claxton Communications)

Public Seminars

- 2002- 2003 National Public Seminars
- Australian wide audience in excess of 10 000 women

Winning Edge Strategies Website & Back Off Newsletter

- Back Off Newsletter sent to 5000 women every month
- Back Off Database growing at 1000/month through seminars and 250/month via the website
- Website totals 50 000 impressions per month
- Website occupies top listings in major search engines and a result generates traffic from many countries through out the world.

“How Dangerous Men Think” By Brent Sanders

- Approx. 20 000 copies sold in Australia & NZ
- Published by Random House
- Possible UK, Europe release 2002-2003

Media Exposure

Print Media

- Brent has articles published in Cosmopolitan, She Magazine, Daily Telegraph, The Australian, Manly Daily and numerous regional papers in Australia and New Zealand

Radio

- Brent has appeared on 2UE, 2BL, 4BC, ABC, JJJJ, 2DayFM and Nova FM.

Television

- Brent has appeared on the Today Show and Good Morning Australia & Today Tonight.

Sponsorship Rate

Winning Edge Strategies is offering the following sponsorship rate:

Sponsorship Duration	Rate
1 Year	For Details on Rates Contact Winning Edge Strategies
2 Year	
3 Year	

WINNING EDGE STRATEGIES PHILOSOPHY

The Winning Edge Strategies Mission is simple:

“To create Power Through Knowledge”

By believing that the knowledge you take into a situation is what determines your ability to control it Winning Edge Strategies will provide the tools to benefit the lives of all it attendees through presenting relevant issues in a powerful, straightforward and effective manner.

It is this philosophy that forms the basis of all of seminars, presentations and written material. The Winning Edge Strategies teachings are designed to educate people about the psychology behind conflict, dealing with fear, self-belief and motivation.

Over 80,000 people's lives have benefited from attending a Winning Edge Strategy seminar since 1991.

ABOUT BRENT SANDERS

Brent Sanders is the Managing Director of "Winning Edge Strategies"

Over the past ten years has lectured to over 80,000 people in the areas of personal protection, conflict psychology and self-motivation.

With an extensive background in the police force, combined with a unique understanding of the psychology of conflict, he is without doubt one of Australia's leading authorities in this field.

His philosophy on self-protection is a simple yet powerfully effective one based on, firstly, developing the ability to control the way we think in a pressure situation, secondly, knowledge of how the offender is thinking and thirdly always having a strategy that puts you in control.

His clients include:- over 150 state and private secondary schools throughout NSW, Optus Vision, Telstra, ANZ Bank, IBM, Advance Bank, Blackmores, Newcastle City Council, Wyong Shire Council, Lake Macquarie Council, NSW State Parliament, University of New England, Macquarie University, Hunt and Hunt Solicitors, Lend Lease, Caltex, L.J Hooker, plus numerous clubs, women's groups and organisations... and the list keeps on growing.

BACK OFF NEWSLETTER

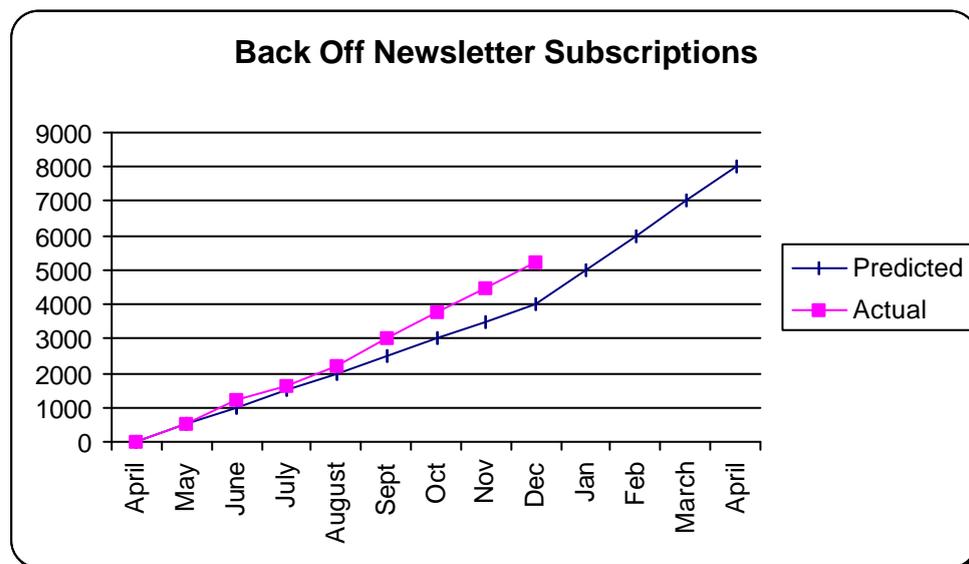
BACK OFF - THE FREE NEWSLETTER THAT EVERY WOMAN SHOULD READ!

WHAT IS THE BACK OFF NEWSLETTER?

- Back Off is a free monthly newsletter published by Brent Sanders, the presenter for all Winning Edge Strategies Courses and the author of the groundbreaking book on conflict psychology, *How Dangerous Men Think*.
- Back Off is designed to empower women through knowledge, and through this totally unique publication Brent keeps all subscribers updated with the latest news on conflict psychology, self-protection and issues that women are faced with from day to day.
- It also features regular articles and discussions by special guest writers who are experts in the field of Women's Health, Protection and Motivation.

Growth Plan

Winning Edge Strategies has a marketing strategy in place to grow the subscriber list to in excess of 20 000 by the end of 2002. Based on the growth since its inception this is a reasonable expectation and as depicted below the growth rate is exceeding expectations.



Sign Ups

There are two current methods which women can become part of the "Back Off" mailing list, they include the ability to sign up at the companies website at www.winningedgestrategies.com.au, or they have the opportunity to sign up whilst being involved in one of Brents lectures.

At present over 80% of registered recipients have done so at the seminars and the rest has come from the website.

Back Off Data Base

At present the database consist of over 85% of the recipients in the following demographic:

- Women Living within Sydney Australia
- Women Aged between 15-21 years old
- Woman who currently attend or who have attended either school or university

Unsubscribe

Since the start of the mailing list we have in excess of 95% of recipients read the e-mail upon delivery and only 1 person has unsubscribed which is a testament to the value of the information.

Past Issues

All past issues of the Back Off Newsletter can be found at the Winning Edge Strategies website at www.winningedgestrategies.com.au

Permission Marketing

It is important to note that the "Back Off" newsletter is a permission marketing campaign aimed at providing valuable self-defense information to woman on a regular basis.

So What is Permission Marketing?

Permission Marketing is communicating with customers using e-mail from a Permission Based List. A "Permission Based" list is a database of current or potential customers who have given your business direct permission to communicate with them via email. Direct permission is where the customer has provided their personal details knowing:

- What they will be receiving
- When they will be receiving it
- How by asking to receive this, their details will stay confidential to the company.

Permission Marketing is the opposite of un-solicited commercial email, also known as SPAM.

NEWSLETTER CAMPAIGN MANAGEMENT

Back Off is produced and managed by Heatwave Online Marketing, Heatwave began operation in 1998 as a division of Heatwave Marketing & Management Pty Ltd providing online marketing and management support to many business within Australia and Asia Pacific.



Heatwave Online Marketing assists businesses use the Internet as an effective marketing tool that can be used to proactively market their products and services. Heatwave is a company with a difference, not only providing full development support they ensure that their clients website achieves its goals through their consistent marketing support.

Back Off Production

Through the services of Heatwave Online Marketing, Winning Edge Strategies is able to produce the HTML newsletter version and have it personally delivered to all the recipients on the database.

Reporting

Through their web systems analysis Heatwave provides an e-mail campaign report that list the amount of newsletters read and interaction that has occurred with the readers and the web sites. Through this all who are associated with the publications is able to see the interest generated and track the movement of the recipients into different websites.

TAKE ADVANTAGE OF THIS MARKETING OPPORTUNITY NOW!

In order to arrange a meeting to discuss this further contact Mike Weeding, Marketing Director, Heatwave Online Marketing on (02) 9314 7294 or by e-mail at mike@heatwave.com.au or Brent Sanders at Winning Edge Strategies on (02) 9665 1312 or by e-mail at brent@winningedgestrategies.com.au



Heatwave Online Marketing
3/85-95 Albion Street Waverley NSW
Phone: (02) 9314 7294
Fax: (02) 9314 7079
www.heatwave.com.au



Winning Edge Strategies
PO Box 1879 Bondi Junction NSW 2022
Phone: (02) 9665 1312
Fax: (02) 9665 1612
www.winningedgestrategies.com.au