

Introducing Edutainment

ASAFERWorld Game Show

*Helping Today's Young People
Become The SAFER Adults Of Tomorrow*

**Corporate Invitation
To Work With Us**

from

SEXplained...® Ltd

Education for Superior Sexual Protection

in association with

GeeStor Productions Ltd

This Is Not A Rehearsal

**Sexual Awareness Fundraising
Educational Roadshow**

Corporate and Brand Awareness Raising Opportunities
100% Tax Advantage

ASAFERWorld Game Show

Contraception v Sexually Transmitted Infections

Targeting areas with high unemployment, unplanned pregnancy, sexually transmitted infections and high student populations, our **Game Show** with a difference puts across a serious educational message in a fun way.

Using the established format of GeeStor Productions' *A Wha Me A Go Win* game show*, this is an interactive stage *Game Show*. From an estimated audience of up to **2,000 people**, we invite eight people at random, onto the stage while they, and we, explain important facts and consequences relating to contraception, sexual health, smoking, drugs and sex and men's health.

We use the innocence of certain situations and turn them into learning opportunities for people of any age, race, ability, religion or sexual orientation.

Using **Robbie Gee** and **Eddie Nestor's** blend of ad-lib humour and **Helen's** experience as a sexual health educator, this show delivers sexual health education in a hard hitting, straight talking, memorable way.

Background information: Helen, Robbie and Eddie have worked together for many years on stage and in schools to deliver sexual health education.

Helen Knox - *The UK's first* Outreach Instructing Clinical Nurse Specialist in Contraception and Sexual Health

- Author and publisher of SEXplained... Books, founder and director of SEXplained... Ltd.
- See www.sexplained.com/about/hjk.htm for more information about her UK TV, radio and overseas educational work.
- She and Eddie appear together in the **BBC Choice TV** series- *SEX, Warts 'n' All*, 2002.

Robbie Gee - actor, comedian

- **Films:** *Snatch, Mean Machine, Greenwich Mean Time, South West 9.*
- **UK TV:** *The Manageress, The Firm, Thief Takers, Dream Team, Desmond's, EastEnders, The Bill*, and all 5 series of *The Real McCoy*.
- **Patron:** SEXplained... Foundation

Eddie Nestor - actor, comedian, radio presenter

- **Films:** *The Trainspotters, The Face.*
- **UK TV:** *The Bill, Casualty, East Enders, Desmond's, Escape from Kampala, Black and Blue, Dempsey and Makepiece, Airport and Blood Brothers* for Radio 4, and 3 series of *The Real McCoy*.
- He has his own show on **BBC Radio LDN** 94.9 fm (London)
- **Patron:** SEXplained... Foundation

Please contact us for further information if you would like to work with us to bring

ASAFERWorld Game Show

to your area, to support your school, college, university or organisation, if you would like to sponsor it for an area or to tour the country via our support from within the NUS (National Union of Students).

Note: This show works as a fundraising mechanism for **SEXplained... Foundation** (*a separate, non-profit company, with which we work closely*) and as such, there are minimum requirements and costs. Under this scheme, it can support organisations which work with us, by providing sex education packs for young people to keep, after, and in addition to the education they receive from the show itself.

* GeeStor Productions Ltd has performed *A Wha Me A Go Win* over 30 times in London, Sheffield, Wellingborough, Bristol, Bedford and Watford to audiences of +/-450 and regularly sells out when holding other shows to audiences of +/-2,000 at venues such as Hackney Empire.

What will this show do?

- This show will raise awareness of contraception, sexual and reproductive health issues to up to 2000 people per show, using comedy and traditional teaching.
- This show will target young people, from 14 years of age, their parents and other adults and encourage family participation.

Why are we doing this?

We are doing this because:

- The World population of 6,000,000,000 in 2002 is estimated to grow to 9,000,000,000 by 2050. This is equivalent to 500 jumbo jets full of babies landing at Heathrow, each day.
- Genital herpes infects 21 million people a year, and syphilis 19 million.
- More than 9 million people are infected with chancroid each year.
- A staggering total– 538,000,000 cases of Sexually Transmitted Infections are recorded each year – ie. over 1,000,000 curable cases of sexually transmitted infection being caught every single day. *Ref: WHO*
- Globally, some 236 million people are estimated to have trichomoniasis, with 94 million new cases a year.
- Chlamydia infections affect some 162 million people, with 97 million new cases annually.
- An estimated 32 million new cases of genital warts occur each year, and there are some 78 million new cases of gonorrhoea.
- In South Africa mortality rates are expected to drop to 40 years of age by 2010 according to the SA insurance industry.
- In the UK, the cost for patients requiring a liver transplant for Hepatitis C associated liver cirrhosis – with patient surviving 5 years post transplant is £2.8 million.
- The average lifetime treatment cost for an HIV positive individual is calculated to be between £135,000 and £181,000, and the monetary value of preventing a single onward transmission is estimated to be somewhere between £1/2 and £1 million in terms of individual health benefits and treatment costs.
- The prevention of unplanned pregnancy by NHS contraceptive services probably saves the NHS over £2.5 billion a year already.

Where are we going to hold the Shows?

- Our preferred London venues are those which can seat up to 2,000 people per show. For example, Hackney Empire in East London, Fairfield Halls and Broadway Theatre in South London and Shepherd's Bush Empire in West London.

How will it be publicised?

Primary publicity - eg.:

- Eddie Nestor's radio show on *BBC London (BBC Radio LDN 94.9fm)*
- Helen Knox's phone in sessions on *BBC LDN* and *TalkSport/TalkRadioUK (1053/1089fm)*
- *Men's Health Magazine*
- Press releases
- National UK charities who have expressed interest – ie. *Brook, Ability-Net, British Liver Trust, Prostate Cancer UK* – in linking to the show to publicise their work. Each of which has its own publicity network and, if involved, will be expected to use that to help us reach out to a wider audience.
- Supporting companies who can use their own PR departments to help raise awareness
- Fliers/posters to be distributed via club and student promotion networks
- 'The grapevine' and other radio stations
- The NUS (National Union of Students) Welfare Dept

How can your company help?

- You can support the show financially. The more you help us, the more publicity you are assured and the more people we can reach.

In addition:

- you can provide prize items for the 8 contestants to win throughout each show – if they are your product, you gain further publicity through product placement and donation.
- buy prizes for donation. Your generosity will also be publicized.
- the greater your financial support, the more this will be recognized and promoted in publicity material, pre and post event, and on our websites.
- supporting companies will be listed in publicity material on a pro-rata basis according to the amount of financial support received.

How will your company benefit?

You will get:

- **100% tax relief** for your **Nett** financial involvement and therefore the cheapest advertising you can buy, especially when we can publicise your involvement 'on air' and to a cross section of the media and informal networks
- Brand and product awareness to your target audience of young people.
- The more you donate and the more you help, the more young people will benefit and you are assured of good PR and publicity in the UK and overseas, as your company participates in this **VITAL initiative**.

According to *Business in the Community*

- *81% of consumers agree that they are more likely to buy a product or service that is associated with a cause they care about, price and quality being equal.*
- *77% of consumers who had participated in a Cause Related Marketing programme said it had positively changed their behaviour or perceptions towards the company or brand involved.*
- *67% of consumers think that more companies should be involved in cause related marketing.* Ref: <http://www.bitc.org.uk/marketing.htm>

By supporting us, you will be helping to prevent:

- Another teenage pregnancy
- Another baby born into the world with an uncertain future
- Another person spreading an STI which is replicated to a possible X00,000 others

How much money do we need per show?

We need approximately £35,000 per show (ex VAT) for an audience of 2,000, to provide:

- Up to £7,000 (ex VAT) for venue hire, per show
- Security and insurance, acts and music £x
- paid advertising and publicity £x
- One SEXplained... Pack for each attendee which includes 1 copy of *SEXplained 2... For Young People* and other specially printed leaflets and condoms. Product/promotional information from associated companies/charities can be included in each pack.
 - Cost £8 each pack.

Tickets

Estimated ticket prices:

- £10 each, over 16 years of age
- Concessionary £5 each for under 16s and students with recognised photographic identification card

- Seats will be booked in advance and organisations, such as schools, colleges, probation and the youth service will be encouraged to place *block bookings* at the concessionary rate of £5 per head
- We expect more £5 tickets to be sold than £10 tickets.

SEXplained...® Limited

Formed in September 1999

Directors: Helen Knox and Phillip Costello

Company Particulars

Legal Name	SEXplained... Ltd
Correspondence Address:	PO Box 6969, Chiswick, London W4 3WX - UK
Telephone	+44 (0) 20 8742 3910
Fax	+44 (0) 20 8994 8783
E-mail	sexplained.ltd@virgin.net
Primary Websites	SEXplained.com and WillyWorries.com
Legal Type	Private Limited Company
Date Established	1 st Sept 1999
Registration No.	3834365

Mission Statement

- Through education, **SEXplained...®** will promote safer sexual and reproductive health, and encourage superior sexual protection, for all.

Philosophy

- through sexual education about contraception and family planning, promote lifelong learning to avoid unplanned pregnancy and contraction of sexually transmitted infections. In particular, the prevention of HIV and Hepatitis, to people of any age, race, ability, religion or sexual orientation, without prejudice.
- train and update trainers in the field of male and female contraception, sexual and reproductive health.
- strive to liaise fully, with the international medical and nursing profession, Governments, NGOs (non-government organisations), pharmaceutical companies, condom manufacturers / distributors and other companies, the media and the public; to promote and disseminate up to date, qualified information.
- promote safest sexual and reproductive health through **SEXplained...® Edutainment**.
- assist Knox Publishing with the national and international promotion of **SEXplained...® Books**.

What does **SEXplained... Ltd** offer?

Range of services offered:

- Books and training materials
- Intensive training courses for lay trainers and influencers
- Educational stage and game shows for adults and for young people
- Parent and Teacher seminars and workshops
- TeenTALK workshops for young people
- Innovative Award Winning Online Cyber Clinics
- free and open access
- Other sexual health education websites
- WillyWorries.com which averages 2-3,000 visitors per DAY.
- Regular media columns
- Regular on-air 'clinics' – UK national and local radio

We:

- are also part of a multi-national consortium, led by Guy's and St Thomas' NHS Hospital Trust, London, involved with international HIV/AIDS training programmes.

Transparency:
SEXplained...® Foundation
Formed in February, 2001

- Has been established to advance the education of the public in all matters relating to contraception, reproductive and sexual health and to promote reproductive and sexual health awareness for the benefit of the community.
- It is a UK based 'not-for-profit' organisation, limited by guarantee, working with commercial organisations to raise their profile for social responsibility, as well as with registered charities. Company Registration No: 4164286
- We can help others fundraise to help their work in the UK and abroad.

Members of the Board of SEXplained...® Foundation include - Mr Archie Garbutt, retired; Ms Gill Sampson - Teacher and Healthcare Consultant; Ms Sarah Lennon, District Nursing Sister.

- Mr Garbutt and Ms Sampson formerly worked for Schering Health Care Ltd and have wide experience of the educational problems faced by SEXplained... Foundation.
- They each have a keen interest in promoting such education to the public.
- SEXplained... Ltd and GeeStor Productions Ltd are two of several corporate supporters of SEXplained... Foundation and no directors of SEXplained... Ltd or GeeStor Productions Ltd are on the board of SEXplained... Foundation.
- All revenues generated from the Foundation's activities are used to promote the Foundation's activities.
- No salaries, commissions, or other payments are made to the members other than legitimate expenses.

We look forward to working with you to help young people of today become the **SAFER** adults of tomorrow.

For further information about SEXplained... Ltd, please visit our website www.sexplained.com or contact us, as below.

Thank you for your time.

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