

Gain exposure to the campus crowd through Corporate Sponsorship

Interested in targeting the \$200 billion dollar college market? Students want everything from finances (credit cards) and technologies (laptops, PDA's and i-pods) to fashion products and food. Getting on campus and tapping into this market can be a tough feat. The *Power of Focus for College Students* has an answer that will benefit not only corporate sponsors but students as well.

If you are a company interested in getting front and center visibility with the student community, here's a great win-win opportunity. Align yourself with *The Power of Focus for College Students* national speaking tour and benefit from mass media exposure and a presence on campuses across the nation.

Andrew Hewitt and Luc d'Abadie, co-authors of the groundbreaking book *The Power of Focus for College Students: How to make college the best investment of your life*, will be "on stage" at various college and university campuses sharing the secrets of college success. Your company can become synonymous with this speaking tour and align itself with the positive message through signage, customized book covers, and website and newsprint advertising.

Health Communications Inc., the publisher of *The Power of Focus for College Students*, will also be lining up media coverage (TV, radio and newsprint) throughout the fall of 2005. Major sponsors will receive major exposure through these mass media vehicles in addition to excellent visibility at all the colleges visited on the Speaking Tour.

The Power of Focus for College Students is the fourth book in The Power of Focus series. The brand is well established, having sold more than half a million copies in North America with translation in 19 languages. It was co-created by Jack Canfield and Mark Victor Hansen, the creators of the phenomenally successful *Chicken Soup for the Soul* series, and Les Hewitt, one of North America's top performance coaches.

To find out how you can associate your company's image with the positive message of *The Power of Focus for College Student* Speaking Tour,

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