

ALL SEGMENTS WILL BE FEATURED ON:

<http://www.tbcn.org> (distribution 900,000)

<http://www.stemexposure.org>

 **Twitter** <https://www.twitter.com/stemexposure>

 **Facebook** <https://www.facebook.com/stemexposure>

 **Google+** <https://www.plus.google.com/+StemexposureOrgfl/>

 **Instagram** https://www.instagram.com/stem_exposure/

 **LinkedIn** <https://www.linkedin.com/in/michelleraglandblalock>

 **YouTube** <https://www.youtube.com/watch?v=rAOemj12kUk>

We will work with your company's communications department to highlight company information that can simultaneously appeal to Tweens while marketing your goods and/or services. Your company name and logo will appear on all EXPOSURE documents & Social Media.

*Creating a thirst for **STEM**!*

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STEM exposure

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www.stemexposure.org



Creating a thirst for **STEM**

Science Technology Engineering Math to Shop Travel Earn Money

Multi-Media Platform

Showing Tweens STEM CAREERS let you **S**hop, **T**ravel, & **E**arn **M**oney



What Do You
Want To Be
When You
Grow Up?

Students need a way to gain exposure to multiple paths leading to financial independence. As a former Show Host for Home Shopping Network and Reporter for various ABC and CBS affiliates Michelle Ragland Blalock has sold and told about almost everything!

Now as a Mom she is motivating her kids and yours to excel in Math and Science. How...with **STEM exposure**!

Based loosely on the popular 90's TV show "Lifestyles of the Rich and Famous", STEMexposure takes tweens inside the lives of those financially benefitting from STEM (Science, Technology, Engineering & Math) related businesses and showcases realistic yet appealing lifestyles.

STEM *exposure* segments:

▶ "You Make What?" Shows careers supporting favorite tween brands

▶ "Skills to Pay the Bills"... just how much does it cost to live these days? Shows jobs that make ends meet and more while focusing on the true cost of living



▶ "Dare to Dream Bigger (than the ball or the mic)" Shows careers in and around sports and entertainment other than the entertainer or athlete

▶ "I-Care" Shows community service efforts of those with extra money to lend a helping hand

▶ "Cash from the Couch" Shows Work from home jobs and home-based businesses

Fact:

Marketers spend \$ 17 BILLION dollars annually to reach tweens. There are approximately 20 million tweens living in the US with a collective spending power of \$43 billion dollars a year!

By using technology through the **multi-media platform STEM *exposure*** more information /exposure becomes accessible and affordable to larger groups of children while simultaneously featuring your brand.

YOUR SUPPORT of STEM *exposure* helps provide tweens with the basic information they need to better answer the question:

"What do you want to be when you grow up?"



exposure

Then there is YOLO: You Only Live Once!

Why do so many kids have the unrealistic dream of being rich and famous? Who knows, but STEM *exposure* shows that with a good income you CAN do most things you can think of and a few things you have never imagined.

The travel industry often goes undiscovered to people who are unaware of the affordability of various destinations. If nobody you know ever had disposable income to travel with, how would you know where to go or what to do once you get there?

YOLO brings to life what is thought of as "celebrity only" experiences and how to do some of the same things with just a little extra money.



We have heard the saying... "give a man a fish, he eats for a day. Teach a man to fish, he eats for a lifetime and can feed his family". But how do you get him to pick up the fishing pole?

The multimedia platform STEM *exposure* is the catalyst for motivating and encouraging youth.

SPONSORSHIP OPPORTUNITIES

We have various sponsorship opportunities offering **video interviews** with your company representatives - (Edited segment copy provided for your use)

Call In Sponsorship: Interview conducted via the internet (Skype) or telephone

Segment Sponsorship: Interview to be conducted in person with professional videographer, host, tween journalist (client provides travel expenses)

YOLO Segment Sponsorship: Multi camera shoot with professional video crew, host, tween journalist (client provides travel expenses)

Interview topics to capture a marketable experience include:

- Lifestyle
- Career
- Products/Services
- Educational Paths
- Community outreach
- Corporate STEM initiatives

