



## SPONSORSHIP OPPORTUNITIES FOR YOUR COMPANY

**Live Love By Design: Give Back to Teens Project**



Raising awareness around the issues young women face because of teen pregnancy. Times have changed. The issues have not. Sharing a woman's wisdom, heart and advice; the things that she wishes were available to her and changing lives in the process.

[www.LiveLoveByDesign.com](http://www.LiveLoveByDesign.com)

<https://fundrazr.com/Live-Love-Teen-Project>

## Live Love by Design: Give Back to Teens Project

**Live Love By Design: Give Back to Teens Project** is a fundraising project that when fully funded will accomplish the following:

- Help raise awareness around the issues young women face because of teen pregnancy. The times have changed, but the issues have not and utilising the Live Love By Design programs (on and off line), events and book, will provide scholarships for as many young women as possible to have access to our on-line program: ***Live Love: Keys to a Young Woman's Success***, along with live coaching from Karen in the Live Love Open Forum: Virtual Zoom Coaching Calls



- Fund the production of the ***Live Love By Design DocuBranding Film***, Karen's story that is the foundation for the Live Love By Design programs and upcoming television show
- Assist in approaching producers to turn Karen's book ***Teenagers Playing Grown-Ups*** into a 4-week mini-series. A story that takes four women from pregnant teen to middle age. They all choose a different solution to their unplanned pregnancy ~ Marriage, Abortion, Motherhood (single) and Adoption. Ironically these choices form the word MAMA.
- Be the precursor to the launch of a powerful ongoing weekly TV show; ***Live Love By Design TV***, a place where we interview guests, host panel discussions and round tables on topics that explore all areas of a woman's Live Love Life.

As a sponsor, imagine your name in the DocuBranding film credits, in the press releases and media packages being sent out, on the website, and in the social media messaging as we acknowledge you for your support.

Our Sponsors receive this and much more. We invite you to join us in a higher-level package to provide this transformational opportunity to the valuable women in your organization or the organization of your choice. Statistics prove that when you support the women in your organization, you are creating exponential growth opportunities for your organization.



After a couple of life changing events, Karen Chaston began to wake from what she likes to call her *Ground Hog Day Daze*. Her newfound awareness assisted her to realise that her CFO life and the life of most of her peers, was filled with dissatisfaction and dis-ease. It was

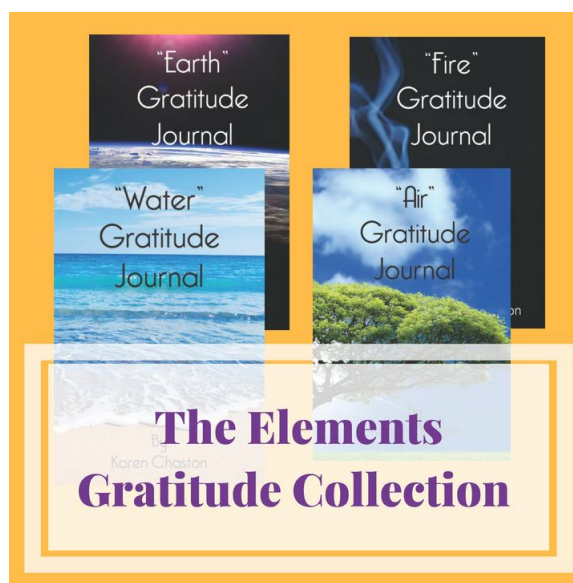
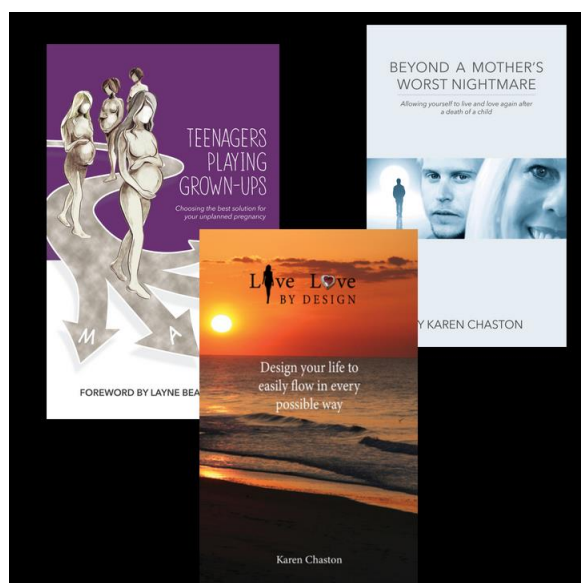
## Live Love by Design: Give Back to Teens Project

a dog-eat-dog world, where all were in survival mode, and it truly was survival of the fittest, though physically they were not fit.

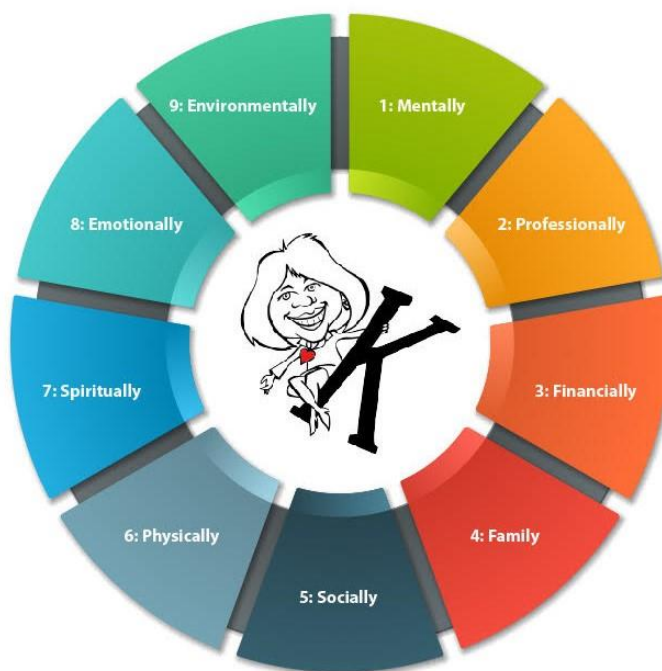
Through, knowing that surely there must be another way, an easier way to succeed at such a high level, the **Live Love By Design** brand was born and Karen's transformational work began to create success after success.

The **Live Love By Design** (LLBD) DocuBranding film highlights how, the key events in Karen Chaston's life, were all stepping stones leading to creating **Live Love By Design** programs and programming.

To see more about our campaign, click here: <https://fundrazr.com/Live-Love-Teen-Project>



**Live Love By Design** programs include an in-depth look at the 9 areas of life, called the **Live Love Gems**.



# Live Love by Design: Give Back to Teens Project

## Why This Project?

The **Live Love By Design: Give Back to Teens Project** is the heart's desire and passion of Karen Chaston. By raising awareness around the issues young women face because of teen pregnancy, Karen believes that wisdom and what has been designed in the **Live Love By Design** programs (on and off line), events and book, will provide a new perspective on life, family, career, wealth-creation and the future for countless women.

This program contains all the wisdom that Karen wished had been available to her, not only as a teenager, though also in her 20's, 30's and 40's. Karen says,

*"Life would have been so much easier. Life would have flowed and I would not have struggled so much with my life changing decisions."*

Karen believes that if as a teenager, she had the wisdom that she understands now, when facing some very real, very hard decisions; that life could have been different.

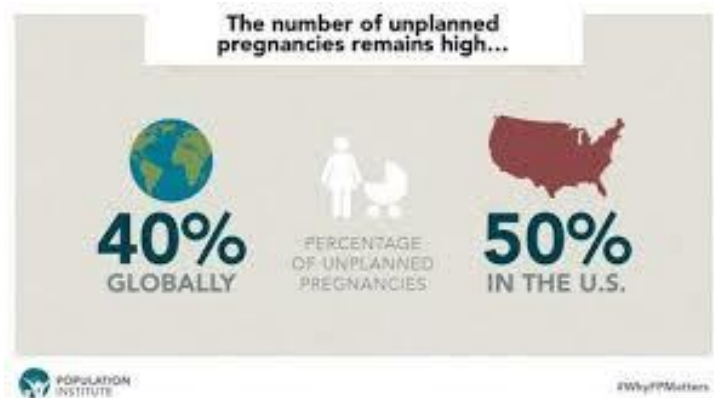
Having grown in wisdom through her years, Karen has come to realise that life is All About You, All About Your Relationships, All About Your Expertise, and All About Your Wealth-Creation. More importantly, when provided with the Live Love By Design wisdom, knowledge and gems (tools), women can create balance and less stress in their lives. A balance allowing life to flow more easily so they can be a more peaceful homemaker, more committed career woman, and more productive employee.

To tell her story in a DocuBranding film and provide scholarships through this fundraising campaign are dreams Karen has had without knowing how they might come to fruition. Now, she has created a way for this to become a reality and only needs the assistance of those who also see the possibilities of what she has the ability to do.

## The Fundraising Campaign

The **Live Love By Design: Give Back to Teens Project** and crowdfunding campaign has been designed through sponsorships and the crowd of empathizers for the work we do, to raise \$50,000, whilst raising awareness and conversation around the issues young women face because of teen pregnancy and providing solutions.

The number of unplanned pregnancies globally has reduced in the last 30 years, however, the number remains high and the issues remain the same. To answer the questions about how to make a bigger difference today, women have expressed the difficulty and the need to release the guilt and shame they've assumed. They are seeking tools and methods that the **Live Love By Design** programs provide.



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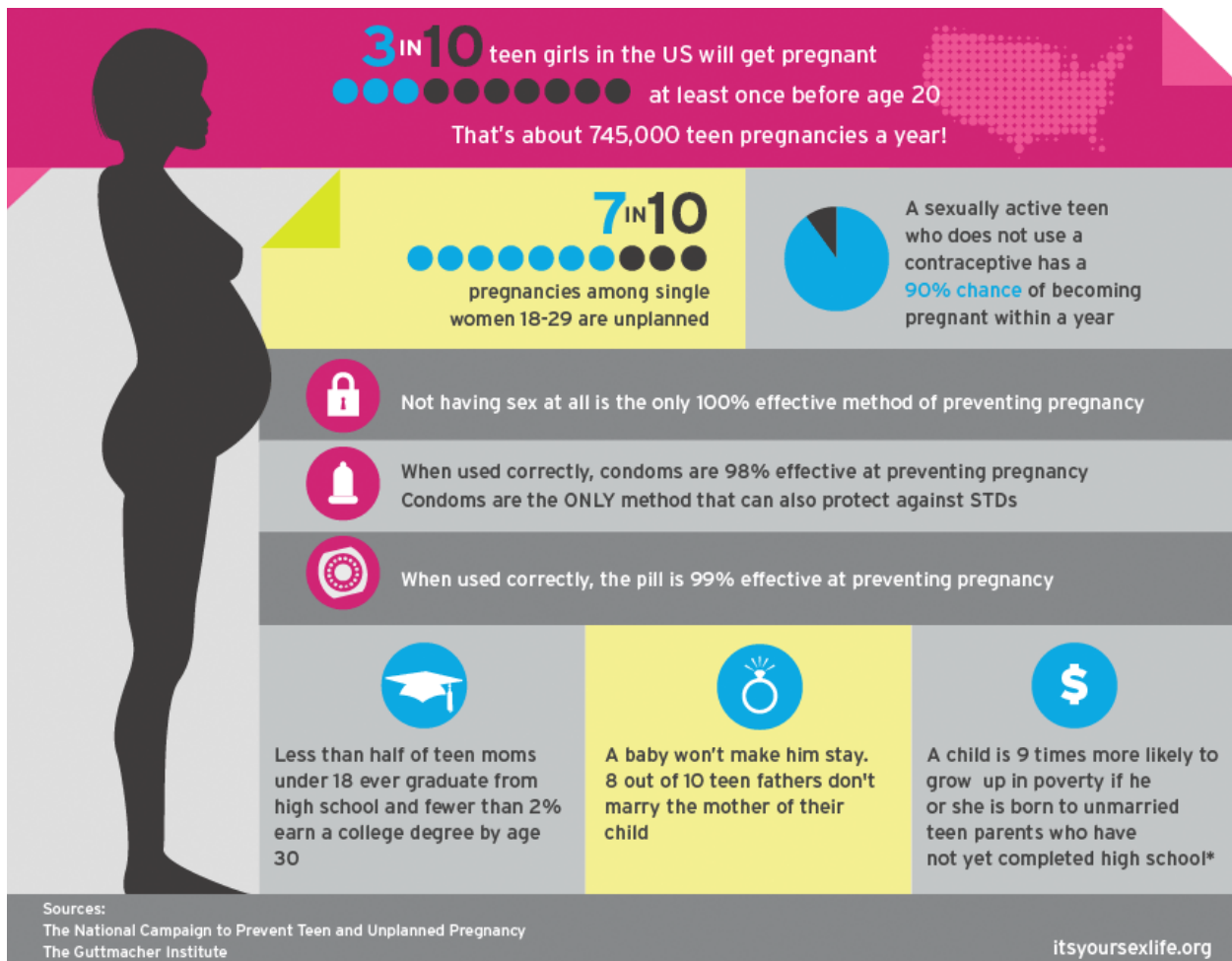
The campaign is being used as a major marketing opportunity to advance the discussion and open the doors to providing more help for these young women and those who are impacted by their mistakes.

The fundraising campaign budget for \$50,000 is outlined here:

\$ 30,000	DocuBranding TV Show Creation, Production & Marketing
\$ 10,000	Production Fees for an additional 3 to 4 shows
\$ 5,000	Administrative, Rewards, Recognition, and Product Shipping Fees
\$ 5,000	Show Promotional Advertising and Marketing Fees
<b>\$ 50,000</b>	<b>TOTAL FUNDRAISING GOAL</b>

The campaign messaging provides bite sized morsels of the wisdom of Karen Chaston, who in 1973 found herself in this position of being a teenager and pregnant. Yet, knowing that times have changed and more help should be available, the situation has not changed.

Women are still held accountable in unreasonable ways to assume guilt, shame and abusiveness because of the decisions they have made or will have to make. While these statistics are an improvement over years past, the issues of depression and guilt remain. The psychological impact on self-confidence and the possibilities life could have provided, are shattered. Our goal is to inspire women to know that life is about making self-empowering decisions that lead to happier, healthier living for themselves and their families.





## Live Love by Design: Give Back to Teens Project

Help us to spread Karen's wisdom, heart and the advice she wishes were available to her. In doing so, you will be a part of changing lives; a young woman's life; a child's life.

We are encouraging Sponsors to get involved at the \$5,000 level or higher, as we believe we will be able to serve more women and operate in the greater interest of our Sponsor's with the recognition that we are planning. Please see the details below to determine the most suitable fit for you.

To see more about our campaign, click here: <https://fundrazr.com/Live-Love-Teen-Project>

### Demographic Information

The **Live Love By Design: Give Back to Teens Project** and the related programs attract women of all ages and socio-economic backgrounds. Since 1 out of every 3 women has experienced teen or unplanned pregnancy, either personally, a friend, a child, or a relative, women are our demographic. We also attract women who have experienced the emotional impact of the decisions required to be made because of unplanned pregnancy.



We attract women ages, 25-65 years of age, most of whom are in the corporate environment. Women hold 80% of the buying power throughout most of the world. They make most of the major buying decisions, whether they are single or in a marriage/partnership relationship.

Solutions and innovative ideas come from those who have experienced the issues. These are the women who have the desire to create change and provide the helping hands needed to share their stories and help other young women, becoming difference makers in their own right.

### Media Opportunities

While we are currently seeking media partners, we are targeting partners who have thousands of subscribers that reach our target demographic of women professionals who are college/ university educated, mothers, employed, and women entrepreneurs between the ages of 25 and 65, with incomes of \$50,000 or more.

## Live Love by Design: Give Back to Teens Project

### Sponsor Benefits

The **Live Love By Design: Give Back to Teens Project** Sponsors will receive many benefits from aligning with our fundraising campaign, including recognition in the media and through our social media outreach.

Here are the details and we would love to discuss more with you.



### **\$1,000 Live Love Sponsor**

- Name & Logo Website Recognition
- Live Love by Design Book in pdf
- 45-minute Webinar Access for up to 25 women in your organization, plus
- A live 30-minute Post-Webinar Q&A
- Sponsor 3 young women in the Live Love by Design Online Program with a Certificate of Gift (Value \$2,200)



### **\$2,500 Live Love Gifting Sponsor**

- Certificate of Recognition
- Name & Logo Website Recognition
- Live Love by Design Book in pdf
- 45-minute Webinar access for up to 25 women in your organization (or an organization of your choice), plus
- A live 30-minute Post Webinar Q&A
- Sponsor 9 young women in the Live Love by Design Online Program with a Certificate of Gift (Value \$4,600)

## Live Love by Design: **Give Back to Teens Project**



### **\$5,000** Live Love Make a Difference Sponsor

- Recognition to Email List in 3 issues of the Live Love by Design Newsletter
- Press Release Mention
- Access to the Live Love by Design Online Program for 5 Women in Middle Management, including the Weekly Live Love Open Forum, 4 journals and 3 books in pdf, plus
- Live Love Gifting Sponsor Package** (Value \$9,000)



### **\$10,000** Live Love Pay It Forward Sponsor

- Recognition/Thank You or Ad Space in 3 issues of the Live Love by Design Newsletter
- Name and Logo in credits for TV Show
- Invited Guest on TV Show
- Name and Logo in credits for the Docubranding Film
- Sponsors 20 young women in the online program, plus
- Live Love Make a Difference Sponsor Package** (Value \$21,000)



### **\$25,000** Live Love Success Keys Sponsor

- Larger Recognition/Thank You/Ad Space in 6 issues of the Live Love by Design Newsletter
- Sponsor 1 young woman for a year-long 1:1 coaching with Karen, plus
- **Live Love Pay It Forward Sponsor Package** (Value \$47,000)



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### **\$50,000** Live Love Empowerment Sponsor

- Thank You Plaque
- Larger Recognition/Thank You/Ad Space in 6 issues of the Live Love by Design Newsletter
- Sponsor 3 young women for a year-long 1:1 coaching with Karen, plus
- **Live Love Pay It Forward Sponsor Package** (Value \$99,000)



### **\$100,000** Live Love Wisdom Sponsor

- Title Sponsor Placque
- Premier Recognition in the Live Love by Design Newsletter for 1 Year
- Sponsor a young women's organization or young mother's organization of your selection
- A live 45-minute presentation, plus Q&A, to the women at the selected organization
- A 60-minute Live Love 1:1 Executive Coaching Strategy Session with 25 women in middle management within your organization, plus
- **Live Love Pay It Forward Sponsor Package** (Value \$199,000)

**NOTE:** If you'd like to make a contribution at a particular level and the rewards could be adjusted to be a better fit for you, please let us know. Our mission remains the same to reach as many women as possible with the Live Love By Design programs.

### About the Creator

The **Live Love By Design: Give Back to Teens Project** and crowdfunding campaign creator, Karen Chaston, is the Founder & CEO of Kazand Investments Pty Ltd t/as Live Love By Design. Karen has made her career in the corporate environment, working her way up while achieving her Master of Accounting from Bond University, Gold Coast, Australia and becoming a CPA at age 41.

In 2008 Karen became CFO of a publicly listed company, continuing to live in the fog of life, experiencing the unexpected passing of her youngest son, Dan. In 2012, Karen chose

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redundancy from her CFO role as two companies merged. Then, she began the journey to awakening in her own life. Since then, she has been sharing and teaching the wisdom that was revealed to her.

As an entrepreneur, Karen became aware about her own brand and that every brand has an amazing story to tell about the founder and the purpose of their business. Thus, her DocuBranding film uncovers her story and tells it in a unique and interesting way.

Karen's story will be told in a way that shows her waking from her ground-hog day daze and living in Life's university. How she dug deep to become an author, speaker, trainer, coach, and mentor; and after much soul searching about ways that she and her peers' professional life could have been easier, she awoke to all roads leading to Live Love By Design.

### Conclusion

Our campaign is a quest of love to make a bigger difference in the world. Karen's team of promotional and technical partners are supporting her in amazing ways to help her accomplish this vision. Won't you please consider making a Sponsorship contribution and:

- Give a young lady the chance to Design and Live her Live Love Life bigger and better by getting her own access to the course and more?
- Assist a young mother, to become the best example for her family on how to Live and Love, even after life throws you a curveball?
- And give a young woman, a chance to get off the welfare system, to be able to become a valued member of society, one who can easily provide for her family.

We thank you, the young women thank you, their children thank you and more importantly our future generations thank you. Just imagine the world when more and more young people are raised by more conscious aware young women who are a valued member of society.

Contact us to discuss your sponsorship involvement that will help make our efforts an even greater success. Thank you! Bless you!

In Gratitude,

***The Live Love By Design Team***

**Karen Chaston, Founder & CEO**

**Live Love By Design**

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Set a time to connect with Karen: <https://karenchaston.agilecrm.com/calendar/karen>