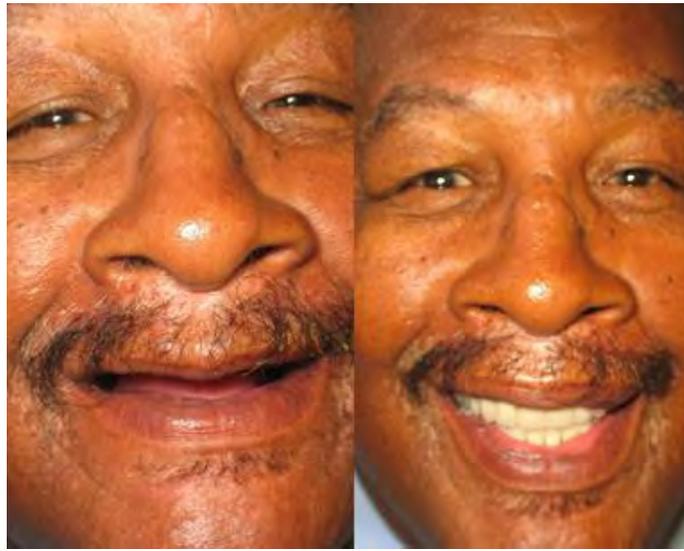




Homeless **Not** Toothless

CONNECT YOUR BRAND TO THE \$46.2 BILLION PROFESSIONAL MARKET

Homeless Not Toothless is a Charitable Organization That Will Provide Measurable Engagement and Cause Marketing Benefits for Your Brand



- **Reach** the high-income professional consumer market with purchasing power of **\$46.2 billion**
- **Increase Your Extended Reach:** Marketing through a wide range of traditional and digital media platforms will reach high-income professionals
- **Access to Audience** through email marketing, social media, blogging, and press releases
- **Gain Media Attention:** Multimedia campaigns include television, radio, social media, email marketing to a database of thousands, blogs, podcasts, press releases and print media
- **Drive Sales and Traffic:** Grow your customer base, and increase brand awareness and loyalty among high-income professional consumers
- **Cause-marketing benefits** from sponsoring an organization devoted to providing free dental care to the homeless



Endorsed by Dr. Phil and Sharon Stone

Homeless Not Toothless
11980 San Vicente Blvd., # 507 • Los Angeles, CA 90049
Web: www.HomelessNotToothless.org • Email: jgrossman@HomelessNotToothless.org

310-820-0123

Homeless Not Toothless is a 501(c)(3) non-profit organization. Sponsor fees may be tax-deductible.



Homeless **Not** Toothless

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals

ALL ABOUT HOMELESS NOT TOOTHLESS



\$3 Million in Services to the Homeless and Counting

Founded by Dr. Jay Grossman in 1992, Homeless Not Toothless is a 501(c)(3) organization dedicated to providing free dental care to the homeless and underserved. Since its inception, the organization has provided over \$3 million in services to this population.

Homeless Not Toothless has hundreds of dentists who donate some of the dental lab work. Dentists volunteer their time and either pay for their own laboratory expenses or work with labs who donate their dental work.

Most of the patients are referred by the local clinics and shelters, where their dental needs and the necessity for treatment are assessed. They include a number of military Veterans, as well as young people who have aged out of the foster system.

The dentists and staff who work with the homeless patients do so without financial compensation and with only the kindest and most generous hearts. They all have one thing in common: A belief in the power of a great smile. And a commitment to giving homeless people a reason and a way to lift themselves up to a better life.

Serving Children and Veterans

Dr. Jay Grossman started his career as a Navy dentist and has a soft spot in his heart for the homeless Veterans that he sees while walking to his office. One of his missions is to treat Veterans.

Last year alone, Homeless Not Toothless served 16,085 children, and performed thousands of procedures for Veterans and other underserved populations. Over \$885,000 worth of dental services were donated.

GOALS FOR SPONSORS

Goals

- Educate high-income professionals about your products and services
- Increase brand awareness and loyalty
- Grow your customer base
- Drive traffic and sales

2

Homeless Not Toothless
11980 San Vicente Blvd., # 507 • Los Angeles, CA 90049
Web: www.HomelessNotToothless.org • Email: jgrossman@HomelessNotToothless.org

310-820-0123

Homeless Not Toothless is a 501(c)(3) non-profit organization. Sponsor fees may be tax-deductible.



Homeless **Not** Toothless

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals

ABOUT THE FOUNDER: DR. JAY GROSSMAN



Homeless Not Toothless is the vision of Dr. Jay Grossman, DDS, founder of Dr. Jay S. Grossman & Associates, clinical professor of dental medicine at Western University, and a lecturer on staff at UCLA for 20 years. Over the course of his career Dr. Jay has specialized in delivering the finest dental care available, using the most state-of-the-art technology in the industry. As a Veteran himself, Dr. Jay served as a medical officer providing dentistry services in the U.S. Navy, where he held the rank of Lieutenant.

Dr. Jay received his degree from the New York University College of Dentistry, and obtained his license to practice in New York. He then followed his wife, Briar, to her hometown of Santa Monica, California, where he joined the U.S. Navy while studying for his California licensure. He did his tour of duty in Long Beach, and then opened a practice in Brentwood, near the VA clinic, after his discharge.

Struck by the sight of homeless Veterans begging near the VA clinic, Dr. Jay felt he had to do something to help. He started by donating his time, offering free dental care to help homeless Veterans and others. In 1992 he founded Homeless Not Toothless.

For Dr. Jay, donating dental care is about more than a great smile: In addition to the oral hygiene benefits, patients report feeling better about themselves. With increased confidence and a sense of hope, Dr. Jay's patients are better prepared to confront the challenges in their lives and obtain the gainful employment they need to get off the streets.

Dr. Jay has received a number of awards in recognition of his commitment to his profession and to philanthropy, including 2014 Superdentist, the 2011 Philanthropic Award presented by actress Sharon Stone on behalf of Valley Faith Council, a 2003 Department of Defense Award for his work with the homeless, described in *Sports Illustrated*, *People*, *Time*, and *Smithsonian*. He has reviewed over 500 cases for plaintiff and defense trial attorneys, serving as a dental expert for malpractice, auto injury and peer review.

Dr. Jay lives in Malibu, California, with his wife, Briar, their sons, Eric and Ari, daughter Sydney, and dogs, Chloe and MieXiu.



3

Homeless Not Toothless

11980 San Vicente Blvd., # 507 • Los Angeles, CA 90049

Web: www.HomelessNotToothless.org • Email: jgrossman@HomelessNotToothless.org

310-820-0123

Homeless Not Toothless is a 501(c)(3) non-profit organization. Sponsor fees may be tax-deductible.



WHY PARTNER WITH HOMELESS NOT TOOTHLESS?



TOP 10 REASONS TO SPONSOR HOMELESS NOT TOOTHLESS



MEASURABLE ENGAGEMENT

Homeless Not Toothless will work with sponsors to **measure engagement and activation, to create customized campaigns**, and to offer on-site opportunities at live events



Reach your market: Access the \$46.2 billion market of high-income professionals



Branding to upper-middle and upper-income people with purchasing power



Visibility opportunities and signage at live events



Opportunity to sponsor specific live event days



Media and Extended Reach

Multi-media campaign includes television, radio, internet, videos, and print



Speaking appearances

Extensive social media presence on Facebook, Twitter and Instagram



Email marketing will put your brand into thousands of inboxes



Blogs and podcasts

Traditional Marketing

Grant writing

Press releases and articles

Newspaper and magazine promotions



Online and Digital Marketing

Video marketing campaign

Digital press releases



Internet articles

1. **Homeless Not Toothless** is an organization dedicated to providing free dental care to those in need, and will provide measurable engagement for your brand.
2. **Reach the \$46.2 billion** market of high-income professionals
3. **Boost Brand Awareness and Loyalty** through product placements, signage, company representatives, traditional and digital media
4. **Live Events** with pre-marketing, on-site opportunities and follow-up campaigns to promote your brand
5. **Access-to-Audience** through email marketing, social media, videos, blogging, and press releases
6. **Engagement** through multimedia campaign, including traditional and digital media
7. **Expand Your Target Audience**, gaining lifelong customers in the high-income professional consumer market
8. **Connection to Successful Professionals** with tremendous consumer needs with contests, events, training programs, speaking opportunities, traditional and digital media
9. **Cause-Marketing Benefits** from supporting an organization devoted to charitable works
10. **Award Presentation:** Receive the "Making a Difference Award" with media and photo opportunities



Homeless **Not** Toothless

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals

SPONSOR BENEFITS

- **Branding** to successful professionals with considerable purchasing power
- **Reach** your target market through digital and traditional media marketing
- **Homeless Not Toothless**, a charitable organization devoted to providing free dental care to the homeless, including Veterans and young people from the foster system, will promote your brand
- **Dedicated marketing** through press releases to local and national media
- **Access to audience** with email marketing, blogs, and social media
- **Branding** to a **\$46.2 billion** market of high-income professionals
- **Multi-media campaign with traditional media which** includes radio and television appearances
- **Social media marketing** through Facebook, Twitter, LinkedIn and Instagram to an audience of thousands
- **Increase brand awareness** to high-income professionals with tremendous consumer needs
- **Interactive** benefits: Name attached to promotions, articles, and marketing
- **Email marketing** to thousands of loyal people in the community
- **Enhance** your cause-related marketing and humanitarian image by supporting an organization that provides free dental care to the homeless
- **Advertising** includes print and digital media
- **Making a Difference Award** with photo opportunities and media
- **Hyperlink, logo** and message on official website
- **Logo inclusion** in signage and posters
- **Dedicated campaigns** with pre-marketing and follow-up promotion
- **Exhibitor opportunities**, signage, and your company representatives at live events
- **Interactive contests** to promote your brand
- **Option** to sponsor specific live event days



CURRENT AND PREVIOUS SPONSORS, AFFILIATES AND CLIENTS





Homeless **Not** Toothless

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals

DEMOGRAPHICS OF SUCCESSFUL PROFESSIONALS



- Age range 40-60
- College educated
- Successful professionals in a wide range of careers
- Income range is \$100,000 to \$200,000
- Gender mix 53% female, 47% male

ABOUT THE HOMELESS

- 62.3% of the homeless are male, 37.7% female
- 40.1% are white non-Hispanic, 10.2% are white Hispanic, 40.6% are African-American, 4.4% are another race, and 4.8% are multi-racial
- About 63% of the homeless are homeless as individuals, with the other 37% homeless families
- A point in time count in January 2014 found 578,424 people experiencing homelessness, including those staying in emergency shelters and transitional housing.
- The national rate of homelessness was found to be 18.3 per 10,000 general population, according to a 2015 report.
- Rates of homelessness vary widely by state, from 120 per 10,000 in Washington, D.C., to 7 per 10,000 in Mississippi



- Contributing factors to homelessness include poverty and a lack of affordable housing in many metropolitan areas
- Veterans are at risk, with a 1-in-10 chance of experiencing homelessness in a given year
- Young adults (18-25) aged out of foster care have a 1-in-6 chance of being homeless in a given year
- People who are “doubled up,” living with friends and family instead of on their own, have a 1-in-10 chance of being homeless in a given year

Homeless Not Toothless

11980 San Vicente Blvd., # 507 • Los Angeles, CA 90049

Web: www.HomelessNotToothless.org • Email: jgrossman@HomelessNotToothless.org

310-820-0123

Homeless Not Toothless is a 501(c)(3) non-profit organization. Sponsor fees may be tax-deductible.



Homeless **Not** Toothless

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals

ULTIMATE MARKETING PLAN

- Public relations: Radio and television interviews and speaking
- Online interviews
- Grant writing
- Social media marketing through Twitter, Facebook, LinkedIn, and Instagram
- Video marketing
- Speaking
- Email blasts to audiences of thousands
- On-site signage
- Press releases and articles
- Podcasts and blogs
- Print media advertisements



MEDIA



7

Homeless Not Toothless
11980 San Vicente Blvd., # 507 • Los Angeles, CA 90049
Web: www.HomelessNotToothless.org • Email: jgrossman@HomelessNotToothless.org

310-820-0123

Homeless Not Toothless is a 501(c)(3) non-profit organization. Sponsor fees may be tax-deductible.



ENDORSEMENTS AND TESTIMONIALS



“I had never seen a dentist who would bring homeless patients into their office and help them. When I came into Dr. Jay’s office, and he was treating homeless patients, I was pretty blown away.”

~Sharon Stone – actress, film producer, former model



“One of those who is really helping us to reach out to the homeless and address their basic health needs is Dr. Jay Grossman from Homeless Not Toothless. Thank you so much, Dr. Jay.”

~Dr. Phil – psychologist, author, television host



“While some people offer the homeless food, and others offer them change, Dr. Jay realized he could make an impact

on a larger scale: He started handing them his business card. Since then he’s provided over \$2 million in free dental care to the homeless.”

~Sam Mandel – actor, The Social Network



“Homeless Not Toothless is doing a wonderful thing to help foster children in LA County.”

~Antwone Fisher – screenwriter/director/producer



“We have several medical hubs throughout our county that provide medical expertise to our children. However, we are lacking good dental care. This is when we rely on people such as Dr. Jay Grossman, the CEO of Homeless Not Toothless, because we need expert dental care in all of our facilities so that our children get comprehensive care to provide them with the outcomes they need to overcome the foster system.”

~Dr. Charles Sophy – Medical Director for the LA County Dept. of Children and Family Service



Homeless Patient Testimonials

“Walking out a prison gate and getting a set of brand new teeth, is high on a convict’s bucket list – at least it was for me. I dreamed about stepping out into the brand new world with a brand new walk, a brand new talk and a brand new smile. What Dr. Jay gave to me was a blessing and a new connection to life. I’ll forever have gratitude for his generosity.”

“Dear Dr. Jay, today marks the date that I have 10 years of continuous sobriety. In my first months of my recovery, you gave me the confidence to smile. And in so doing, you gave me my voice again. Your work allowed me to awaken the part of myself that spoke without caring about the shape of my mouth, the gaps in my teeth. I could focus on the words again. And I could be heard.”



Homeless **Not** Toothless

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals

SPONSORSHIP: YEAR-LONG MULTI-BENEFIT PACKAGES

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Package
Smile for the World Sponsor	\$100,000 per year	Product Placement International Platform Branding to Audience Visibility Exposure Impressions Connections Engagement Media Contest Surveys Spokesperson's Benefits Dedicated Campaigns	All the benefits of the Gold Smile Sponsor level plus: <ul style="list-style-type: none"> National platform through web branding and speaking, contests, and traditional media Multimedia national and local campaigns include television, radio, Internet, print and social media Opportunity to sponsor a live event day Satellite tours Dedicated press releases promoting your brand Customized speaking presentations and live events Option to sponsor interactive events, workshops and lounges Certificate in your honor Be featured in our bi-monthly newsletter
Gold Smile Sponsor	\$50,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys Media Spokesperson's Benefits Award Presentation	All the benefits of the Dazzling Smile Sponsor plus: <ul style="list-style-type: none"> Inclusion in marketing campaign which includes radio, television, print and Internet and social media Dedicated campaigns with pre-marketing and follow-up promotion "Making a Difference Award" will be presented to sponsor with media and photo opportunities Opportunity to sponsor a live event day Option to provide prize giveaways The endorsement of your company by Homeless Not Toothless
Dazzling Smile Sponsor	\$25,000 per year	Visibility Exposure Impressions Connections Engagement Contest Surveys Speaking Opportunities	All the benefits of the Bright Smile Sponsor plus: <ul style="list-style-type: none"> Company representatives at the events Branding on a national resource list Customized surveys Online contest for your company Press releases to local and national media Distribution of marketing materials and inclusion in a national resource list On-site sales, sampling, and couponing opportunities Opportunity to sponsor a live event day
Bright Smile Sponsor	\$10,000 per year	Visibility Exposure Impressions	<ul style="list-style-type: none"> Exhibitor opportunities, signage and your company representatives at the virtual and live events Promotion in social online media campaigns Logo inclusion in posters and signage VIP passes for staff and special clients Email blasts to proprietary database as well as strategic alliances and joint ventures with organizations Option to put marketing materials and premium items in official gift bags Enhance your cause-related marketing by supporting an organization that provides quality dental care to the homeless, including military Veterans and foster kids

Connect Your Brand to the \$46.2 Billion Market of High-Income Professionals



Call Now (310) 820-0123