



SPONSOR PROPOSAL FOR
HARVESTING HAPPINESS
FILM • TV • RADIO • COMMUNITY

**HELP OUR POST COMBAT VETERANS
AND THEIR FAMILIES REBUILD
PERSONAL HAPPINESS IN THEIR LIFE
TOGETHER BY BECOMING AN
HH4HEROES CORPORATE SPONSOR**

"Thank you Harvesting Happiness for Heroes™ for the work you are doing to help warriors restore their smiles." -J. Johnson

A portion of the proceeds will be donated to Harvesting Happiness for Heroes™,
A pending 501 (c)3 non-profit corporation





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HOW CAN A SOLDIER NAMED JAKE FIND HIS HAPPINESS?



Jake was a young father deployed in the Middle East faced with an impossible decision while behind the wheel of a military tank. His mission was to plow forward no matter what. In the middle of the road was a little 8 year old boy who wouldn't move. **His Commanding Officer ordered him to keep driving for the safety of Jake and his entire company.** Flash forward to back in America, Jake's son is the same age as the little boy. Jake can't work, can't relate to his family, he is immersed with guilt, and suffers from constant flashbacks. **This is an example of the invisible wounds of war and sacrifice our service men and women are experiencing every day. How can Jake find his happiness?**

WHAT IS COMBAT TRAUMA?

Combat Trauma, referred to as Post Traumatic Stress Disorder (PTSD), can occur after any traumatic event when a person felt scared or in danger, felt that their life was being threatened, where they saw other people being injured or dying and had no control over what was happening. Anyone who has gone through a life-threatening event, such as Combat or Military exposure, can experience PTSD. The lack of control throughout such an experience can lead to feelings of fear, anger and confusion, making it difficult to continue their daily life without disruption caused by spontaneous emotions.



**Lisa Kamen, Founder of Harvesting Happiness™
Helps Military Heroes**

Lisa Kamen, founder of **Harvesting Happiness™**, life’s mission is to facilitate the Jakes, John Does and Jane Does of the world in recapturing their smiles. Her fortuitous calling focuses on re-awakening the joy in the hearts and minds of our military heroes, wounded warriors, their families as well as the civilian population. Her work as a “Positive Psychology Coach” is dedicated to aiding those suffering from trauma to get their life back, restore their family model, crystallize their goals, and lead a more fulfilling and satisfying existence. One of her biggest goals is to assist in the transformation of the invisible wounds of war from combat trauma to growth.



Lisa Kamen

Filling the Spiritual Life of the Military Heroes

Lisa Kamen is a thought-provoking filmmaker, author, motivational speaker, Internet TV show co-host, and talk radio host. It takes a fearless, driven woman with a “why not” attitude to travel the globe in search of happiness. Interviewing the entire spectrum of the human experience from prostitutes, transvestites, homeless people, drug dealers, house wives, politicians, to children and seniors, Lisa Kamen has truly had a bird eye’s view on life.

Her unrelenting quest for figuring what makes people’s hearts tick all began as the thesis for her masters degree in Spiritual Psychology.



Lisa Kamen made her documentary film, H-Factor: Where Is Your Heart?™ with her daughter Kayla

**Accidental Filmmaker of Film: H-Factor...
Where is Your Heart™?**

With just a camera in hand and her 9 year-old daughter, Kayla, by her side, they scoured 5 continents and 12 countries to find the missing ingredient to what makes our hearts’ sing and where true and lasting happiness abides. As an accidental film maker, her documentary, **H-Factor... Where is Your Heart?™**, has received worldwide acclaim and catapulted Lisa to become a prominent and celebrated motivational speaker specializing in the field of happiness.



ABOUT THE FOUNDER OF HARVESTING HAPPINESS™

Coveted Guest Expert on Happiness

Displaying a poetic comprehension of human behavior combined with a lovable vitality for life, Lisa Kamen is an international radio host and well sought after guest expert. Lisa has appeared on **Motherhood Talk Radio, Military Moms Talk Radio, Voice America with Drs. Cathy Greenberg & Relly Nadler, The Elsie Coit Show,** and **The Lunchtime Show with Graham Marcus** as well as the host of her own weekly live radio show, **Harvesting Happiness Talk Radio™**. Her highly praised **Harvesting Happiness™** workshops and seminar series are requested by leading companies such as **Equinox Fitness, Motherhood Inc.,** and the **New York City Parks and Recreation**. Even her new book, **Harvesting Happiness for Skeptics and Seekers™**, is in the works to enlighten readers worldwide.

Charity for Military Heroes

She is the founder and executive director of **Harvesting Happiness for Heroes™**, a pending 501c(3) non-profit corporation dedicated to making her stigma-free well-being programs accessible to Military service personnel and their loved ones experiencing challenges with Combat Trauma, Traumatic Brain Injury (TBI), and post-deployment reintegration issues.

True Happiness

Lisa Kamen lives in Los Angeles with her daughter Kayla and her son Aryel. Lisa started out as a mom that went back to school and “stumbled upon her life.” She may not have experienced war herself, but she believes, “We all have our own wars within us. I can’t understand a soldier’s experience fully but, my heart can relate to it.” She has extended not just her heart, but her hand to countless men and women across the globe. She is creating a legacy we can all learn from: It’s one thing to cultivate joy. It’s another to know we all deserve it.

HARVESTING HAPPINESS™ WILL CONNECT YOUR BRAND TO THE POWERFUL MARKET OF MILITARY AND THEIR FAMILIES

FOR
HEROES

Harvesting Happiness™ is a global brand that helps Military heroes deal with combat trauma and discover their true happiness.

Current Media for Brand Awareness



FILMS & FESTIVALS

H-Factor Film
Film Festivals



RADIO SHOWS

Harvesting Happiness™ Talk Radio



WORKSHOPS AROUND THE US AND ABROAD

Half Day, Day Long, Weekend,
5 Day Workshops for Military and Civilians



VIDEO/BROADCAST

Your Happiness Now™ Internet TV Show
Finding Happiness Video Competition on YouTube
Online Webinar Classroom



SPEAKING TOUR

Speaking on Road to Happiness at various live events to over 5,000 attendees per year
Proprietary database of 8,000 people



BOOK TOURS

Book: Harvesting Happiness for Skeptics and Seekers
eBook and Viral Campaign: Got Happiness Now?
8 Keys to Unlocking a Joyful Life



GUEST BLOGGER

GratefulNation.org
MotherhoodIncorporated.com
Lisa Kamen Blog

TOP 10 REASONS

TO SPONSOR HARVESTING HAPPINESS?™

Help Give Unique Sponsorship Support and Post Combat Treatment Education to our Nation's 3.3 Million Active Duty Military Soldiers, Veterans and their Families through the HH4Heroes Organization. Here is What HH4Heroes Can Offer You:

1. Expose your Brand to Harvesting Happiness™ Radio, TV shows and YouTube channels
2. Expose your Brand to Harvesting Happiness™ Radio, TV shows and YouTube channels
3. Enhance your Cause-Related Marketing by participating in a brand that empowers military families
4. Boost Brand Recognition: Exhibitor opportunities, signage, and your company representatives at live events nationwide
5. Increase your Product Placement and Branding in H-Factor Film at live events and film festivals
6. Expand Your Target Audience: Speaking opportunities at events with exposure to over 5,000 attendees
7. Gain Media Attention: Press Releases to various media outlets
8. Be Represented by Lisa Kamen, America's Expert on Happiness, as spokesperson for your company
9. Extend your Reach through inclusion in 6-city book and media tour
10. Be an Honored Supporter: Receive the "Making a Difference Award" with photo opportunities and media



SPONSOR BENEFITS

Some promotional opportunities can include, but are not limited to:

- ✓ Exposure on Harvesting Happiness™ Media including Film, Internet TV, Radio, and YouTube Channel
- ✓ **Hyperlink on official website**
- ✓ Enhance your cause-related marketing by participating in a brand that empowers military families
- ✓ Exclusivity in your category
- ✓ **Exhibitor opportunities, signage, and your company representatives at live events nationwide**
- ✓ Branding on radio and television shows
- ✓ Promotion to proprietary database and Social online media with 10,000 people (Facebook, LinkedIn, and Twitter)
- ✓ **Product placement in H-Factor Film**
- ✓ Branding on a national resource list
- ✓ Option to provide premiums in event bags
- ✓ **Speaking opportunities at live events with exposure to over 5,000 attendees**
- ✓ Free ad in program book
- ✓ Option to provide prize giveaways
- ✓ On-site sales, sampling, and couponing opportunities
- ✓ **VIP passes for staff and special clients**
- ✓ Promotion in upcoming media
- ✓ Dedicated campaign with pre-marketing and follow-up promotion
- ✓ Email blasts to Harvesting Happiness™ community
- ✓ Press Releases to various media outlets
- ✓ “Making a Difference Award” with photo opportunities and media
- ✓ iTunes Podcasting



UPCOMING MEDIA FOR MAXIMUM VISIBILITY

FOR
HEROES

- ✓ Carrie Hill Public Relations specializes in the military
- ✓ Your Happiness Now™ (Internet TV Show): podcast format & rebroadcast on YouTube
- ✓ Personal H-Factor videos on YouTube
- ✓ "Finding Happiness YouTube Channel" Video Competition (Joint Venture with Pursuit of Happiness.org-Largest internet database about the science of happiness)
- ✓ Launch of book: Harvesting Happiness for Skeptics and Seekers™
- ✓ Facebook Fan page
- ✓ Harvesting Happiness™ Live Talk Radio with podcast on iTunes
- ✓ eBook Viral Campaign: Got Happiness Now? 8 Keys to Unlocking a Joyful Life
- ✓ Film festivals in 6 cities that will reach 30,000 people
- ✓ Speaking at 60 live events per year to over 5,000 people



Speaking tour will include these locations:



- ✓ Sundance Resort
- ✓ New York
- ✓ Boston
- ✓ Los Angeles
- ✓ San Francisco
- ✓ London
- ✓ Chicago
- ✓ Nashville



TESTIMONIALS

What Military Veterans are Saying:

"There is no better gift to give yourself than the direction that comes from making time to reflect upon your own happiness."

-L. Marmesh

"Harvesting Happiness™ sessions are very beneficial and should be on everyone's schedule at least once a month!"

-D. Bigg

"This workshop is a great tool for goal setting, relaxing, and a wonderful way to bond with co-workers."

-K. Zeleninkaya

"Prior to taking a Harvesting Happiness™ workshop, I never really thought about happiness or placed any value in it. I now understand the power of optimism and hope in helping make my goals into reality."

-C. Yaden

"As a Veteran, I am constantly wrestling with the past and how to make my experiences work for me in the present. This workshop helped me clarify what I am doing and where I want to be."

-F. Williams

What Clients are Saying:

She Inspired the Students....I Have Never Felt More Proud as a Teacher

As I anticipated, Lisa's film was extremely well received. I was very impressed – she had managed to beautifully weave together many perspectives on happiness, including those of many of the most prominent researchers working on the topic. She inspired the students with her film and in discussion. What I had not anticipated was how amazingly wonderful the conversation would be after the film. The students opened up beautifully and I have never felt more proud as a teacher than I was watching the conversation that continued until the time for our class ran out. I could not be more enthusiastic in my recommendation.

- John Monterosso, PhD, Asst Professor of Psychology, University of Southern California





TESTIMONIALS

What Clients are Saying (continued):

I Can't Think of a Demographic That Would Not Be Able to Benefit From Her Core Message

It was an uplifting, experiential, and instructive presentation. As such, much healing information based both in science and philosophy got conveyed in a gentle although profound way. Her natural charismatic style of presenting, her understanding of the population in attendance, as well as her professional ability to engage, interact made the message of her movie personally relevant and thought provoking. She has blended all worlds well; Motherhood, psychology, and film. By using her young daughter as a lens through which to explore happiness as a topic of health and well being, she emphasizes the power of thriving joyfully as a choice and a means to fulfillment. I can't think of a setting or a demographic that would not be able to benefit from her core message.

- Crescent Orpelli, MFT

The Staff Walked Away With Their Own Slice of Happiness

Lisa made breakthroughs within the group by stirring up emotions and getting staff as well as supervisors to use happiness as a tool to relieve stress and promote positivity in their lives. At the end of the workshops, individuals walked away with their own small slice of happiness that they could look at and draw from every day. The effects of the workshop are still felt in our office where staff proudly displays collages on their cubicles as reminders of the time spent at the happiness workshop and the awakening it provided them, which is a testament to the effectiveness of the material as well as the presenter.

- Kim Mc Neal, NYC Parks & Recreation, Manhattan Chief of Recreation



Improved Sense of Direction and Control Over Health and Lifestyle

Working in a higher end fitness facility brings our team in contact with people who have high stress life styles. At times, they are not able to focus on what makes them happy and what they want. The tools and information gained in the Harvesting Happiness™ workshop allowed us assist our clients in identifying what goals they have and what it really means to them. In the end, it gave the clients an improved sense of direction and control over their health and lifestyle. There is no doubt that all who have the pleasure of working with Mrs. Kamen will leave with new information, heightened outlook on what they want, and the tools to do the same with their clients.

- Matthew Berenc, Fitness Manager, Equinox Fitness Clubs





ADVISORY BOARD AND STRATEGIC ALLIANCES



Dr. Cathy Greenberg of is co-author of "What Happy Companies Know" (with Dan Baker & Collins Hemingway) and "What Happy Women Know" (with Dan Baker & Ina Yalof). Cathy delivers time tested "happiness tips" with a passion for story telling coupled with good humor. She is also a co-host of Your Happiness Now TV.



Dr. Lynn Johnson has trained therapists in positive psychology and rapid treatment and coaching techniques from all over the country, literally from Fairbanks, Alaska to Key West, Florida.



Grateful Nation and Beth Israel Deaconess Medical Center of Boston

Each year, about a quarter million patients and their families count on Beth Israel Deaconess Medical Center. Every day, we strive to meet and exceed their expectations.



Robert Biswas-Diener is widely known as the Indiana Jones of Positive Psychology because his research on happiness has taken him to such far flung places as Greenland, India and Kenya. He is also co-founder of the charitable mission The Strengths Project.



Linda Hollander: Linda is known as the "Wealthy Bag Lady." She is the author of Bags to Riches: 7 Success Secrets for Women in Business, the founder of the Women's Small Business Expo, and the president of the International Sponsorship Association.



Kripalu Center for Yoga and Health: Taught by leading health, nutrition, lifestyle, yoga, and fitness professionals, Kripalu helps create positive lifestyle changes that transform people's health and life.



Sue Lynch: Sue is an attorney, an officer in the Judge Advocate General Corp (JAG), and the founder of There and Back Again, a Boston-based non-profit which provides healing services for veterans of Iraq and Afghanistan.



Sergeant Andi Brandi: Is a combat trauma specialist. His forthcoming book, The Warrior's Guide to Worlds at War, the Dragon has Awakened, is receiving accolades for helping the military heroes.



Pursuit-of-Happiness.org (Teaching Happiness Inc.) is a group of educators and specialists in web design constructing a multimedia educational platform on the internet devoted to the topic of human happiness.



Operation Gratitude: Lisa Kamen will provide a gratitude card with 100,000 care packages sent each year.

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(877) 929-5300 • Lisa@HarvestingHappiness.com • Articles and updates at HarvestingHappiness.com

A portion of the proceeds will be donated to Harvesting Happiness for Heroes™, A pending 501 (c)3 non-profit corporation

PRESENT, PAST SPONSORS, & CLIENTS

FOR
HEROES



Grateful Nation (fundraising arm of the Beth Israel Deaconess Medical Center)

Equinox

There and Back Again Therapeutic Yoga for Soldiers

New York City Parks and Recreation

Motherhood Inc.

Sundance Resort

CHARITABLE PARTNER- HARVESTING HAPPINESS FOR HEROES™




Part of the proceeds will be donated to Harvesting Happiness for Heroes™ is a pending non-profit 501c(3) charity and sponsor fees may be tax-deductible.

HH4Heroes is proud to offer sponsorship packages for all company sizes and charitable outreach capability. We welcome your inquiries and are happy to assist your company with your Military Outreach efforts.

Help Our Post Combat Veterans and Their Families Rebuild Personal Happiness in their Life Together. Become an HH4Heroes Sponsor by calling 877.929.5300 now.

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A photograph of a post-combat veteran in camouflage clothing and a cap, smiling and talking to a young child in a park. The veteran is on the left, and the child is on the right, looking up at him. The background is a blurred park setting with trees and a building.

**HELP OUR POST COMBAT VETERANS AND
THEIR FAMILIES REBUILD PERSONAL
HAPPINESS IN THEIR LIFE TOGETHER.
BECOME AN HH4HEROES SPONSOR-**

CALL NOW 877.929.5300