

# *The P.A.L. Licensing Process*

## **Why become a Licensed Operator of *Project American Life*?**

- 1.) **Renewing America:** *Project American Life (P.A.L.)* instills the core principles of our Founding Fathers ~ enduring ideals upon which subsequent millions have found Life, Liberty, and the opportunity to seize their greatest dreams. Moreover, many thousands have given their lives to ensure the survival of these sacred gifts. Amazingly, *P.A.L.* teaches these “self-evident truths” using one-of-a-kind classes and simulations that are exciting, robust, and inspiring! *Project American Life rekindles America’s founding principles by inspiring young people to understand and appreciate our Founders’ noble ideals, sacred honor, and ultimate sacrifices ~ thus compelling a new generation to uphold these standards in all aspects of their lives.*

During this four-day educational adventure students, teachers, and staff will gain new appreciation for our Democratic Republic. They will see how the 4 Cs (Clarity, Compassion, Courage, and Commitment) frame mankind’s true purpose ~ the *Great Cause* of a greater community ~ *The City on a Hill*.

- 2.) **Personal Success:** Give a man a fish and feed him for a day; teach a man to fish and feed him for his life. In America, rugged individualism and the free enterprise system are melded with the transcendent purposes laid out in The Declaration of Independence and The Constitution. *Project American Life* is designed to accomplish this *Great Cause* while simultaneously generating revenue for the owner / operator. *Project American Life* understands the importance of having a market driven product. Moreover, no business can be efficient or grow exponentially when it is dependent upon charitable funding. *P.A.L.* Licensees have the extraordinary benefit of receiving detailed educational, operational, and marketing templates that have been streamlined for success. And thus, the *P.A.L.* business is a turnkey operation ~ complete with step-by-step personal consultation.

## **Key Considerations:**

**Facilities:** *Project American Life* has discovered that most summer camps have very little demand during the weekdays of the school year. Conveniently, this is when *Project American Life* has the need for camp space. If you are an entrepreneur, you will find most camp owners eager to partner with you in running *P.A.L.* If you are a camp owner or director, you will find that an additional \$400,000 to \$600,000 annually helps your bottom line and allows you to retain management and teaching positions as well as employ cooks and maintenance staff year-round.

**Marketing:** Our specifically tailored marketing system will guide you through marketing *P.A.L.* to public and private schools. Our unique approach will help you generate interest and isolate the decision makers who determine if a school can attend. Our marketing system, which includes brochures, a national website, DVDs, pamphlets, testimonials, and operational forms / letters, makes selling *Project American Life* comparatively easy.

**Revenue:** Within two years, you will have your own well-honed, regenerating management system that helps create highly-trained coordinators / teachers, an impressive network of supporters (both teachers and parents) and thousands of young clients who have been rewarded intellectually, morally, and even spiritually ~ perhaps for a lifetime! Extra funds can be used for improvement and/or expansion of camp facilities, retention and development of staff, mentorship programs, and a host of other projects.

**Program:** The *Project American Life* program is an amazing compilation of rigorous cognitive adventures, especially targeted for 6<sup>th</sup> graders. With *P.A.L.*'s comprehensive materials and training, new operators have every opportunity to succeed. One of the greatest rewards is getting to see the students seize true virtue with passion and vigor. (Only those who have experienced *P.A.L.* can know the profound nature of these life transformations.) *Project American Life* believes the reward for this extra difficulty is seeing children with a new sense of direction and purpose. Teachers, parent chaperones, and even politicians see the true value and hope generated by this program. This inspiration will produce long-term, even lifetime, clients that return year after year.

**Proven:** Creating a program easily sold to schools and that accomplishes such manifest good has taken 12 long years of research, design, and necessary trial and error. *Project American Life* is the product that now stands ready to transform America ~ this *Ultimate Educational Adventure* provides astoundingly consistent results. As a beginning tutorial, one need only read some of *P.A.L.*'s cornucopia of testimonials, or simply talk with someone who has seen it in action. With *P.A.L.*, seeing is believing!

### ***Project American Life* Licensing**

All materials of *Project American Life* are the intellectual property of Jamie Aiken and are copyrighted. Any infringement, copying, adapting, or implementation without the consent of Jamie Aiken will be prosecuted to the fullest extent of the law.

I would like to become a *Project American Life* Licensed Operator. What do I do next?

- Step 1.) Check out the website: [www.projectamericanlife.com](http://www.projectamericanlife.com)
- Step 2.) Read testimonials
- Step 3.) Speak with program founder, Jamie Aiken
- Step 4.) Sign nondisclosure agreements and request financial offering
- Step 5.) Set up an appointment to observe *P.A.L.* in action.
- Step 6.) Decide if you would like to operate your very own *P.A.L.* adventure.

### **What does it cost to be an Officially Licensed Operator?**

There are currently two tracks:

**Track 1.)** If you desire to operate *Project American Life* in Alabama, Georgia, or Tennessee, *P.A.L.* will partner with you and create a program director position for you. You will be trained to run your own *P.A.L.* program. This vesting track will take 2-3 years but will result in partial ownership of your officially licensed program with salaries up to \$100,000 / year. In this scenario, *The Refuge* will own a percentage of the organization and receive a percentage of net profits.

**Track 2.)** If you are a larger organization, such as a YMCA, Boy or Girl Scouts, private summer camp, or church owned facility, you may choose to become an Officially Licensed Operator. If this is your interest, simply call the national office and request a *P.A.L.* application form. Once it has been reviewed, a *P.A.L.* representative will call to share information and discuss the process. If both parties are interested in proceeding, additional information will be sent to you. After reviewing the materials, an introductory visit with the program founder and select *P.A.L.* staff may be arranged. During this visit, all facets of *P.A.L.* operations will be given a thorough overview. If a currently operating *P.A.L.* site is near, the potential new Licensee may observe some of the program in action. In addition to being provided a wealth of data, potential new operators will be encouraged to ask any questions concerning general *P.A.L.* operations. There is no charge for this initial visit. (The potential new Licensee pays travel expenses.) After this visit, both parties may reach conclusions as to whether to move forward or not.

### **The Steps to Success:**

**One:** If parties agree to proceed, a Licensing Contract is executed and Licensees are given a comprehensive start-up kit including the curriculum, marketing tools, brochure templates, operational forms and letters, and a host of instructional materials. Upon execution of the agreement, you become an “Officially Licensed Operator” with full rights to the use of all *P.A.L.* trademarks! Also, as part of this agreement, Licensees receive four two-hour Q. and A. sessions with the program’s founder to discuss whatever issues are of greatest importance to the new operator, i.e., marketing, pedagogy, staffing, philosophy, etc. The fee for Step One is \$20,000 (and travel costs if applicable) and is payable to *The Refuge*. (Note: The fee for Step One is the average gross revenue from just one *P.A.L.* program week.)

**Two:** Licensed *P.A.L.* Operators may have the founder or another experienced *P.A.L.* director visit their camp and work through its unique particulars ~ offering logistical advice on how to best set up program elements specific to the facility. The balance of this three-day visit may be used at the new operator’s discretion. The fee for Step Two is \$5,000 (plus travel costs) for the founder or \$3,000 for an experienced *P.A.L.* director.

**Three:** *P.A.L.*’s founder or another experienced *P.A.L.* director as well as two experienced *P.A.L.* teachers will help new operators conduct their initial pilot week wherein a host of visitors (teachers, principals, boards, etc.) can be invited to observe. This is a perfect opportunity to market, possibly even filling one’s entire calendar. The fee for Step Three is either \$7,500 or \$5,000 (plus travel costs) depending on whether the founder or an experienced *P.A.L.* director makes the trip.

**Additional Royalty and Association Fees:** As per the Licensing Contract, there is an annual Licensing Fee of \$10,000. New operators may join the *P.A.L. Association* wherein they receive on-going training / technical support, national lobbying / advertising, and a pass to the annual *P.A.L.* seminar / workshop. There is an annual membership fee of \$5,000. The first two years of membership are pre-paid if new operators choose Step 2 or Step 3.

All Fees are payable to *The Refuge, a 501(c)(3) nonprofit organization.*