



LetsGetBooking.com

We Help Dyslexics Build Their Confidence

Media Kit

2018

Our Mission



We Help Dyslexics Build Their Confidence

We've struggled with our learning disabilities for years. Having a learning disability makes school much more difficult and affects your confidence. It also has a big impact upon your family. Our parents spent years and thousands of dollars trying to get us the help we need.

Studies show that as many as 1 in 5 people are dyslexic. One of the problems is that many of them don't know it. Many find out only after searching for help when their kids start struggling in school.

We struggled too. That's the reason we formed Let's Get Booking. We wanted to provide FREE help to families, regardless of where they live, their financial situation and how far along they are in their journey.

This past March we were selected as one of 8 winners of The Palm Beach Philanthropy Tank. We received an investment from John F Scarpa one of the Founders of The Cellular One Network to help make our project a reality and make it much easier for others struggling with learning disabilities to get the help they need.

A 2018 WINNER



Powering tomorrow's change leaders, today.



Our Founders



Shane Herman

Shane Harrison Herman co-founded Let's Get Booking as a 10 year old 6th grader in March, 2018. He was diagnosed with dyslexia when he was 8 years old. In his free time, he plays baseball, video games, and he loves reading to his dog Charlie. His favorite book is Papi by David Ortiz. His idea for lets get booking started when he noticed other students with dyslexia having the same issues in school as he did, low confidence and refusing to read aloud. In Shane's experience reading to seniors he left with a ton of confidence, kind words of encouragement and new friends in his community.



Nestor Flores

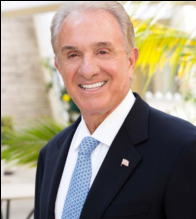
Nestor Cruz Flores co-founded Let's Get Booking as a 13 year old 7th grader in March, 2018. Nestor was diagnosed with speech and language delay, Apraxia and Aphasia. In his free time he plays the clarinet, sings in the choir, and he loves to draw. His favorite book is the Diary of a Wimpy Kid series. Nestor enjoys the opportunity to read to cats and would adopt a cat if it weren't for his dog Twinkles.



Our Investors



Powering tomorrow's change leaders, today.



John F. Scarpa

Mr Scarpa is the principal investor in Let's Get Booking.

Mr. Scarpa is currently an investor and has been an entrepreneur in the cable television and cellular telephone communications industries. He was co-founder, president and COO of American Cellular Network Corporation (NASDAQ), licensed to operate cellular telephone systems in the northeastern U.S. As co-founder of Unitel Wireless Communications Systems, Mr. Scarpa also developed and operated cellular telephone systems throughout the U.S. and was one of the original members of the Cellular One Network. While in the Cable TV Business, he was instrumental in establishing the New Jersey and the Northeast Cable TV Associations.

Through the John F. Scarpa Foundation, he supports education, healthcare, and disadvantaged families. He is the principal benefactor for the Frank and Edith Scarpa Regional Cancer Center at Inspira Health Network in Vineland, N.J. Mr. Scarpa serves on the board of directors of the Town of Palm Beach United Way, The Civic Association of Palm Beach and he is a board member of NECO The National Ethnic Coalition Organization NYC. Also, Mr. Scarpa is the President of the Palm Beach Police Foundation. He has received honorary doctorate degrees from the American University of Rome, Italy, and Villanova Law School, where he established the John F. Scarpa Chair in Catholic Legal Studies.



Rick L. Stone

Mr Stone is a founding investor in Let's Get Booking.

Since earning his J.D. from Columbia Law School, Mr. Stone has amassed extensive legal expertise, dating back to his earliest experience as a law clerk for the Honorable Charles Sifton of the United States District Court for the Eastern District of New York. Rick is a former partner at one of the country's oldest law firms, Cadwalader, Wickersham & Taft. He has been Lead Counsel on several major high profile successful consumer and securities class actions. Rick now spends a considerable portion of his time on managing his family office which he founded.

Rick also dedicates a substantial portion of time to philanthropy and is involved with numerous local and national charities such as the Community Foundation for Palm Beach and Martin Counties. Currently, Rick serves on the executive committee of Junior Achievement of the Palm Beaches, and teaches economics at Palm Beach Lakes High School as part of its volunteer program that teaches pre-law programs at local high schools.



Why We Invested



Dear Nestor and Shane,

I am writing to congratulate both of you on your wonderful presentation at the Philanthropy Tank Finals of Read With Me (now Let's Get Booking). Your program to work with dyslexic young men and women, to help them become better readers, will be a life changer for each of them. I love the development of your software, which will offer practice reading and stress-free environments. The plan that you have, which is to allow dyslexic students to read to senior citizens and animals at the animal shelter to engage and improve their reading skills. The scheduling component in your software I think is most important since it will allow for great scheduling between the reader and the individuals who you will be visiting, without much disruption or cancellations.

I look forward to working with you to develop Let's Get Booking. Please extend my congratulations to your parents for supporting you in this wonderful project.

John F. Scarpa

Principal Investor and Mentor, Let's Get Booking, LLC



When I saw your passion for the project, I wanted to invest.

Rick L. Stone

Founding Investor, Let's Get Booking, LLC



Reading Location Partners

Stress-free locations where kids can practice reading aloud without being judged.

Palm Beach Gardens & Jupiter Stores



Read To Dogs
INCREASE PET ADOPTIONS

Palm Beach Gardens Store



Read To Dogs
INCREASE PET ADOPTIONS



Read To Dogs
INCREASE PET ADOPTIONS



Read To Horses
UNIQUE EXPERIENCE



Read To Cats & Dogs
INCREASE PET ADOPTIONS



WEST PALM BEACH

Mandel Public Library of West Palm Beach

Read To A Princess
COMMUNITY SERVICE



HarborChase
Assisted Living • Memory Care

Read To Seniors
LIFE ENRICHMENT



Media Attention

SOCIAL MEDIA



Facebook

We're members of more 30 Facebook Dyslexia groups with more than 40,000 combined members



Youtube

There are more than 350,000 videos about Dyslexia on Youtube and we're adding videos weekly



Pinterest

Our Pinterest audience is greater than 35,000 and we're driving them to our site

TELEVISION



PR, NEWS AND PRINT

As Seen on...



REUTERS

YAHOO!
FINANCE



How Reading Aloud Helps Dyslexics Build Confidence

As a struggling reader, practicing reading is very important. It makes a big difference how and where you practice. You need to be in an environment where you won't be judged and criticized- it's the most important part.

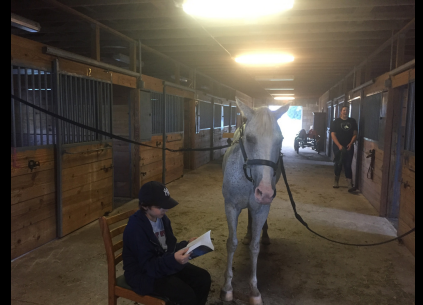
Being able to practice reading in a stress-free environment where you won't be judged not only helps improve your reading skills, it helps build your confidence.



Reading To
Seniors



Reading To
Dogs



Reading To
Horses

It's important to have incentives to practice reading. Unfortunately most kids won't practice reading without being rewarded. The bigger the reward, the more incentive kids have.

In order to encourage someone to read, you need a system to track their progress, track their reward points and give them a way to cash in their rewards for great prizes.

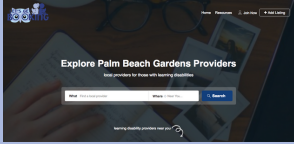
Our software application provides a way for the family to keep track of and view their kid's reading over time. This allows parents to establish their own recognition system in addition to the recognition system we're putting in place that will issue certificates the more they read.

Because each appointment a reader makes is tracked within the software, we're able to create rewards based how many reading appointments are made. We're thinking real big with our reward prizes and can't wait to share them in the near future.



Sponsorship Opportunities

Monetary Sponsorship and Provider Directory Listing



Help families by providing your services as part of our Local Provider Directory



Provider Directory Listing
An opportunity for Tutors, Therapists
and Service Providers

INCLUDES
Directory Listing & Sponsorship

ANNUAL
SPONSORSHIP PLAN

PROVIDER RATE:
\$97 PER YEAR

IF YOU OFFER PRO BONO:
\$47 PER YEAR

Monetary Sponsorship Reader Incentive Rewards



Become an integral part of our reading incentive rewards by contributing funds for prizes earned by readers



Rewards

Optional:

Sponsor / Let's Get Booking Logo
Exchange On Each Others' Sites And
On Promotional Materials

Sponsor Listing With or Without Logo

MONTHLY
SPONSORSHIP PLANS
Monthly Payment

PLATINUM: \$2,500
GOLD: \$1,000
SILVER: \$500
STARTER: \$250
PROFESSIONAL: \$100
FAMILY: \$50
INDIVIDUAL: \$25

Gift Card Sponsorship Reader Incentive Rewards



Become an integral part of our reading incentive rewards by contributing gift cards as prizes earned by readers



Rewards

Required:

Sponsor / Let's Get Booking Logo
Exchange On Each Others' Sites
And On Promotional Materials

Sponsor Listing With or Without Logo

MONTHLY
SPONSORSHIP PLANS
Monthly Gift Card Retail Value

Minimum Per Month
\$250 Total GCRV
sponsor decides GCRV per card
Requires Professional Plan or Greater

We Accept Checks and All Major Credit Cards



LetsGetBooking.com

click the "Become A Sponsor" link at the bottom of the page



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