



POSITIVE
EXPOSURE
2021
CHANGE
HOW YOU SEE



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SPECIAL THANKS TO OUR SPONSORS AND CHAMPIONS FOR CHANGE

Edwards Harris Family Trust



MYERS LEADERSHIP



TASTEMADE

PATTI + RICKY



Morgan Lewis



MIRAROO FLEX



We invite you to partner with
POSITIVE EXPOSURE in 2021

**Together we can change how the
world sees.**

A Profound New Image of Beauty

Award-winning photographer, Rick Guidotti, has captured some of the most beautiful people around the globe with his work being featured in many of the world's most prominent fashion magazines. He was at the top of the fashion industry when he began to question society's definition of beauty.

One day in 1997, at a bus stop in Manhattan, Rick was struck by the extraordinary beauty of a young woman with albinism. In a quest for a better understanding of albinism, Rick sought out medical textbooks, where he was affronted by the dehumanizing images depicting disease and lack of humanity.

It was this experience which prompted Rick to turn his lens from the more traditional ideas of beauty, to the beauty and richness of human diversity. He founded POSITIVE EXPOSURE, a nonprofit organization, and its mission, "CHANGE HOW YOU SEE, SEE HOW YOU CHANGE," was born.





There is exceptional beauty in diversity. Do you see it?



For nearly 25 years, POSITIVE EXPOSURE has promoted a more inclusive and equitable world through award-winning photography, films, lectures, exhibitions and educational programs. POSITIVE EXPOSURE has collaborated globally with nonprofits, museums, galleries, hospitals, medical schools, educational institutions, nongovernmental organizations, corporations and advocacy groups to promote a more inclusive and compassionate world where individuals and communities at risk of stigma and exclusion are understood, embraced and celebrated.





An exciting approach to engage your company and actively participate in DEI initiatives



Companies are recognizing the importance and need for Diversity, Equity and Inclusion (DEI) Training in the workplace. **POSITIVE EXPOSURE** believes that for these initiatives to begin to change society, they must be worked into the very fabric that makes up every organization and enterprise.



POSITIVE EXPOSURE workshops and films have been featured by many top universities, companies and medical communities globally to ensure that DEI initiatives reach the heart of your organization's culture, fostering the call to action, **CHANGE HOW YOU SEE, SEE HOW YOU CHANGE.**

To find out more about the **POSITIVE EXPOSURE** DEI Programs, contact Lisa Johnson, Director of Development
914.420.6283 | Lisa@PositiveExposure.org



Become a CHAMPION FOR CHANGE

CHAMPIONS FOR CHANGE are the individuals, businesses and corporations who say YES to educating and inspiring their workforce to celebrate the beauty, shared humanity and value of every individual.

We are extending an invitation for you to partner with **POSITIVE EXPOSURE** for 2021. Here is an overview of **POSITIVE EXPOSURE** and its programs:

- **POSITIVE EXPOSURE** Intro Film [VIEW](#)
- A Recap Video from the 2020 Celebration [VIEW](#)
- **FRAME FILMS** (Faces Redefining the Art of Medical Education) a program weaving critical medical information with personal experiences, for healthcare professionals-in-training, clinicians, families and communities [VIEW](#)
- The **PEARLS** Project (**POSITIVE EXPOSURE** Ambassadors' Real Life Stories) is an online blog and educational tool empowering self-advocates to use their unique voices to foster positive change and evoke a deeper respect for human diversity [VIEW](#)





A Unique & Diverse Gallery Experience



The POSITIVE EXPOSURE Gallery is a multi-media gallery, lecture hall, performing and visual arts studio devoted to celebrating human diversity. Set on NYC's Museum Mile at 109TH Street, the POSITIVE EXPOSURE Gallery serves as a central hub for showcasing the work of visual, performing and literary artists. The Gallery also provides educational and cultural programming for schools, teachers, families, community groups and healthcare professionals.



CHAMPIONS FOR CHANGE will be acknowledged with prominent signage at the Gallery.

POSITIVE
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CELEBRATION



Join **POSITIVE EXPOSURE**
at our annual celebration:
Changing how the world sees
for nearly 25 years.

Ticket Sales Now Open [VIEW](#)

Everyone is welcome to celebrate with us, and sponsors are invited to be part of the Inclusion Movement.

AIRING

Wednesday September 22, 2021
7:00 PM ET

WITH SPECIAL TRIBUTE TO

ANN REINKING

PRESENTED BY

BEBE NEUWIRTH

HONORING OTHER SPECIAL GUESTS

STEVEN PERLMAN, DDS, MScD, DHL

2021 POSITIVE EXPOSURE SPIRIT OF CHANGE AWARD

XIAN HORN

2021 POSITIVE EXPOSURE RISING LEADER AWARD

**POSITIVE
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Ready to see a change? Be a part of it

PRESENTING SPONSOR | \$100,000

Included in this level of Sponsorship are the following benefits:

- To engage your company and actively participate in DEI requirements and initiatives: A three-part presentation and workshop series titled "Change How You See, See How You Change: Celebrating the Richness and Beauty of Human Diversity"
- Prominent placement as a **POSITIVE EXPOSURE CHAMPION FOR CHANGE**
 - Display of company logo on the **POSITIVE EXPOSURE** website under the **CHAMPIONS FOR CHANGE** Banner
 - Company signage at the **POSITIVE EXPOSURE** Gallery on NYC's Museum Mile.
- Company Photo Shoot (half-day): Change How You See, See How You Change: Personal Growth and Team Building Experience
- **FRAME** Film Presenting Sponsor: **POSITIVE EXPOSURE's** **FRAME FILMS** are a web-based educational library and resource that changes how medical information is presented
- In our 2021 Change How You See Celebration on September 22, 2021
 - Up to a two-minute, pre-taped message included in the 2021 Celebration
 - Prominent signage as a 2021 **CHAMPION FOR CHANGE** on all materials (i.e. invitations, promotional materials, social media and press releases)

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Sponsorship Opportunities

PLATINUM SPONSOR | \$50,000

Included in this level of Sponsorship are the following benefits:

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- Prominent placement as A POSITIVE EXPOSURE CHAMPION FOR CHANGE
 - Prominent display of company logo on the POSITIVE EXPOSURE website under the CHAMPIONS FOR CHANGE Banner
 - Company signage at the POSITIVE EXPOSURE Gallery on NYC's Museum Mile under CHAMPIONS FOR CHANGE Banner
- In our 2021 Change How You See Celebration on September 22, 2021
 - Up to a two-minute, pre-taped message included in the 2021 Celebration
 - Prominent signage as a 2021 CHAMPION FOR CHANGE on all materials (i.e. invitations, promotional materials, social media and press releases)

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Sponsorship Opportunities

GOLD SPONSOR | \$25,000

Included in this level of Sponsorship are the following benefits:

In our 2021 Change How You See Celebration on September 22, 2021

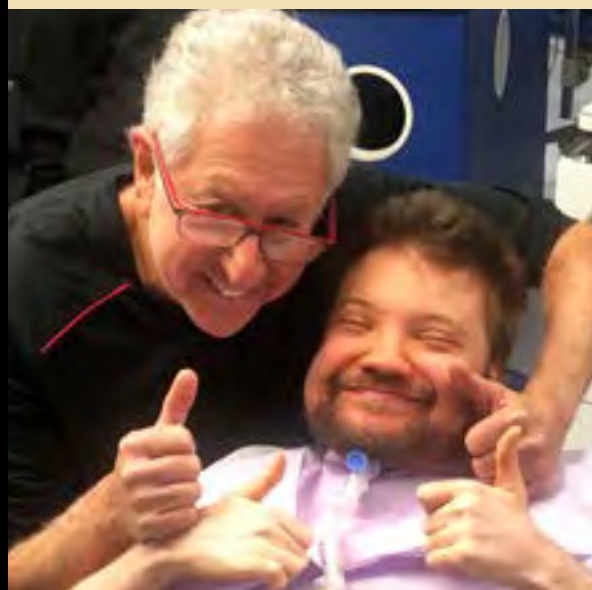
- To help fulfill your DEI requirements and initiatives: A presentation from the POSITIVE EXPOSURE workshop series titled, "Change How You See, See How You Change: Celebrating the Richness and Beauty of Human Diversity"
- Prominent signage on all materials as a sponsor of the 2021 Change How You See Celebration (i.e. invitations, promotional materials, social media and press releases)

SILVER SPONSOR | \$10,000

- Prominent signage on all materials as a sponsor of the 2021 Change How You See Celebration (i.e. invitations, promotional materials, social media and press releases)

Please note, travel expenses for photo shoots, in-person presentations and workshops for all sponsorship levels not included. All presentations and workshops are also available virtually.

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CELEBRATION



Honoree

The 2021 POSITIVE EXPOSURE
Spirit of Change Award

Steven Perlman, DDS, MScD, DHL

In 1993, Eunice Kennedy Shriver asked Dr. Perlman to bring health into the Special Olympics movement. He created the Healthy Athlete Program, which is currently the largest public health program in the world for people with intellectual and developmental disabilities. He is the founder of Special Olympics Special Smiles, an oral health initiative of Special Olympics International and an integral component of bringing healthcare services to athletes - a movement that has revolutionized how the healthcare system interacts with people with intellectual and developmental disabilities.

Additionally, Dr. Perlman co-founded the American Academy of Developmental Medicine and Dentistry (AADMD), an organization of interdisciplinary healthcare professionals dedicated to improving the quality of life for children and adults with special health needs. The AADMD has been at the forefront of advocacy, education and training of healthcare professionals uniting them in "one voice for inclusive health."

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C E L E B R A T I O N



Honoree

The 2021 POSITIVE EXPOSURE
Rising Leader Award

Xian Horn

Xian Horn is a joyful half-Asian woman with cerebral palsy, who serves as founder of the non-profit, Give Beauty Wings. She is an advocate, speaker, blogger, and exemplar for the AT&T NYU Connect Ability Challenge in the creation of Assistive Technology. Xian was named Women's eNews' 21 Leaders for the 21st Century in 2017 and honored in Walker's Legacy Power 15, as well as National Disability Mentoring Coalition's Hall of Fame in 2018. Give Beauty Wings tailored self-esteem programs began at NYU's Initiative for Women with Disabilities and continue since 2011. Xian has also run vocational workshops for the NYC Mayor's Office for People with Disabilities for Disability Mentoring Day. Xian has taught at the Jewish Community Center Manhattan and Middle School 131. Xian has moderated and spoken at the U.N. multiple times for such events as International Women's Day and International Day of Persons with Disabilities, and she's also presented at The White House, The Harkin Summit, the ACLU, Microsoft, Columbia University and Apple to name a few. Xian's lifework serves as a bridge to promote greater self-love and discovery, purpose and connection. The aim of all she does is to serve and connect humanity as a whole.

In the news

- POSITIVE EXPOSURE was featured in LIFE Magazine as the cover story entitled, "Redefining Beauty."
- In collaboration with the Genetic Alliance and the National Human Genome Research Institute, POSITIVE EXPOSURE premiered a photographic exhibition for the People's Genome Celebration at the Smithsonian's National Museum of Natural History.
- POSITIVE EXPOSURE is the focus of the 2014 award-winning documentary, "ON BEAUTY," by Kartemquin Films. [VIEW](#)
- POSITIVE EXPOSURE has been featured in media outlets such as People, The American Journal of Medical Genetics, WebMD, The Lancet, The New York Times, Huff Post, Gotham Magazine, Herald Tribune, Le Figaro, LIFE, CNN, BBC, CBS, NBC, ABC, among others. Foreign media outlets have also reported on POSITIVE EXPOSURE through channels such as Style TV Toronto, Kenya National TV, Sydney Morning Herald, Holmes Television New Zealand, Channel 4 UK and Channel NZZ Germany to name a few. [VIEW](#)
- Founder Rick Guidotti was featured in a Tedx Talk in NYC, Phoenix and Philadelphia. [VIEW](#)





A sample of some noteworthy awards received over the years

- American Society Of Human Genetics Advocacy Award
- Harvard Foundation Humanitarian Award
- Eurordis Media Award, Rare Diseases Europe
- American Cleft Palate - Craniofacial Association (ACPA) Leadership Award 2017
- Golisano Foundation, Move To Include Award
- The Heart Of the Matter Award, National Marfan Foundation
- Art Of Reporting Award, Genetic Alliance

[VIEW](#)



Where we are

- In 2017, POSITIVE EXPOSURE BELGIUM was established as our European Headquarters with the launch in Ghent, Belgium.
- In Fall of 2019, POSITIVE EXPOSURE opened a gallery, performance-based and educational venue on NYC's Museum Mile in East Harlem.
- Exhibitions have been held throughout the world, from the US to the Faroe Islands, UK, France, Italy, Israel, Cameroon, Qatar, India, Turkey and Australia to highlight a few.
- In Spring of 2020, we created POSITIVE EXPOSURE Connects, a series of virtual interviews, videos and presentations with members of the international disability community and beyond.



Thank you for your consideration

**Please contact Lisa Johnson, Director of Development at
POSITIVE EXPOSURE with any questions.**

914.420.6283 | Lisa@PositiveExposure.org