

**SPONSORSHIP  
PROPOSAL  
FOR  
SEXUALITY EVENTS  
  
IN 2013**



**BY EROS COACHING**

1 February 2013

## **SEXUALITY EVENTS FOR 2013**

Eros Coaching is planning these four quarterly talks as well as numerous workshops 2013, and seeking event sponsorship.

This will describe the intended:

- Quarterly talks
- Febulove campaign
- Workshops

Objective:

- To deliver positive, high-quality, affordable sexuality education to adults in a group environment.

How we will achieve this:

- Imparting sexuality education content that builds accumulatively to impart our teaching messages.
- Incorporating practical activities that individuals or couples can do on-site as well as off-site to cement their learning.
- Securing sponsorship to cover the major expenses including venue, food, logistics, publicity and stipend for the speakers.

### **INTENDED AUDIENCE**

We are targeting middle- to upper-income working professional adults aged twenty-five years and above, for all events. They can be of any sexual orientation. Since all three on-site events will be conducted in English, audience members need to be proficient in the English language. We will allow lone attendees as well, as long as they are above age twenty-one.

## QUARTERLY TALKS

Time: 2 – 4:30p.m. / Target: 30 per talk

Venue: Singapore Chinese Chamber of Commerce & Industry, Exhibition Room

Fee: \$15 per talk; \$20 per couple; Free for Eros Coaching clients

No.	Working title	Date	Synopsis
1	Real People, Real Sex	Sat 23 Feb	We kick-start this series of quarterly talks with Real People, Real Sex where four friends of Dr. Martha Tara Lee come together to talk about frequently regarded as taboo subjects: Sexuality, Orgasm, Masturbation, and Oral Sex.
2	Lady in Red: Addressing female sexual concerns	Sat 11 May	This talk covers what any savvy women should know about the common female sexual concerns. Just how would you overcome low sexual desire, pain during sex and problems with sexual communication? Taking charge of your sexual life involves preparing yourself mentally, emotionally and physically for a lifetime for eros.
3	It's a Guy's Thing: Addressing male sexual concerns	Sat 17 Aug	This talk covers what every authentic male should know about their common sexual concerns. How would you overcome early ejaculation, erectile difficulties and delayed ejaculation or low sexual desire? Taking charge of your sexual life involves preparing yourself mentally, emotionally and physically for a lifetime for eros.
4	They Say Opposites Attract	Sat 16 Nov	<p>Do opposites really attract? Is it good if they do? Are the differences that attracted you in the first place driving you away from your partner?</p> <p>We try to find someone who is complementary to us and can help us learn, heal, and grow. Relationships are often about getting our own needs met, often on an unconscious basis, but it's something that needs a lot of insight into your partner, and it's not always easy.</p> <p>How can you better work with your partner who is very much opposite to you? This session by certified sexologist and life coach Dr. Martha Lee explores and discusses sexual polarity, and the need for authentic communication through a series of exercises.</p>

## **CAMPAIGNS**

### **Febulove: Celebrating love, romance and eros**



Date: 1 – 28 February 2013

Venue: Online at [www.febulove.com](http://www.febulove.com)

Target: 100 direct e-mail subscribers per day

Fee: Nil

Synopsis: This is an annual one-month campaign celebrating love, romance and eros. The campaign features weekly deals as well as articles by strategic partners/advertisers.

Subscribers opt-in to receive a daily eros lesson. Last year, the daily lesson was on how to increase intimacy in their lives. This year, subscribers will receive a daily answer to a frequently asked sex question.

### **Eco Sex**

Date: 23 March (Earth Hour) to 22 April (International Mother Earth Day) 2013

Target: 60 direct e-mail subscribers per day

Fee: Nil

Synopsis: Earth Day originally celebrated at Spring Equinox around March 20, is an annual day on which events are held worldwide to increase awareness and appreciation of the Earth's natural environment. Now Earth Day is coordinated globally by the Earth Day Network, and is celebrated in more than 175 countries every year. In 2009, the United Nations designated April 22 International Mother Earth Day is planned for April 22 in all years at least through 2015. It recognizes that "the Earth and its ecosystems are our home" and that "it is necessary to promote harmony with nature and the Earth." The term Mother Earth is used because it "reflects the interdependence that exists among human beings, other living species and the planet we all inhabit".

Eco Sex campaign's message is about sustainable sex by going green between the sheets. The month brings attention to our relationship with our bodies. Besides addressing what you can do to feel good about yourself, it also highlights positive self-care habits, includes being savvy about the purchase of personal care items including sex toys and lubricants.

I am planning to hold an Eco Sex talk on Thurs 4 April, as well as hold an Open House at sex shop chain U4Ria on Sun 21 April 2013.

## **Masturbation Month**

Date: 1 to 31 May 2013

Target: 60 direct e-mail subscribers per day

Fee: Nil

Synopsis: May is National Masturbation Month in the United States. The celebration of May as National Masturbation Month began in 1995 in San Francisco as a response to the forced resignation of then U.S. Surgeon General Joycelyn Elders.

After a speech at the United Nations World AIDS Day in 1994, an audience member asked Elders about masturbation's potential for discouraging early sexual activity. She answered, "I think it is something that is part of human sexuality and a part of something that perhaps should be taught."

That was the end of Elders' career as America's first black Surgeon General, but the spark for National Masturbation Month. Offended by Elders' ouster, the ever progressive, pro-sex staff of San Francisco's sex toy and education company Good Vibrations decided to find a way to keep the focus on Elders' unjust firing, and to bring talk about masturbation into the mainstream in just the way Elders had envisioned.

Eros Coaching wants to promote masturbation as healthy, safe and natural way to express one's sexuality, thereby removing much of the shame and stigma have so long colored the act masturbation.

The campaign aims to

- Educate more people about masturbation and the benefits through demystifying this aspect of sex and sexuality
- Help those already enjoying themselves to delve further
- Encourage more positive conversations about sex and sexuality

## WORKSHOPS

No.	Title	Date	Time	Venue
1	Pucker Up: Kissing workshop	Thurs 24 Jan	7:30 – 9:30p.m.	Dance On Us
2	Eye Gazing Party	Thurs 28 Feb	7:30 – 9:30p.m.	Bras Basah Complex
3	Hugging Party	Thurs 21 Mar Thurs 26 Sept	7:30 – 9:30p.m.	Dance On Us
4	50 Shades of Sensation	Thurs 25 April	7:30 – 9:30p.m.	Dance On Us
5	Blow His Mind	Sat 18 May Sat 31 Aug Sat 7 Dec	9 to 5p.m.	Bras Basah Complex
6	Hearts United	Sat 22 June	9 to 5p.m.	Bras Basah Complex
7	Super Duper Orgasms	Thurs 25 July Thurs 10 Oct	7:30 – 9:30p.m.	Dance On Us
8	Conscious Connecting	Thurs 28 Nov	7:30 – 9:30p.m.	Bras Basah Complex
9	Funtastic Fellatio	Thurs 31 Jan	7:30 – 9:30p.m.	Bras Basah Complex
10	Sexual Attitude Restructuring	Sat and Sun 16 and 17 March; Sat and Sun 21 and 22 Sept	9a.m. to 5p.m.	To be announced to participants

### Venues:

#### 1. **Dance On Us @Carpenter**

38 Carpenter Street, #03-01 Hui Seng Building, Singapore 059917

Directions - Nearest MRT: Clarke Quay (NE5 Exit). Off New Bridge Road. Just 150m (2 min walk) from the Clarke Quay MRT, Central Mall. Street parking and public carparking lot right across from the building.

#### 2. **Bras Basah Complex, #04-41, Passion Room**

Blk 231 Bain Street, Bras Bash Complex, Singapore 180231

Directions - Located opposite Raffles Hotel, next to National Library. Nearest MRT: City Hall.

## WORKSHOP SYNOPSIS

### 1. Pucker Up: Kissing workshop

*For couples: "What is a kiss? Why this, as some approve: the sure, sweet cement, glue and lime of love." – Robert Herrick*

Ever heard of the Candy Kiss, Upside-Down Kiss, French Kiss, or Ear Kiss? You will once you join the workshop that turns KISSING into an art that you can master! This workshop covers over 30 different kissing techniques you never thought you knew! All you need is the willingness to explore the possibilities and you will definitely find yourself enjoying new, fun, and flirty kisses with your partner. Learning these creative kisses will definitely make your partner want to pucker up! (Handout provided.) For testimonials, click [here!](#)

You will:

- Learn mouth and tongue exercises
- Realise the Do's and Don'ts to Kissing
- Cover 30 Different Kissing Techniques

This workshop is designed with couples in mind. You will get to practice these kissing techniques with your partner. However you have to be comfortable with touch/ being touched.

### 2. Eye Gazing Party

Do you believe that your eyes are the windows to your soul? Do you think your eyes can speak volumes? Would you agree that eye contact is essential to connecting intimately with another person? At this event, we will ensure an even number of singles will meet and split into pairs, each of whom will spend up to two minutes looking into each other's eyes. Let time and space stand still – and see if sparks fly! This will be followed by a few games, music and mingling. Come break the ice with us! Pre-registration and payment is required as we will try to maintain a good gender balance.

### 3. Hugging Party

A hugging party is an event workshop instructing adult participants in the art of consensual and boundary-appropriate touch. The premise of hugging parties is the recognition of "need to be held and cuddled" is very close to and equally vital as more conventionally accepted human needs like thirst, hunger, and sex. There is vast literature of the benefits of hugging to the prematurely born or healthy infants and toddlers but not much research is available for the same for adolescents, adults or seniors. We like to invite you to come co-create this safe space in which women and men can begin to communicate more authentically and listen profoundly.

You will

- create strong boundaries for yourself without shutting others down.
- begin to be more open to others and able to give and receive comfortably.
- be touched, open, valued and nurtured.

#### **4. 50 Shades of Sensation**

Open to singles/ couples - Have you ever been curious about the darker side of sexuality and sensuality? What would it be like to submit or surrender to your partner? What might conscious giving feel like? Inspired by the bestseller 50 Shades of Grey, this workshop will focus on the sensations possible through touch - from soft, harder touch, basic massage techniques to much harder spanking. If you have always been curious about what BDSM - bondage and discipline (B&D or B/D), dominance and submission (D&S or D/s), and sadomasochism or sadism and masochism (S&M or S/M) - is, this workshop promises to be a good first introduction.

#### **5. Blow His Mind:** Consists of four sessions

- **Heal Your Heart with Laughter**  
Let's break the ice and start the day with laughter! Laughter is a great catalyst to get to know people, relax and have fun. Laughter comes easily and effortlessly through various playful exercises. There is not much speaking throughout the workshop except in gibberish, just come along and enjoy!
- **Sizzling Strokes**  
This proven workshop on tips and techniques for giving guys a happy ending with your hands will definitely have your man sizzling. Taught using online videos, a few fun sex toys, and even an easy-to-follow handout with line drawing, "Sizzling Strokes" will have your man wanting you more than ever – even *Her World* (Feb 2010) magazine agrees!
- **Funtastic Fellatio**  
Give him orgasms he will never forget! Learn techniques, positions, and physiology for intensified orgasms while going down on him. Taught using online videos and carrots (yes, you read that right, carrots!), this two-hour fun workshop will teach you all there is to know about giving your man the best blow job. Handout provided.
- **Ask Away (Only for full day participants)**  
In 'Ask Away' you get to ask all the questions that you want. It will be a fun and safe environment to learn. Shy participants are invited to email their questions in advance. This is a no-holds barred session that promises to be both fun and interactive! No bad students will be penalised. Come laugh, have snacks and clarify your questions with others in a fun and welcoming environment.



## **6. Hearts United:** Consists of four sessions

- **Heal Your Heart with Laughter**  
Let's break the ice and start the day with laughter! Laughter is a great catalyst to get to know people, relax and have fun. Laughter comes easily and effortlessly through various playful exercises. There is not much speaking throughout the workshop except in gibberish, just come along and enjoy!
- **Petals Pleasure (vulva massage workshop)** Techniques, physiology, toys and positions that will keep her positively delighted. Taught using online videos and sex toy. Handout provided. Workshop was previously titled 'Petting the Kitty'.
- **Conscious Connecting**  
Do you have difficulty asking for what you want in bed? Do you have a desire to be a better lover for your partner? How exactly can you connect intimately with your partner. This clothes-on workshop explores the four different types of touch: Giving, Receiving, Absorbing, Allowing.
- **Ask Away (Only for full day participants)**  
In 'Ask Away' you get to ask all the questions that you want. It will be a fun and safe environment to learn. Shy participants are invited to email their questions in advance. This is a no-holds barred session that promises to be both fun and interactive! No bad students will be penalised. Come laugh, have snacks and clarify your questions with others in a fun and welcoming environment.

## **7. Super Duper Orgasms**

Does the Big O continue to delude you? Are you curious about having better and more intense orgasms? Or perhaps you have tried but have never been able to attain one? In this workshop, you will learn how to have Super Duper Orgasms! We will explore how you can do so with exercises involving the use of breath, sound, touch, fantasy, movement and your pelvic floor muscles. Oooh, ahhh, yeaah!

## **8. Funtastic Fellatio**

Give him orgasms he will never forget! Learn techniques, positions, and physiology for intensified orgasms while going down on him. Taught using online videos and carrots (yes, you read that right, carrots!), this two-hour fun workshop will teach you all there is to know about giving your man the best blow job. Handout provided.

## **9. Conscious Connecting**

Do you have difficulty asking for what you want in bed? Do you have a desire to be a better lover for your partner? How exactly can you connect intimately with your partner. This clothes-on workshop explores the four different types

of touch: Giving, Receiving, Absorbing, Allowing. Read more [here](#). Understanding and practising these distinctions will change the way you experience touch and shift your personal, and even professional life fundamentally.

This workshop is not about sexual touch, but what your touch is saying about you. This is a fantastic workshop will reveal much about who you are as a person, what touch you prefer, as well as help you to improve your communication in and outside of the bedroom. Testimonial [here](#).

## **10. Sexual Attitude Restructuring**

Date: Two days (9a.m. to 5p.m.) on Sat and Sun 16 and 17 March, and also Sat and Sun 21 and 22 September 2013

Venue: To be announced to participants

Target: Min 8 – Max 15

Fee: \$350 per pax (subject to discount)

Synopsis: SAR is a process-oriented, structured group experience to promote participants' awareness of their values, beliefs and attitudes on various issues in sexuality and to assist them in understanding how these attitudes and values affect them professionally and personally. The SAR experience involves viewing a series of videos and discussing reactions in a small group facilitated by an experienced sexuality educator.

### **What is a SAR?**

Sexual Attitude Restructuring (SAR) was a creation of National Sex Forum in San Francisco back in the 1970s, and has become an integral part of training in sexuality in USA. It is being introduced into Singapore through certified sexologist, Martha Lee of Eros Coaching ([www.eroscoaching.com](http://www.eroscoaching.com)).

SAR is a process-oriented, structured group experience to promote participants' awareness of their values, beliefs and attitudes on various issues in sexuality, and to assist them in understanding how these attitudes and values affect them professionally and personally. Also an unusual opportunity for becoming more aware of one's unexamined beliefs and for clarifying one's values, SAR is neither a traditional academic experience designed to disseminate cognitive information, nor is it psychotherapy directed toward the resolution of personal problems. It is a powerful way to increase one's sexuality comfort and change attitudes that may interfere with effective communication and teaching about sexuality.

### **Why is my attitude towards sexuality important?**

Our attitudes express themselves through words and actions. Your attitude is an outward expression of who you are, rather than what you do or know. Attitude reflects behaviour: your attitude towards another determines the other's attitude towards you. In short, your attitude determines outcome and the quality of the life

you have. Have you examined what you stand for and why when it comes to sexuality? SAR allows you to do so!

### **What do you do at SAR?**

The SAR experience involves viewing a series of videos and discussing reactions in a small group facilitated by an experienced sexuality educator. The workshop is designed to increase understanding of the wide spectrum of human sexual arousal and behavior. Topics to be explored include fantasy; sexual myths; masturbation; heterosexual, gay, lesbian and bisexual relationships; transgender; alternative relationships; disability and aging.

### **Who should attend SAR?**

Anyone who wishes to better understand their own sexuality and that of others, as well as for people who are working in the fields related to sex and sexuality should take a SAR. SAR provides innovative and practical information, training and skills necessary for more competent, sensitive, professional and personal functioning.

## **SPEAKER PROFILE**

### **Dr. Martha Lee, D.H.S.**

Founder of Eros Coaching, Dr. Martha (Tara) Lee is a Clinical Sexologist who does sexuality and intimacy coaching. Often cited in the local media, Dr. Lee is the appointed sex expert for [Men's Health Singapore](#), [Men's Health Malaysia](#), [Durex Singapore Facebook page](#) as well as [Durex Malaysia Facebook page](#). She has a weekly column with [PublicHouse.sg](#) and blogs for [Good Vibrations Magazine](#). She was recognised as one of 'Top 50 Inspiring Women under 40' by Her World in July 2010, and one of ['Top 100 Inspiring Women' by CozyCot in March 2011](#).

### **Academic Qualifications**

<i>Doctorate in Human Sexuality</i> , Institute for Advanced Study of Human Sexuality, United States	2009
<i>Masters in Public Policy and Management</i> , York University, United Kingdom	2007
<i>Bachelor of Arts (Communications)</i> , Monash University, Australia	1999

### **Other Relevant Training**

<i>Professional Sex Coach</i> , Sex Coach University and World Association of Sex Coaches	2012
<i>Certified Laughter Yoga Leader</i> , Laughter Yoga International, Singapore	2012
<i>Diploma for Master Hypnotist</i> , Banyan Hypnosis Center, United States	2010
<i>Certificate in Life Coaching</i> , Life Coach Academy of Australia, Australia	2010
<i>Certificate in Sex Therapy</i> , Florida Sex Therapy Institute, United States	2009
<i>Certificate in Sexological Bodywork</i> , Institute for Advanced Study of Human Sexuality, United States	2008
<i>Reiki Master (Level 3)</i>	2008

*Certificate in Practical Counseling*, Academy of Human Development,  
Singapore

2006

**Affiliations**

Certified sexuality educator, [AASECT](#) (American Association of Sexuality Educators, Counselors, and Therapists)

Certified sexologist, [ACS](#) (American College of Sexologists)

Member, [ACSB](#) (Association of Certified Sexological Bodyworkers)

## AT A GLANCE

Date	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Pucker Up	24											
Funtastic Fellatio	31											
Quarterly talk		23			11			17			16	
Febulove		X										
Eye Gazing Party		28										
SAR			16 & 17						21 & 22			
Hugging Party			21									
Eco Sex			X	X								
Eco Sex talk				4								
50 Shades of Sensation				25								
Masturbation Month					X							
Blow His Mind					18			31				7
Hearts United						22						
Super Duper Orgasms							25			10		
Conscious Connecting											28	
Subtotal	2	3	3	3	3	1	1	2	1	1	2	1

**Total: 23 events planned**