



MENSA®

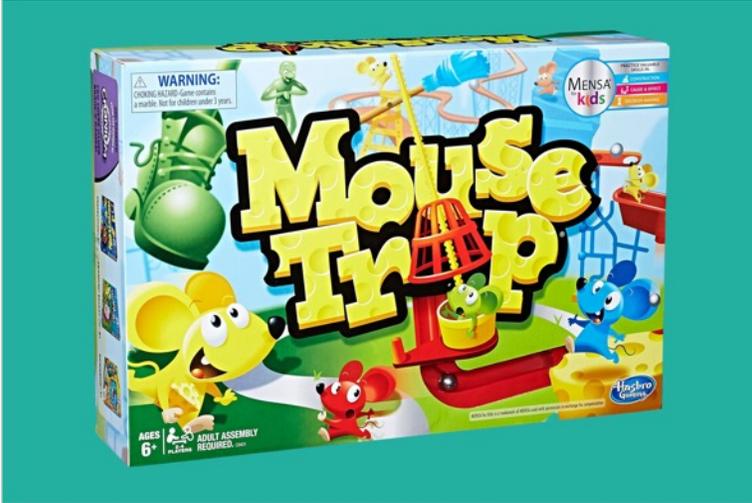


# Licensed Partnership Overview

- An opportunity to license the MENSA brand for a quality line of consumer products.
- Leverage a strong, clear voice and partnership with the MENSA brand as a platform to promote licensed products to existing and new customers.
- Appeal to the millions of customers who know and support the brand and protect market share with greater price points and distribution flexibility.
- MENSA is committed to supporting its licensing partners during the launch and ongoing growth of the licensed business through its growing membership.
- An association with MENSA helps validate your customers' purchases by letting them know they are making a SMART CHOICE when they connect with your company.



# Licensed Product Examples



# History

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Mensa is an international society whose sole qualification for membership is a score in the top 2 % of the general population on a standardized intelligence test. The word Mensa translates “table” in Latin; similarly, mens means “mind” and mensis means “month.” The name “Mensa” is reminiscent of “mind, table, month,” which suggests a monthly meeting of great minds around a table.

Mensa was founded in Oxford, England, in 1946 by Roland Berrill and Lancelot Lionel Ware. Berrill was an Australian expatriate licensed to practice law. Dr. Ware was a Ph.D. on his way to becoming a barrister who had become interested in intelligence testing while working at the National Institute for Medical Research. They met by chance on a train and subsequently corresponded, primarily about the possible formation of a club—a longtime dream of Ware’s. Early in 1946, Ware administered the Cattell III

test to Berrill, and Berrill went off in search of his constituency.

On Oct. 1, 1946, Berrill had the first piece of Mensa literature printed, and the date is now the recognized founding date for the organization.

Today, with more than 150,000 members representing more than 100 countries, Mensa continues to provide social interaction and community involvement worldwide.



# MENSA's Purpose

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**Mensa has three purposes, which are outlined in its constitution:**



To identify and foster human intelligence for the benefit of humanity.



To encourage research into the nature, characteristics and uses of intelligence.



To provide a stimulating intellectual and social environment for its members.

# MENSA Vision

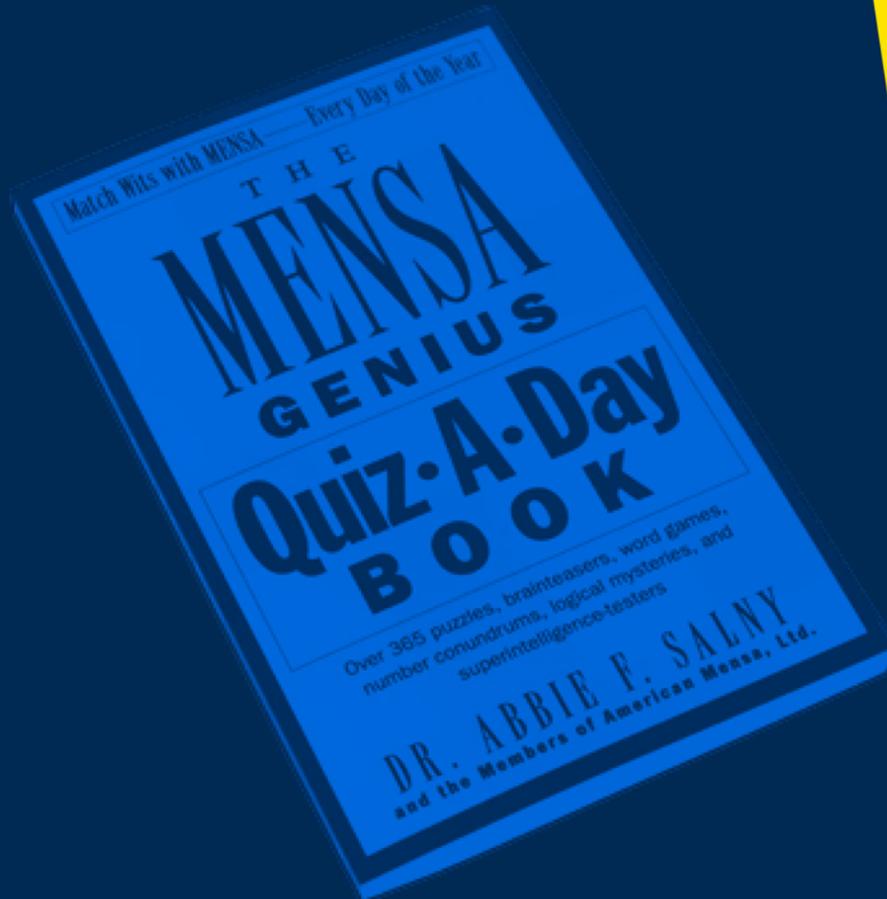
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Mensa's original aims were, as they are today, to create a society that is non-political and free from all racial or religious distinctions. "Mensa" means "table" in Latin, and the organization was so named because Mensa is a round-table society where ethnicity, color, creed, national origin, age, politics, educational and social background are all completely irrelevant.



# Licensing Opportunity

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**“To make products globally that will enable people to develop giftedness capabilities”**

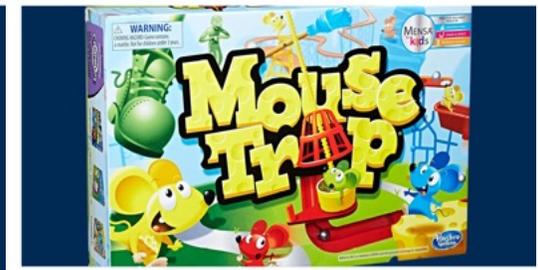
- Products to help stimulate perceptive, inquiring minds.
- Products to help in areas such arts, music, mathematics and science.
- Products to help to promote strong ethics and values.
- Products to help solve abstract and critical problems.
- Products to help drive positive perception and increase overall awareness of the MENSA brand.
- Identify SMART characteristics or attributes of partners existing products to make them a SMART choice.

# Marketing and Engagement

## Famous Mensans



## Partnerships



# MENSA Licensing Program

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## Brand Extension Licensing Program

- A major strategic initiative designed to build mutually successful, long-term businesses that enhance and are a natural fit for the brand.
- The licensed businesses are designed to benefit from MENSA:
  1. Distinguished history.
  2. Universally recognized consumer awareness.
  3. Powerful brand equity and imagery.
- Establish MENSA in new categories where the brand equity meets market needs and is on trend.



THE SMARTEST BRAND IN THE WORLD



## MENSA Assets



MENSA PUBLISHING

MENSA STORE



MENSAS for kids





# The Opportunity

- Complement existing product and distribution strengths by developing a broad collection of MENSA licensed products.
- Products under the universally recognized and trusted MENSA brand to appeal to existing and new retail customers and end consumers.
- Leverage a strong, clear voice and broad platform for advertising and promotion across multiple channels of distribution.



# Distribution Opportunities

**Accelerate growth and increase market share through sales of a branded line of MENSA licensed products with existing customers & new customers:**

- Mass / Big Box (Target, Sears, Wal-Mart)
- Club Warehouse (Sam's, Costco)
- Specialty (Home, Gift, Flower, Farm & Fleet, Garden to Tack & Feed)
- Off Price Discount Retailers (TJ Maxx, Home Goods, Marshalls, Burlington)
- Department Stores (Macy's, JCPenney, Dillard's, Bloomingdales, Kohls)
- E-Commerce (Wayfair, Overstock, Amazon)
- Home Shopping Networks (QVC, Home Shopping Network)
- Direct to Consumer / Catalogs



# Licensors Support



**AN INSTANT AUDIENCE**

Whether you're interested in direct advertising, event sponsorship, or partnerships, a relationship with American Mensa provides a passionate audience of brand advocates whose intelligence, education, and income make them natural market influencers.

<b>TOP EARNERS</b> More than one-third of Mensa members earn this much or more annually.	<b>TOP MINDS</b> <b>TOP 2%</b> Only those who score in the top 2% of an accepted intelligence test qualify for Mensa.	<b>TOP LEARNERS</b> <b>82%</b> Of Mensa members have a 4-year degree or more.
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- Web Site / Social Media / Database—Marketing initiatives, product launches, email blasts to opt-in consumers/readers.
- Joint press releases leveraging each partner's media relationships for trade and consumer coverage.
- Work collaboratively towards the development of quality licensed products.



**MENSA**  
Where Brilliance Belongs

JOIN ATTEND CONNECT LEAD LEARN READ RECOGNIZE VOLUNTEER SHOP PLAY MY MENSA

**Take the Admission Test**

Schedule an admission test with your local group, then score at or above the 98th percentile to be invited to join American Mensa.

[Find A Test Session](#)

**Submit Your Old Test Scores**

Qualify the quick, easy way by sending us evidence of scores from prior intelligence tests you've taken. For individuals younger than 14, this is the only way to qualify.

[Submit My Scores](#)

**END OF SUMMER PROMO:**

**Take the Mensa Practice Test for Just \$1**

Wondering if you're Mensa material? With this test, you'll know in 30 minutes the likelihood of success on our official admission test. (Discount offer valid through Aug. 24)

[Take Our Practice Test](#)



# Summary

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## **The MENSA brand license is a long-term partnership opportunity providing:**

- Market protection to fully develop the business.
- MENSA is leading the way in identifying and fostering human intelligence for the benefit of humanity.
- A strategic partnership with MENSA that leverages the voice of the brand to support the launch and on-going growth of the licensed business.

## **We are seeking licensing partners who:**

- Embrace the development of the line and are willing to make important long-term commitments to MENSA on the development of the licensed business.
- Have the ability to produce and market high-quality products that fit well with the MENSA brand and long-term business strategy.



# Business Partner Structure

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- Projected Wholesale/Retail Sales
- Contract Term
- Royalty Rate
- Minimum Annual Guarantee
- Marketing/Sales Support
- Territory
- TBD—Annual & Cumulative Sales Projections
- 3-5+ Years with multiple renewal capability
- % of sales based on product categories
- Based on sales and distribution targets
- Mutually agreed upon % of Sales
- U.S. and Canada focused (International Available)

# Next Steps

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## ACTIVITY

- Determine joint interest
- Exchange information/  
address key issues
- Negotiate license terms
- MENSA review and approval
- Refine marketing/sales  
support programs
- Product development
- Product introduction and program launch



# Licensing

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## THE B<sup>®</sup>AND LIAISON

OPENING DOORS. CLOSING DEALS.

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