



BREASTCANCER.ORG



Dear [REDACTED]:

We are delighted to provide the following partnership proposal. The recommendations and opportunities in this proposal were guided by our discussion with you and [REDACTED] on [REDACTED]. We believe there's tremendous inherent value to our collaboration.

MEDIA BUZZ MEANS PERFECT TIMING

As we discussed, Dr. Weiss and Breastcancer.org have received ever-increasing media coverage over the past few years. I've attached last year's media activity for broadcast, newspaper and magazines – which is not only substantial in breadth, but also represents prestigious national media outlets such as ABC, NBC, CNN, and *The New York Times*.

This year has already ramped up, creating a launch pad for even more significant coverage:

- Over 265 pickups on the Breast Self Exam media advisory – including features on Good Morning America, ABCNews.com, Forbes.com, and *The Chicago Tribune*...
- Dr. Weiss' appearance on *Good Morning America* on [REDACTED]
- Requests from the nation's leading business publication with a dedicated column on Dr. Weiss, *Taking Care of Your 'Girls'* and the Girls' Prevention Initiative
- Articles in *Cosmopolitan*, *Your Health* (distributed by USA Today), *Parenting*, *Health Magazine*, *Parenting* and more....
- Panel participation for sponsored media events (July—September), as well as a Satellite Media Tour

Given the pre-launch interest in Dr. Weiss' book and our Girls' Prevention Initiative, we anticipate considerable national media attention and coverage. The timing is therefore perfect for BCO and [REDACTED] to begin this relationship.

That said, there's no time to lose.

PROPOSAL OUTLINE

Breastcancer.org Contribution

Breastcancer.org would provide the following:



- Include a banner ad for [REDACTED] on the Taking Care of Your Girls website, linking to the destination of your choice [REDACTED]. We will also re-direct the page, if needed, following the [REDACTED] site re-launch.
- Provide (license) attributed content for your site in the form of 'Myths v. Facts', 'Top 10 Questions' and possibly tips. This content could also be used for [REDACTED].
- Include, where possible, a mention of [REDACTED] by name in connection with Dr. Weiss' statements in the [REDACTED] nationally distributed press releases. And, where possible, include a hyperlink to [REDACTED].
- Add [REDACTED] video as a closing credit. This video is currently being distributed to potential partners and sponsors, as well as select media outlets. This video will also be part of [REDACTED]. Comcast reaches into 11 million US households.
- Give [REDACTED] a link to the [REDACTED] video that is housed on Breastcancer.org.
- Dr. Weiss' participation in [REDACTED] – at the height of Dr. Weiss' visibility and at the peak of Breast Cancer Awareness Month.

[REDACTED]'s Contribution

As we discussed, [REDACTED]'s involvement would include:

- Sponsorship funding of \$[REDACTED] for the benefits described above, through December 31, 2008.
- Local public relations support, media outreach and networking through [REDACTED]' own contacts. If available, include messaging in [REDACTED] e-mail blast to database.
- Issue local press release(s), as well as cover the cost for distributing [REDACTED] and Breastcancer.org's press releases over the newswires.
- Create a landing page on [REDACTED] site to promote the [REDACTED] Initiative. This would include a banner ad for the book and/or the larger [REDACTED] program.
- Including the [REDACTED] Initiative in [REDACTED]'s direct mail pieces and ongoing online newsletters.

[BALANCE OMITTED]