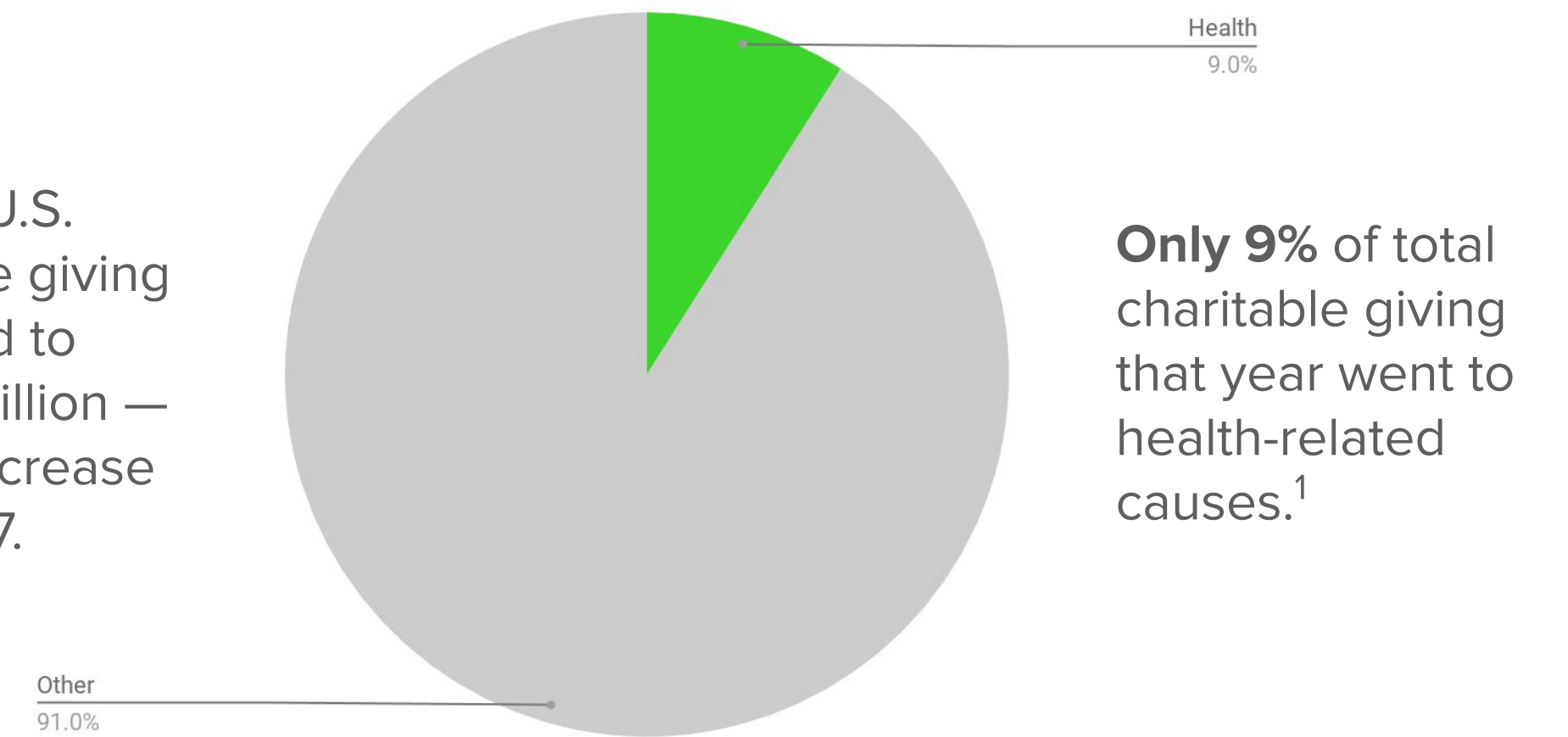


PR challenges & objectives

1. **Increase awareness** about the inequalities in children's cancer treatment development.
2. **Differentiate CureSearch** in a sea of pediatric cancer charities.
3. **Raise \$2 million** by December 2021.

In 2018, U.S. corporate giving increased to \$20.05 billion — a 5.4% increase from 2017.



The target audience

Companies seeking to make charitable donations — or forge an ongoing charity partnership.

But who are we talking to, specifically?

CEOs.

“Corporate giving often changes when a new executive rises to the top. Companies often argue that their contributions make business sense, even if they also clearly play to a chief executive's interests.”

— The New York Times

Children's cancer and adult cancer are not the same.

*“AML in younger patients and AML in older patients are **entirely distinct diseases**. It's almost like comparing breast cancer to colon cancer.”*

*— **Soheil Meshinchi**, MD, PhD, Fred Hutchinson Cancer Research*

But biotech and pharmaceutical companies **often** **treat them as such.**

*“In many instances, drugs are developed in an adult setting and then **‘retrofitted’** to the childhood setting.”*
*— **Clinical Research and Trials***

*“Since 1980, **only 4** new treatments have been approved specifically for children's cancer.”*
*— **CureSearch***

A dark, grayscale photograph of a child lying in a hospital bed, wearing a plaid shirt. A teddy bear is visible on the bed. An adult's hand is gently holding the child's hand. The image has a somber and caring tone.

**So it's no surprise current
treatments are actually
pretty toxic to kids.**

*“60% of children who survive cancer suffer late-effects,
such as infertility, heart failure and secondary cancers.”*

— CureSearch

'Kids are not little adults'

Why children with cancer need their own drugs and their
own research

We'll target CEOs with a provocative symbol to highlight how ridiculous — and ultimately, harmful — this method of treatment development is for kids.

INTRODUCING:

Tiny-tini

LAUNCH

We'll create **Tiny-tini**, a new pre-mixed cocktail brand for kids — the perfect controversial symbol to illustrate the problem with retrofitting an adult cocktail (of medication) to children.

We'll develop a limited number of child-sized bottles* to send to CEOs on Giving Tuesday.

Embedding our story directly into the cocktail packaging, we'll educate business leaders and invite them to join us in our mission to develop better treatments specifically for kids.

**No liquor actually included.*



THE IDEA

Tiny-tini

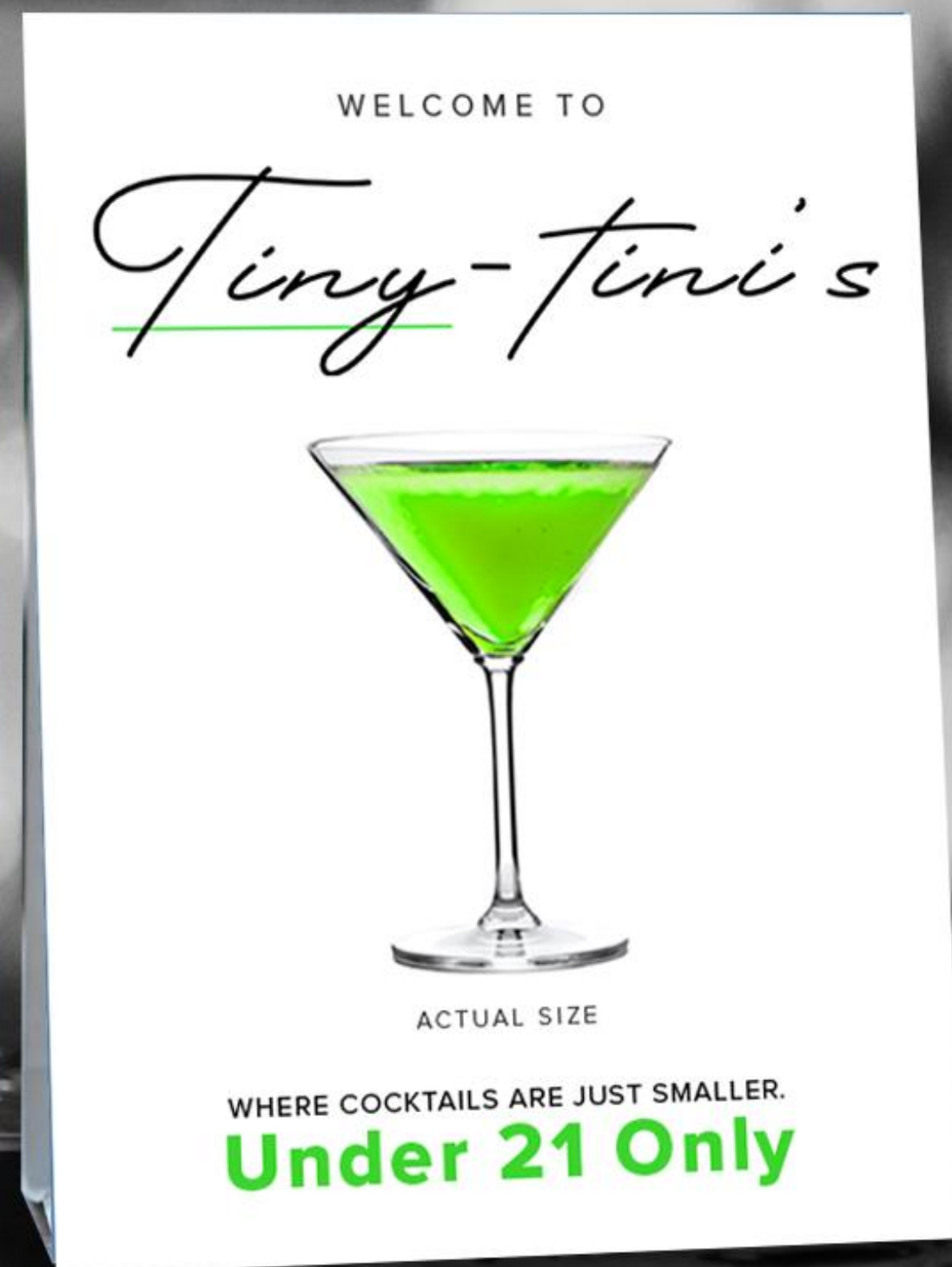
Tiny-tini cocktail bar

ACTIVATING AT DAVOS LAUNCH

We'll create a Tiny-tini cocktail bar pop-up at WEF in Davos — reaching the largest captive audience of business leaders and decision makers. Nearby signage will illuminate the campaign, and we'll hire a few kids to act as patrons.

Adults will be granted admission only upon donating to CureSearch.

THE IDEA



Tiny-tini

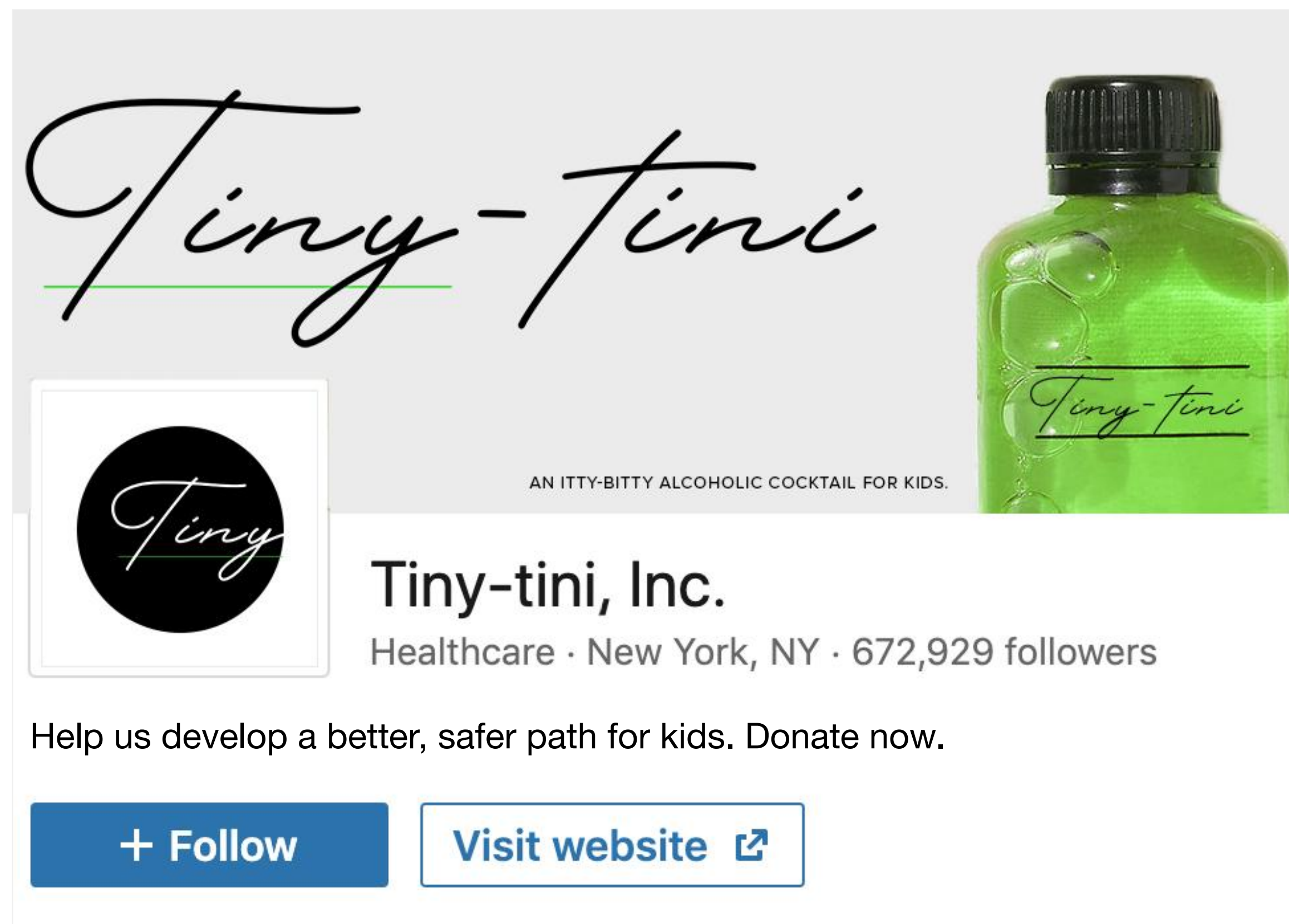
SUSTAINING ON INTERNATIONAL CHILDHOOD CANCER DAY

We'll create broader awareness of the issue with attention-grabbing activations that reach more executives and drive donation.



THE WORLD'S MOST EXPENSIVE COCKTAIL AUCTION

After we send most of our stock directly to CEOs, we'll announce a charity auction for the last remaining bottle to the broader business community. The starting price: \$833,000, the average price of children's cancer treatment, according to the National Children's Cancer Society.



LINKEDIN DIGITAL

We'll create a business profile for our fake cocktail brand, invite CEOs to connect with us. Serving them continuous ads on ICCD and after, we'll encourage corporate donations to make real change.

Why it works

**Targeted to
corporate
decision-makers.**

We'll reach them where they are,
in person and online.

**Differentiates
CureSearch from
a crowded field.**

Most children's cancer campaigns tug at
the heartstrings, nothing like this has
ever been done before.

**Broad media
appeal for
bigger reach.**

We won't land in just business trades,
but also national media that's likely to
hit our target and a wider audience.

What success looks like

Donations

CEO delivery: 2M

Auction: 1.5M

Pop-up: 1M

LinkedIn: 500K

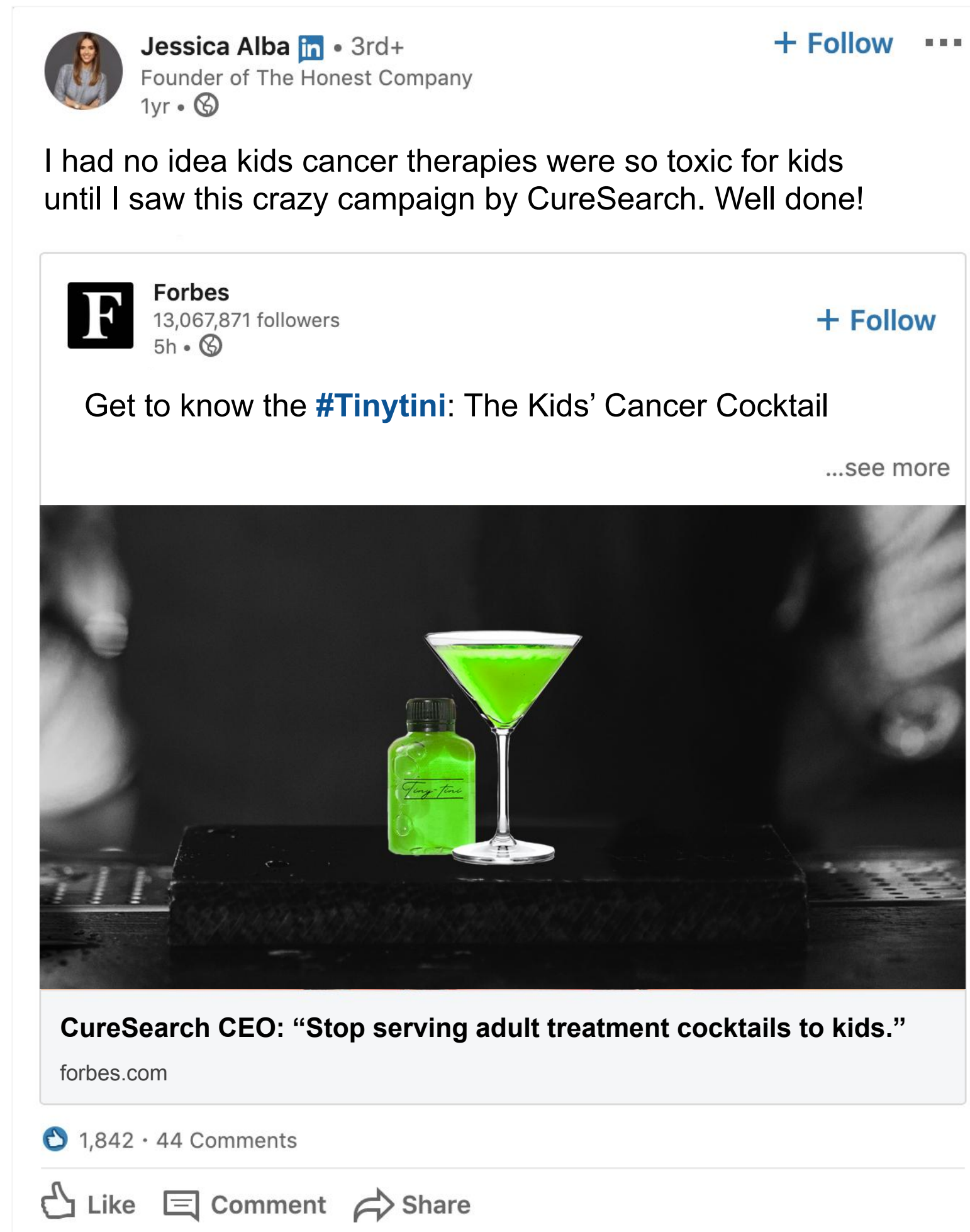
Total amount raised:
\$5M

Reach

Media: 15-20M impressions

Social: 10-15M impressions

Total reach:
25-35M



The New York Times

And You Thought Cocktails in Williamsburg Were Expensive: CureSearch Auctions off Tiny-tini for 1.5 Million

BUSINESS INSIDER

CureSearch Drives Awareness About Toxic Treatments for Kids with Cancer in Provocative New Campaign

Forbes

CureSearch CEO: "We need to stop serving adult cancer treatment cocktails to kids."

The Economist

The Tiny-tini Bar makes waves at Davos for a good cause

Budget & timeline

Activity & budget	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
	PREP			LAUNCH		SUSTAIN			
CEO bottle drop \$100,000	Partnership negotiations	Product design & production		Distribute bottles to CEOs Giving Tuesday 12/1					
			Media pitching: <div>BUSINESS INSIDER</div> <div>BARRON'S</div>						
Cocktail auction In Kind					Media pitching: <div>The New York Times</div> <div>WSJ</div> <div>Bloomberg</div>	Auction International Childhood Cancer Day 2/15			
		Auction coordination							
Davos pop-up \$250,000				Media pitching: <div>The Economist</div> <div>Forbes</div>	Davos pop-up 1/26				
	Pop-up prep								
LinkedIn \$150,000					Media pitching: <div>QUARTZ</div> <div>Money</div>	Tiny-tini, Inc. profile launch International Childhood Cancer Day 2/15	CEO LinkedIn campaign		

TOTAL: \$500k