

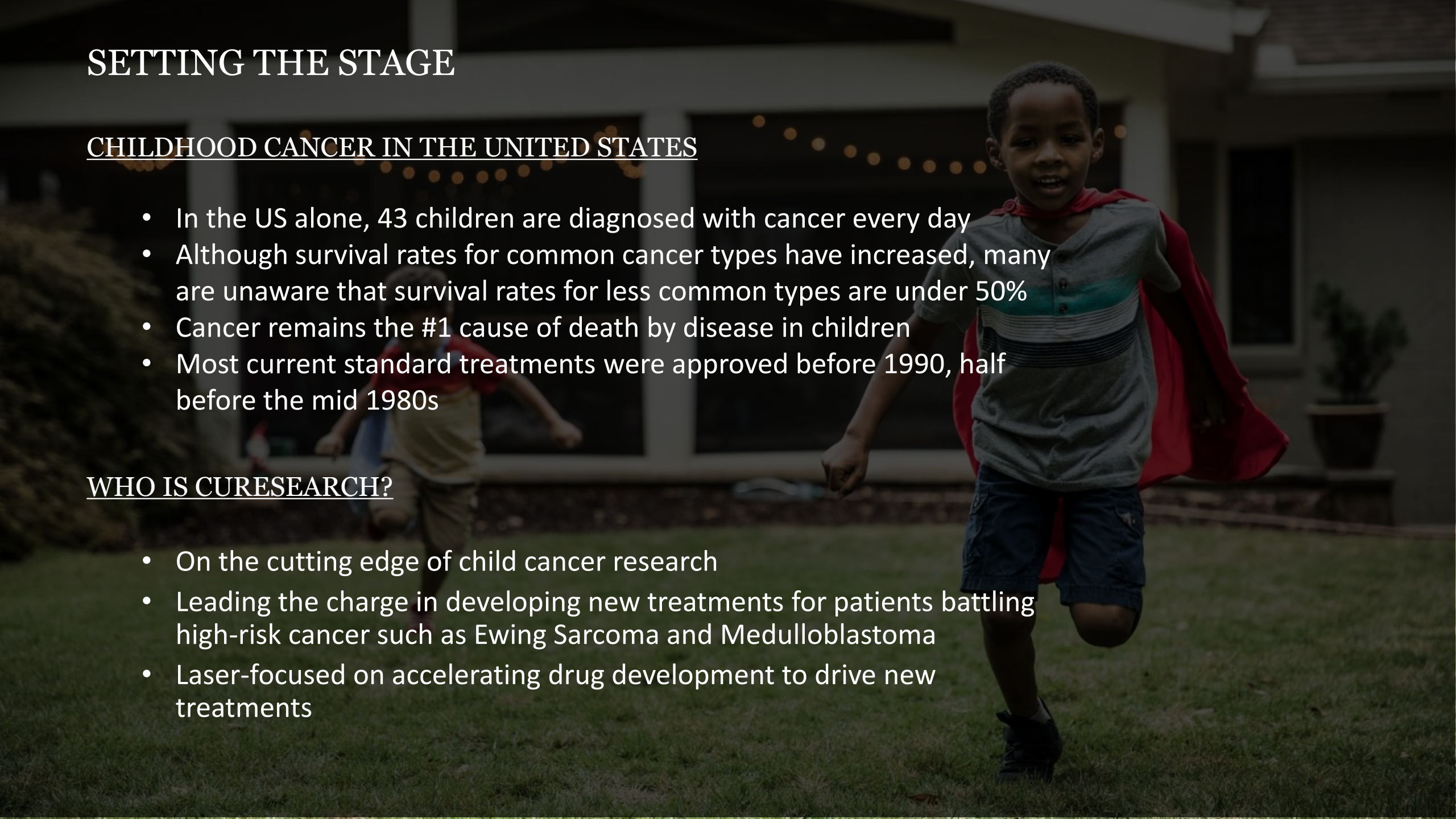
SETTING THE STAGE

CHILDHOOD CANCER IN THE UNITED STATES

- In the US alone, 43 children are diagnosed with cancer every day
- Although survival rates for common cancer types have increased, many are unaware that survival rates for less common types are under 50%
- Cancer remains the #1 cause of death by disease in children
- Most current standard treatments were approved before 1990, half before the mid 1980s

WHO IS CURESEARCH?

- On the cutting edge of child cancer research
- Leading the charge in developing new treatments for patients battling high-risk cancer such as Ewing Sarcoma and Medulloblastoma
- Laser-focused on accelerating drug development to drive new treatments



WHAT WE'RE UP AGAINST

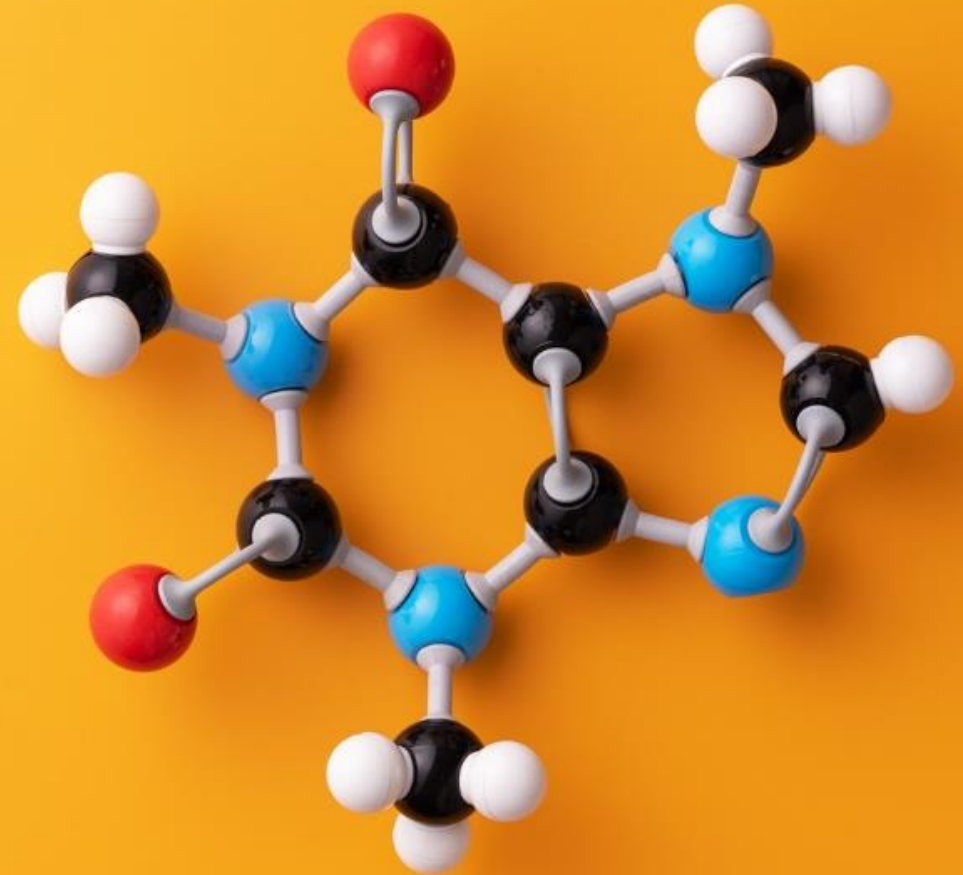
AWARENESS

There are over 1,000 pediatric cancer foundations across the nation which has caused overlap and dilution of resources, efforts, and proper funding

FUNDING

Only 4% of federal funding is dedicated to pediatric cancer research

With no federal funding dedicated to CureSearch specifically. The foundation relies on corporate and individual donations to fund their research making the private sector a critical partner in the fight against childhood cancer.



WHY S.PELLEGRINO?

WHO WE ARE

For over 120 years, S.Pellegrino has recognized as an esteemed icon in the culinary community.

With our role in the forefront of fine dining, we take pride in our support of Chefs and the community by promoting and sponsoring events.

We have also established ourselves at the center of every dining experience, whether that be at Michelin star restaurants or the family table.

OUR OBJECTIVE

Leverage our platform and partnerships to drive awareness of childhood cancer and highlight CureSearch as the solution.

Promote funding for CureSearch through new corporate sponsorships to create sustained donations toward or exceeding the goal of \$2million in revenue over 18 months.



S.PELLEGRINO & CURESEARCH

Food is not just a part of culture; it is culture, as well as an expression of humanity.

While food enriches our lives both functionally and emotionally, it also impacts everything from health and wellness to our personal relationships and connection to those around us.

At S.Pellegrino, we know better than most that food is the centerpiece for transformative experiences, life-changing conversations, and culture defining relationships. These are the moments that transcend inequality and disability that we aim to inspire in those courageously battling pediatric cancer.

With a rich history in creating memorable shared experiences around the table, S.Pellegrino will work to bring these moments to patients and their families when needed the most.



BACKGROUND

S.Pellegrino has been the ongoing sponsor for Top Chef for the past 5 years.

In 2019, Top Chef “Fan Favorite” Fatima Ali tragically passed at the age of 29 after battling with Ewing’s sarcoma. This passing shook the core of the show and gave it a cause to stand for, creating a natural alignment with CureSearch.

By leveraging this strong corporate partner, we will not only raise awareness for CureSearch and its cause, but drive significant donations as well.



CURESEARCH COOKOFF

EXECUTION

Live on Top Chef, we will premier a new challenge in which contestants are told they will be paired with very special sous chefs to create their own one-of-a-kind dish. The inspiring twist is that the sous chefs will actually be children who have overcome pediatric cancer with the help of CureSearch. Each teams dish will tell their own unique story by reflecting the passions and personality of their sous chef. Once the dishes are completed, they are then presented to the panel of judges, which includes CureSearch CEO Kay Koehler as a special guest.

KEY TACTICS

- Consistent super on-screen to keep objective top of mind that shows live contributions and progress in money raised towards a goal of \$500,000.
- Establishment of a call/text to donate number as well as a landing page for users to donate or bid larger contributions to win potential prizes.
- Create urgency through host Padma Lakshmi to remind viewers of the cause and how to donate (via text submission or landing page) throughout the show.
- Live social tweeting and interaction to engage current and new audiences.

All of the proceeds generated by Top Chef during this episode will go to CureSearch.

TOP CHEF



BACKGROUND

Blue Apron has built its foundation in creating chefs at home with high quality food preparation made easy and we at S.Pellegrino take pride in standing at the center of family tables for over a century.

Cooking in itself is a tradition that has stood the test of time as a way to bring families together. However, for those impacted by cancer, even this simple activity is not always realistic. Whether that be due to dietary restrictions or the inability to shop at the local grocery store, a home-cooked meal can become more of a source of stress than one of enjoyment.

In partnering with Blue Apron, we will develop unique meal plans for families impacted by the limitations of pediatric cancer to provide shared and enjoyable moments in the kitchen and at the table.

This tactic will allow us to reach a large audience, provide an exclusive service to families effected by cancer and drive consistent funding to CureSearch.



MEALS THAT MATTER KIT

EXECUTION

With our strong ties to the chef community we will partner with decorated chef Ouita Michel, who is widely recognized for her specialization in the science of neurogastronomy. Her passion in the field was sparked from seeing her own mother fight cancer and lose the ability to fully enjoy her meals. This led to her developing elevated meals specifically for the palette and diets of those fighting cancer.

We will tap into her expertise to curate meals for a specific Blue Apron subscription catering to those in need of tailored ingredients / meals.

To drive awareness for the program we will work with our agency partners to develop and launch a go-to-market campaign that will air during our Top Chef CureSearch episode where we are already engaged with our target audience.

KEY TACTICS

- Develop cancer-friendly meal subscription for families in need leveraging Ouita Michel's recognition and expertise
- Include a bottle of S.Pellegrino with every meal delivery with a neck-hanger providing information on CureSearch
- Create a TV and social campaign introducing the subscription as part of Blue Apron's offering

CALENDAR OF EVENTS

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
		Top Chef												Top Chef	
		"Meals That Matter" Campaign    													
		Blue Apron 'Meals That Matter' Kit													

TOP CHEF

\$500,000



\$4,380,480

<p><u>Grand Total</u> \$4,880,480</p>
