

# Cancer remains the #1 cause of death by disease in children

Every day, 43 kids are diagnosed with Cancer and 1 out of 8 children with cancer will not survive.

Currently, adult cancer patients tend to have more available and modern treatment options, however children's bodies are not able to withstand the same treatments.

In the last 20 years, only 4 cancer treatments have been specifically developed and approved for children.



The treatments are said to be so toxic that 2 out of 3 survivors will have life-long chronic health challenges including heart disease, infertility, secondary cancers and premature death.

The current pace of pediatric drug development *fails* to reflect the *urgent* need for new treatments.

On average, it takes 6.5 years before clinical trials for pediatric treatments begin.

*The challenge:*

Not enough people are aware of just how outdated and behind pediatric cancer treatments are. Nor are they aware of how severely underfunded the programs are.

# CureSearch for Children's Cancer Is Driving for Change and a Cure.

- ▶ Our mission is to end children's cancer by driving targeted and innovative research by funding critical cutting-edge developments that will significantly improve long term survival rates by identifying the strongest projects that are **most likely to quickly reach patients** in the clinic or marketplace.
- ▶ We are laser focused on accelerating the pace of drug development to drive new treatments quickly to save the children of today and the future.
- ▶ We're focused on results, holding our researchers accountable to **rigorous six-month milestones**.

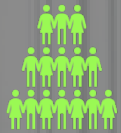


**CURESEARCH**  
FOR CHILDREN'S CANCER

- ▶ Only 4% of Federal Funding is allocated towards pediatric cancer research.
- ▶ With very limited federal funding, CureSearch **relies solely on the support of companies and individuals** to fund the most innovative and promising pediatric cancer research.
- ▶ If a corporation wishes to help advance the pace of pediatric drug development and to directly impact patients in need as quickly as possible, **it is critical that CureSearch rises to the top of their consideration list.**

# Our Audience

- ▶ Who: Business professionals who hold seniority and decision-making authority who are interested in collaborating with an organization long term that shares similar beliefs and mantras: to drive innovation and invest in the future.
- ▶ Why: This audience of people share a common understanding; there is a dire need to be ever-changing and advancing as a society and that to be successful you must be proactively innovative and that it is important to invest in people.



**26%**  
Of the U.S.  
Population is  
Between the  
Ages of 35-55



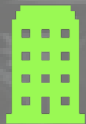
There are **32.5 million**  
businesses in the U.S.



**427.71 Billion Dollars**  
was donated to charities  
in 2019



**49.2%**  
Of the U.S.  
Population is  
male



**Roughly 9 million** are  
corporations



**\$63k** is the Median  
Household income in  
the U.S.



**17.1 Million vehicles**  
were sold in 2019.  
We can effectively reach  
our target audience  
through the automotive  
market because  
everyone needs reliable  
transportation

# A Futuristic Partnership with Ford Motor Company



- ▶ After two previous failed attempts to establish a business, Henry Ford remained resilient and founded Ford Motor Company in 1903; from the start they were blazing the trails of innovation.
- ▶ Amongst their many achievements, the most notable being when Ford launched the Model T bringing along with it the world's greatest contribution to manufacturing in 1908: the world's first moving assembly line. This was groundbreaking technology and a brand-new strategy of manufacturing that addressed the biggest weakness of the automotive industry and revolutionized it for decades to come.
- ▶ Ford's ideology and passion for progression didn't stop within the walls of the factory and in the business world, it deeply enriched and spread vastly amongst the community. He found value in investing in education, healthcare, and the quality of human life even though there was no immediate return. He cultivated a new perspective for businesses about the importance of giving and investing in others in order to create a better life for ALL.

***"The impacts of his vision changed the way America developed. His vision of serving people still drives everything we do today"- Bill Ford***

- ▶ Ford Motor Company is the perfect example and true testament of how a big idea causes a revolution. To this day their reputation is everlasting and interwoven with achievements in multiple industries, businesses, and charities.

## Market Insight:

- ▶ Ford operates roughly **3,000 auto dealerships** in the U.S. and in 2019 Ford Motor Company reported **2.4 million sales for the year**.
- ▶ "For more than four decades, the Ford F-150 light-duty full-size truck has been the best-selling pickup in America." – J.D. Power
- ▶ The Ford Motor Company Facebook page has over **15.7 million likes and followers**
- ▶ On average, Ford Motor Company already spends over **\$600 billion in annual advertising**.
- ▶ Ford Motor Company is considered one of the 3 largest Automakers in the United States.
- ▶ With this kind of market share, Ford Motor Company has the potential to reach millions of people as they have done already with their Built Ford Tough truck campaign.
- ▶ Ford Motor Company's success can be attributed to their consistent and recognizable branding as well as their established incentive reimbursement program with the individual dealerships.

How does a partnership with Ford Motor Company help CureSearch to reach their intended audience?



# MARKETING STRATEGY

CureSearch and Ford Motor Company can launch a marketing campaign that brings awareness and needed funding to children's cancer while also aligning with the automotive strategy to sell vehicles and curate a positive societal contribution.

## Plan

- Create the "CureSearch: Ford Future" Program and dedicate certain months to specific rare cancer types.
- Dealerships who feature the event are eligible for reimbursement through Ford's existing co-op program
- Ford Motor Company Donates a portion of each new vehicle sold to CureSearch

## Call To Action

- Branding materials are compatible with the Automotive Buying Funnel
- Generic Ads are created to bring brand awareness in the initial stages
- Ads become more specific for each buyer to help promote vehicle sales

## Incentive

- Introduce vehicle offers that can only be used if the event is featured/mentioned
- Award program for the most involved dealerships in each region
- Reassure the public that Ford cares about the Future and is contributing to it



A unique factor of this marketing campaign is that it aligns with the existing Automotive Market, minimizing the advertising expenses for CureSearch. We plan to reach business owners of the dealerships encouraging them to donate to our charity, as well as business owners who are in the market and would potentially buy a vehicle.



# The Plan:

## Branding a Partnership While Driving Traffic

- ▶ We propose launching the collaborative “CureSearch: Ford Future” program.
- ▶ A joint logo would be created to advertise the Ford brand while also bringing awareness to the new partnership with CureSearch. *Estimated cost: \$1,000*
- ▶ The logo would be compatible with all advertising platforms: TV, Digital ads, print, social media, emails and dealer websites. Copy of “Please help us Fund the Future and end children’s cancer” would be in all buying messaging.
- ▶ For non-visual advertising, like Radio, the dealerships would mention the “CureSearch: Ford Future” event since the logo cannot be displayed.



- ▶ A graphic homepage banner would be added to all Ford dealership's websites that links users back to CureSearch's website where they can read more and donate using their zip code.
- ▶ Pre-made artwork and TV clips would be available through Ford's advertising planner so dealerships do not have to pay extra money to have products created. *Estimated Cost: \$50k*
- ▶ Specialty artwork would also be used to feature children and families in advertising to make supporting CureSearch more personable. *Estimated Cost: \$10k*


- ▶ As part of the partnership, Ford Motor Company would donate \$10 for every new Ford vehicle sold during the campaign term and the customer would be made aware and thanked for their contribution to help fund the future.
- ▶ Ford Regional Reps will email the packet information to the dealerships and follow up to make sure the individual dealerships are aware of the event.

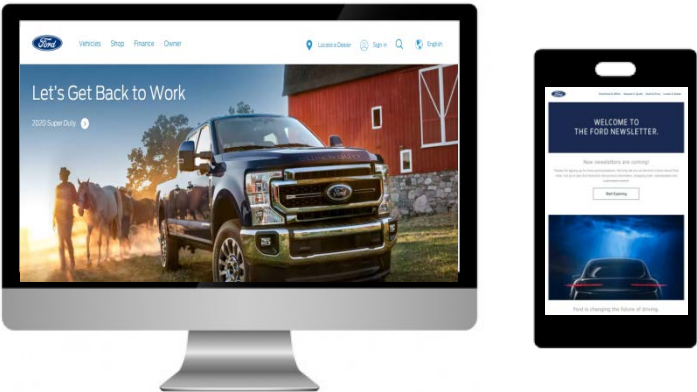


- ▶ A Ford dealer already receives monthly offers that they can advertise each vehicle at; but if they choose to participate in the “CureSearch: Ford Future” program, the dealer is able to advertise their vehicle for less than the standard offers.
- ▶ To keep the drive up during the campaign, months will alternate to push the event in big car sale months across all advertising platforms and during slower months the event is not required but the dealer receives better vehicle incentives for featuring the event.

# Call to Action: Through the Automotive Buying Funnel



Using Traditional and Non-Traditional advertising methods, we can bring awareness to CureSearch by including the branding event in all Ford advertising. 



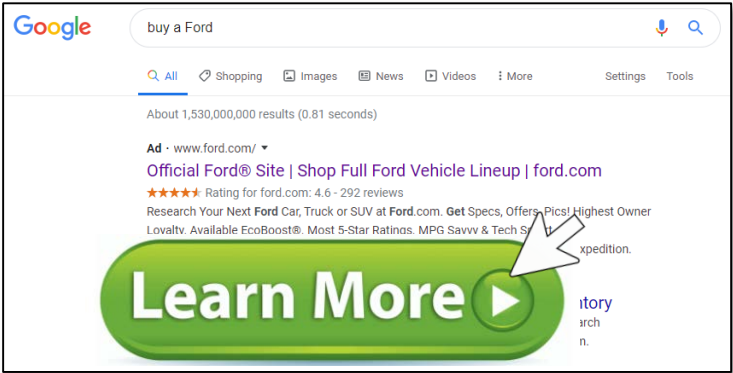
With websites and emails, the research content the customer needs can include the branding event information as well as links to learn more.



Once the customer has found their preferred vehicle and price, they will act quickly to purchase it before someone else does.



Now that the dealership has the customer's information, they can continue to send the customer special offers to make sure they come back to service their vehicle and eventually upgrade to a new car.



After thorough research, the customer now knows what vehicle they want and will continue searching for the best price that fits their budget.

All Ford marketing will be identical: to increase sales efforts and awareness, in order to convert to a purchase, to be able to donate revenue to CureSearch.



# Incentive:

## Inspiring Engagement with the Dealerships

Dealerships are focused on marketing cars at the best price available to increase their chances to make a sale.

With access to the "CureSearch: Ford Future" national incentives and rebates, the dealer is driven to participate in marketing efforts because there is an option to advertise vehicles at better pricing while having the opportunity to make money back that is invested throughout the entirety of the campaign.

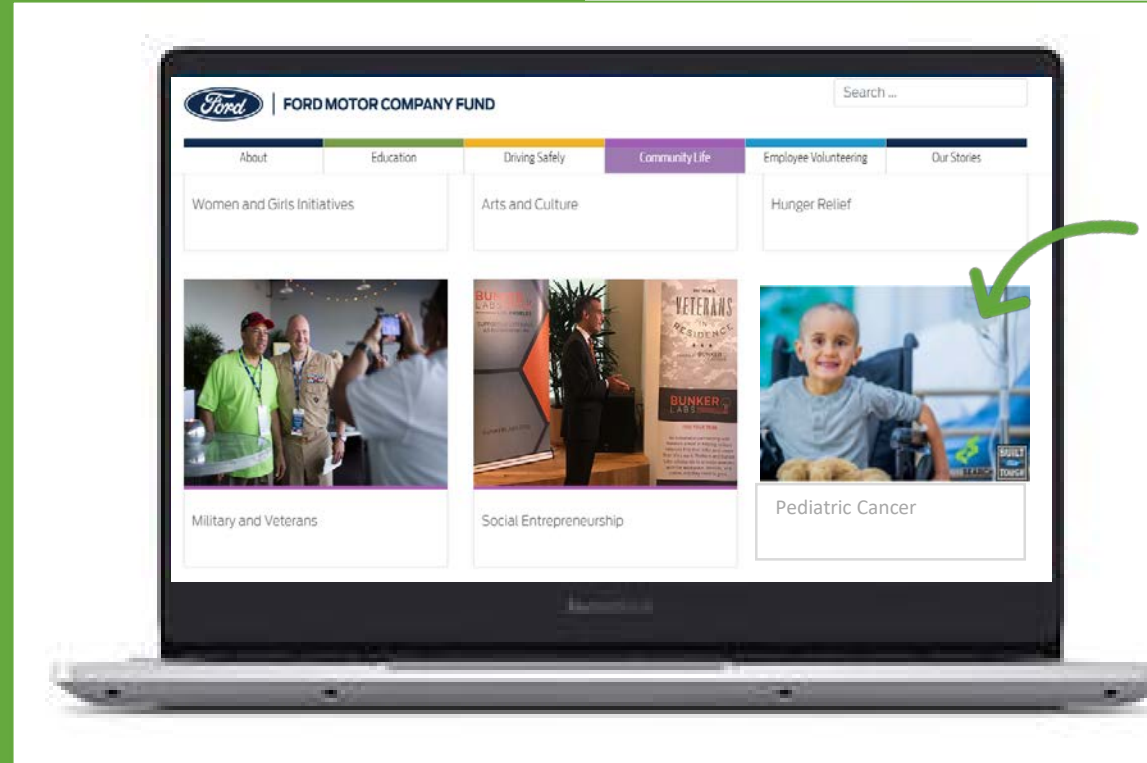
### Awarding For Good Deeds and Good Sales Numbers:

By the end of the 18-month campaign, the dealerships with the highest gross profit of new car sales will be awarded the "CureSearch: Ford Future Award". The Dealer principal, GM, the highest selling sales manager and family, and regional Ford rep will be flown out to the Ford Headquarters in Dearborn, MI for a special congratulatory ceremony.  
*Estimated cost: \$39,000*

*The regional competition will help keep the campaign driven from start to finish, not only for sales but for a deserving and critical cause.*

Not only will our collaborative efforts benefit us:  
*it will benefit Ford as well.*

- Recharge reputation of charitable contributions, rev up sales across the U.S., rev up moral and sales efforts regionally and nationally when an element of good competition is involved.



Ford Motor Company currently does not fund a children's cancer effort on a national level. There is one missing mission tile on the Ford Fund Website and that is CureSearch.

The "CureSearch: Ford Future Award" is granted to only the highest grossing Ford dealer in each region.

The incentive of this award is a year of bragging rights, access to better incentives throughout the next year, and first access to previews of new Ford Products in the works as a means to always be looking forward to the future.





# Timeline: July 2020 – December 2021

Estimated CureSearch Campaign Expense:  
\$100,000

Projected new Ford Vehicle Sales:  
2,000,000+

Estimated Ford Motor Company Contribution  
\$10 per new vehicle sold with total donation:  
**\$20,000,000+**

Media Impression Reach:  
700,000,000+

Social Impression Reach:  
100,000,000+

Total Estimated Reach:  
**800,000,000+**

July 2020:  
Launch  
CureSearch: Ford  
Future Program

September 2020:  
Event Requirement Month for  
Pediatric Cancer Awareness.  
Focus on Ewing sarcoma.

December 2020:  
Event Requirement  
for Season of  
Giving & End of  
Year Push. Focus  
on  
hepatoblastoma.

February 2021:  
Event Requirement Month for  
National Cancer Prevention  
Month. Focus on leukemia.

September 2021:  
Event Requirement Month for  
Pediatric Cancer Awareness.  
Focus on medulloblastoma.

June 2021:  
Event Requirement  
for Cancer Survivor  
Month

December 2021:  
CureSearch: Ford  
Future Ceremony and  
Awards Program

By the end of our 18-month campaign, we estimate a complete overhaul of the Ford philanthropic reputation, a gross profit well over our 2-million-dollar goal, and a significant increase in new car sales for Ford Motors.

## Measuring Success:

- ✓ Through Digital Tracking, we can see how many people have clicked onto CureSearch's Website and/or donated
- ✓ With Traditional Media and Social Media, we can estimate the number of people who saw CureSearch in Ford advertising
  - ✓ Thanks to Ford Motor Company's Charitable contribution, we can measure the donation success through the number of new vehicles sold and revenue accumulated.

*Dealerships can still promote the event in non-required months and will be encouraged to do so with vehicle offers.*

# Summary of Partnership

Today's car buyer is not bought easily.

A partnership with Ford Motor Company would not only bring brand awareness and generate funds, it would create a ripple effect that could potentially cure children's cancer.

Cancer continues to be the biggest threat of our future generations and is somehow one of the least funded diseases for treatment options.

CureSearch is different than the organizations that are said to do similar efforts in the market as we are very selective on who we choose to fund- we dedicate our efforts to those with scientifically backed research and results, so we remain the closest to finding a cure at all times. The children of today cannot wait for the future; we must forge the future now.

We believe that CureSearch is the perfect partner for Ford Motor Company for this endeavor as we share the same outlook and view on the world. Our partnership will reignite the philanthropic reputation that Henry Ford established long ago, will drive sales, and will fill a philanthropic void in Ford charity efforts.

CureSearch needs a partner who has stable access to funds in order to raise standards higher for what we demand from the cancer research market, accelerate the timeline for research and treatment options, and remain driven to dedicate funding into our future generations.

Help us fund the future,  
and together we can help  
end children's cancer.

It takes several advertising methods and specific targeting to reach a buyer. Because of this complexity, a single car dealership will work with multiple advertising companies to make sure their products are being seen by the buyer in every possible place.



# Summary of Marketing Campaign

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Our partnership was developed based on the fact that CureSearch and Ford share the same fundamental principles: investing in people's well-being, fulfilling a dire need to progress, and like CureSearch they are a company known for being unabashedly innovative. Ford has a long history of propelling and producing not only futuristic automobiles and products, but also philanthropic efforts. Founder Henry Ford dedicated his life to creating products that propelled us into the future and thought it was pivotal to invest back into his community. Ford's mantra, principals, and nationwide sales numbers make a partnership with CureSearch natural. The establishment of the "Ford Future " program, CureSearch and Ford will collaborate in an effort to raise awareness and funding for pediatric cancer research while increasing traffic to local Ford Dealerships nationwide. As dealerships sell cars, we can link those customers back to our targeting efforts through digital codes and zip codes.

Our strategy to reach our target audience of adults 35-55 will be a media mix of traditional and digital efforts in order to reach both ends of this spectrum. We find that in this age bracket there are people who are established, have buying power, and a socially conscious awareness. This age range is a unique blend of people because some are accustomed to technology and respond better to modern methods like Facebook and Google, while others prefer the a more traditional approach like mail, radio, and TV advertisements. Each are equally important to our mission and therefore should be addressed in our media mix messaging at all points in the buying process. In this audience, we find that many people are in need of reliable transportation and the automotive industry is multifaceted and has the potential to easily integrate with many platforms in order to reach them.