

CHALLENGE & BACKGROUND

THE STATE OF AFFAIRS

Children's Cancer is facing a crisis: each year 15,000 kids in the US are diagnosed with cancer, but treatment options are out of date, and the approval process for new treatments is painfully slow. In the past 20 years, only 4 new treatments have been developed, and 2 out of 3 survivors develop chronic health complications due to adverse affects from inadequate treatments.

THE CURESEARCH FOR CHILDREN'S CANCER SOLUTION

CureSearch is delivering solutions. They raise money to fund targeted and innovative research for children's cancer treatments with measurable results in an accelerated timeline.

OUR GOAL

To raise awareness and generate an additional \$2 million for CureSearch by December 2021.



LIVE NATION



CURESEARCH
FOR CHILDREN'S CANCER



LIVE MUSIC IS THE BEST WAY TO APPEAL TO

CORPORATE PARTNERS

LIVE MUSIC IS A PASSION POINT

70% Of corporate decision makers enjoy seeing their favorite artists live, and are 15% more likely than average to say so.

CHILDREN'S CAUSES ARE A PRIORITY

#1 Children/young people is the #1 cause that corporate decision makers personally donate to. Their compassion for young people make them the perfect target to help join CureSearch in the fight against children's cancer.

TAP INTO THE LIVE NATION NETWORK

1,000+ Brands are currently part of the Live Nation network, and those with established corporate giving programs, such as Citi, Verizon, and Salesforce are now accessible to CureSearch.

CONVERTING PASSION FOR MUSIC INTO DONATIONS

Live Nation is in a unique position to leverage assets including artist relationships, venues, and one of the world's largest ticketing platforms to create a program worthy of the CureSearch cause

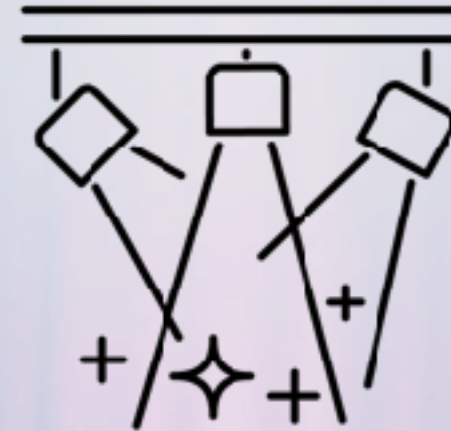
OUR APPROACH



TICKETMASTER TAKEOVER

Create Consumer/Employee Awareness and Education

CureSearch will takeover Ticketmaster for the month of September for National Childhood Cancer Awareness Month with digital branding a short 'About Us' section at checkout. This initiative will educate music fans; engaging Ticketmaster customers to add \$1 to their purchase as a donation to CureSearch.



LIVE FOR LIVE CONCERT SERIES

Convert Consumer/Employee Awareness to Corporate Participation

Excited employees will encourage corporate decision makers to purchase tickets to this exclusive small venue, big artist concert series. Live for Live is the once in a lifetime opportunity to see legendary artists perform in front of a small group of guests. Ticket prices will be accompanied by on-site donations to help CureSearch reach its fundraising goals.



CORPORATE INCENTIVES

Retain Corporate Participation and turn it into Corporate Partners

To extend the partnership beyond the Live for Live series, Live Nation will offer corporate partners live music perks such as VIP upgrades, and viewing deck access at top live music events of the year as they reach fundraising milestones.

KICKING OFF THE CAMPAIGN

Publicize the CureSearch message and Live Nation's support. We'll use these methods to educate and inform on the upcoming three pronged campaign.

For the month of September, ticketmaster.com will partner with CureSearch to educate site visitors and drive donations among ticket purchasers.

2 Business Day (Evening) - \$10.50

By 7:30 PM in 2 business days via UPS (no delivery to PO Box or APO/FPO addresses).

3 Business Day (Evening) - \$14.50

By 7:30 PM in 3 business days via UPS (no delivery to PO Box or APO/FPO addresses).

Total

All Sales Final - No Refunds
By continuing past this page
Order", you agree to our [Terms of Sale](#).

Place Order

Payment

OFFICIAL CARD OF

Name on Card

Card Number

Expiration Date

Security Code

Help End Children's Cancer with CureSearch

Add \$1 to your Purchase

Click Here!

Learn More Here



CURESEARCH BENEFIT

LIVE FOR LIVE SERIES

TAPPING INTO LIVE NATION'S CORE COMPETENCY

We will produce an invite only, live event series leveraging Live Nation venues and artist partners that corporate decisions makers won't want to miss.

The series will reach 4 major donor cities in 2021; San Francisco, Chicago, New York and Dallas.

All events will be hosted by Tiffany Haddish who will laugh corporate partners into donations. Billy Joel, CureSearch's Live for Live ambassador, will perform with impassioned young artists in every city to create uniquely curated events ensuring that corporations will donate and attend because these events are once in a lifetime.

#LIVEFORLIVE #CURESEARCHCONCERT

For every social post using #LiveforLive #CureSearchConcert, our partner artists will donate a portion of their performance fee to CureSearch, which will be tracked live on stage to show progress throughout the event.



INVITE AND DELIGHT

CORPORATE INVITATIONS

Corporate giving program decision makers at Live Nation partner brands as well as current CureSearch donors will receive direct invitations to donate and attend the Live for Live series.

INITIATE
\$5,000

Access to 2 tickets to 1 Live for Live Series Concert
Access to all Live for Live hospitality (open bar, photo moments)

ACCELERATE
\$10,000

Access to 4 tickets 1 Live for Live Series Concert
Access to all Live for Live hospitality (open bar, photo moments)
Opportunity to include 1 children’s cancer patient and their caretaker

CATAPULT
\$25,000

Access to 6 tickets 1 Live for Live Series Concert
Access to all Live for Live hospitality (open bar, photo moments)
Opportunity to include 2 children’s cancer patients and their caretakers
Meet and Greet with Artists

Help End Children’s Cancer the Fastest Way Possible; with CureSearch

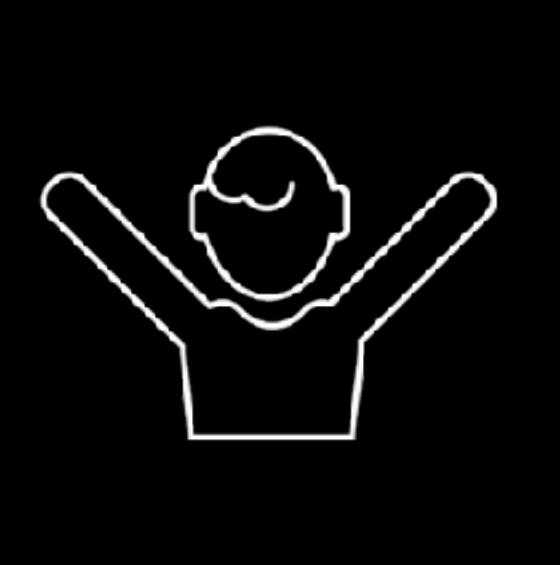
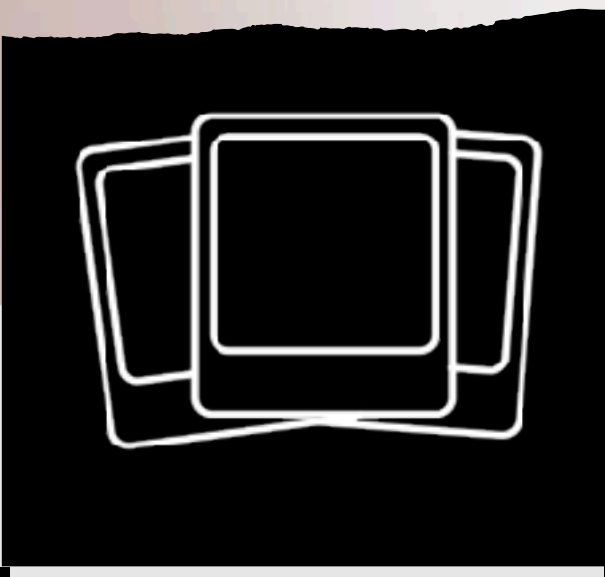
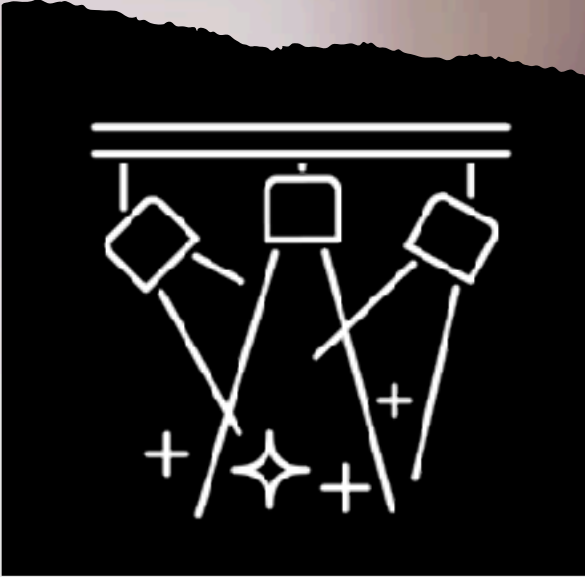
Attend 1 of our 4
Live for Live concert series in
a city near you: Dallas, San
Francisco, New York &
Chicago.

Host: Tiffany Haddish
Performer and CureSearch
Ambassador: Billy Joel
Joined by: Surprise Young
Impassioned Popular Artists

Initiate \$5,000
2 tickets & hospitality

Accelerate \$10,000
4 tickets, hospitality
& invite a patient

Catapult \$25,000
6 tickets, hospitality
invite patients, &
exclusive access to
meet and greets





LIVE FOR LIVE AUCTION

TIFFANY HADDISH WILL HOST AN INTERMISSION AUCTION
GENERATING MORE DONATIONS FOR CURESEARCH, WHICH
WILL GO DIRECTLY TOWARD

\$1,000

can go to support for **essential library
supplies** for CureSearch researchers.

\$5,000

can fund two months of **research for a novel
cell-based immunotherapy** for Acute Myeloid
Leukemia.

\$10,000

can fund an entire **CureSearch Community Impact
Award**, allowing local hospitals to **provide
programs and resources that support families** in
coping with cancer diagnosis.

RETAIN CORPORATE PARTNERS

With a Music-Based Incentives Program for Donations after the Live for Live Series

INCENTIVES



\$10,000

UNLOCK TICKETS

Access to amphitheater lawn seats, general admission festival tickets, arena tickets and clubs and theaters.



\$25,000

UNLOCK THE VIP EXPERIENCE

Access to VIP viewing areas at festivals and concerts, meet and greets, exclusive vendors, fast lanes and wifi access.



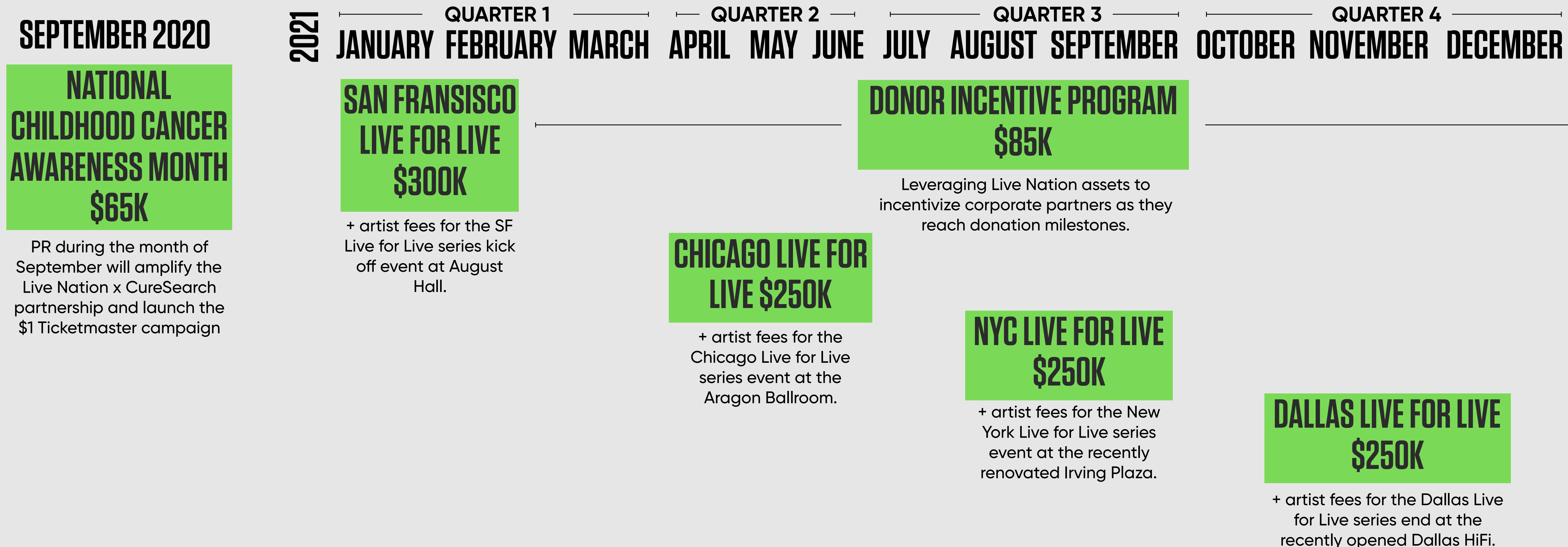
\$50,000

UNLOCK BRANDING

Access to discounted corporate advertising on [ticketmaster.com](https://www.ticketmaster.com), [livenation.com](https://www.livenation.com), venue websites and on site branding at venues.

TIMELINE & BUDGET

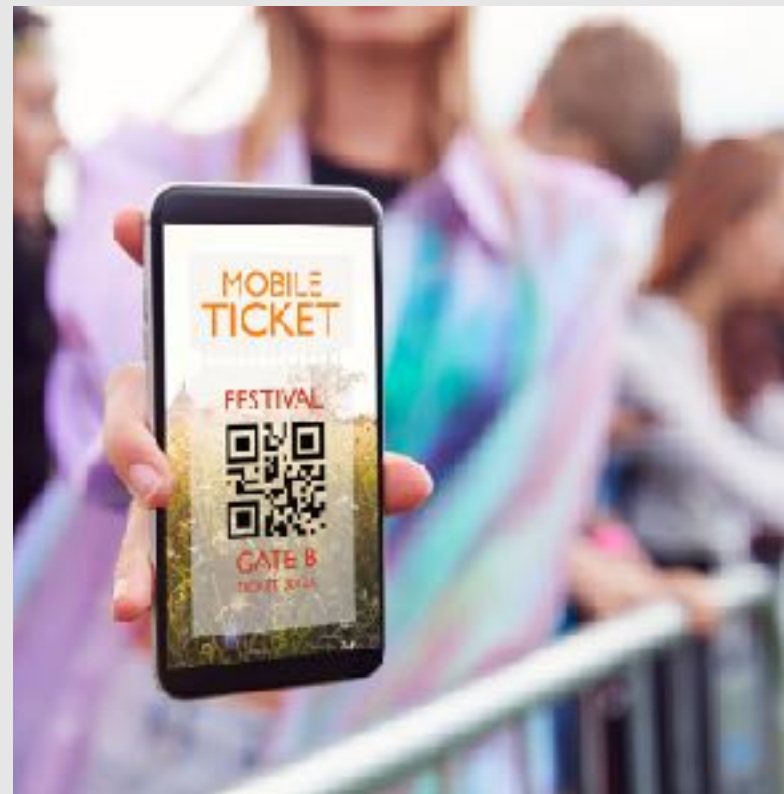
Campaign will kick off September 2020 during the National Childhood Cancer Awareness Month with paid amplification inclusive of press for the upcoming 2021 Live for Live Series and Live Nation's support of CureSearch followed by one Live for Live series stop per quarter in 2021.



HOW WE MEASURE SUCCESS

Partnerships that extend beyond the big event

GOAL: \$300K



LAUNCH SUCCESS

- Participation in the Ticketmaster initiative to add \$1 to your ticket purchase to support CureSearch
- Press garnered for CureSearch
- Consumer and employee education around the cause

GOAL: \$750K



SERIES ATTENDANCE

- Selling out all 4 shows in the Live for Live concert series
- Education of corporate partners around CureSearch's mission

GOAL: \$750K



ON-SITE DONATIONS

- 100% participation in on-site donations at concert events
- Reaching our fundraising goal through artist hashtag contributions

GOAL: \$200K



UNLOCKING CORPORATE INCENTIVES

- All new brand partners unlock at least one incentive offered by Live Nation for meeting fundraising milestone for CureSearch