

# INSIGHT

The current pace of drug development for pediatric cancer has fallen far behind the urgent need for new treatments, as most current methods were approved nearly 30 years ago.

Enter CureSearch For Children's Cancer, who drives new treatments from the lab to the market place within an accelerated timeframe of 3-to-5 years.

Because CureSearch's target of corporate decision makers are *2.98x more likely to be interested in live music* (versus the general population), Live Nation will build a platform using pop-up performances by a top tier artist within an accelerated timeframe to communicate the urgency in pediatric cancer research.



## LIVE MUSIC IS A POWERFUL TOOL FOR BRANDS TO MAKE MEANINGFUL CONNECTIONS

**77%**

of live music-goers feel high emotional intensity during live music events

**63%**

agree, "The more emotional intensity I am feeling, the more likely I am to connect to brands"



# THE STRATEGY

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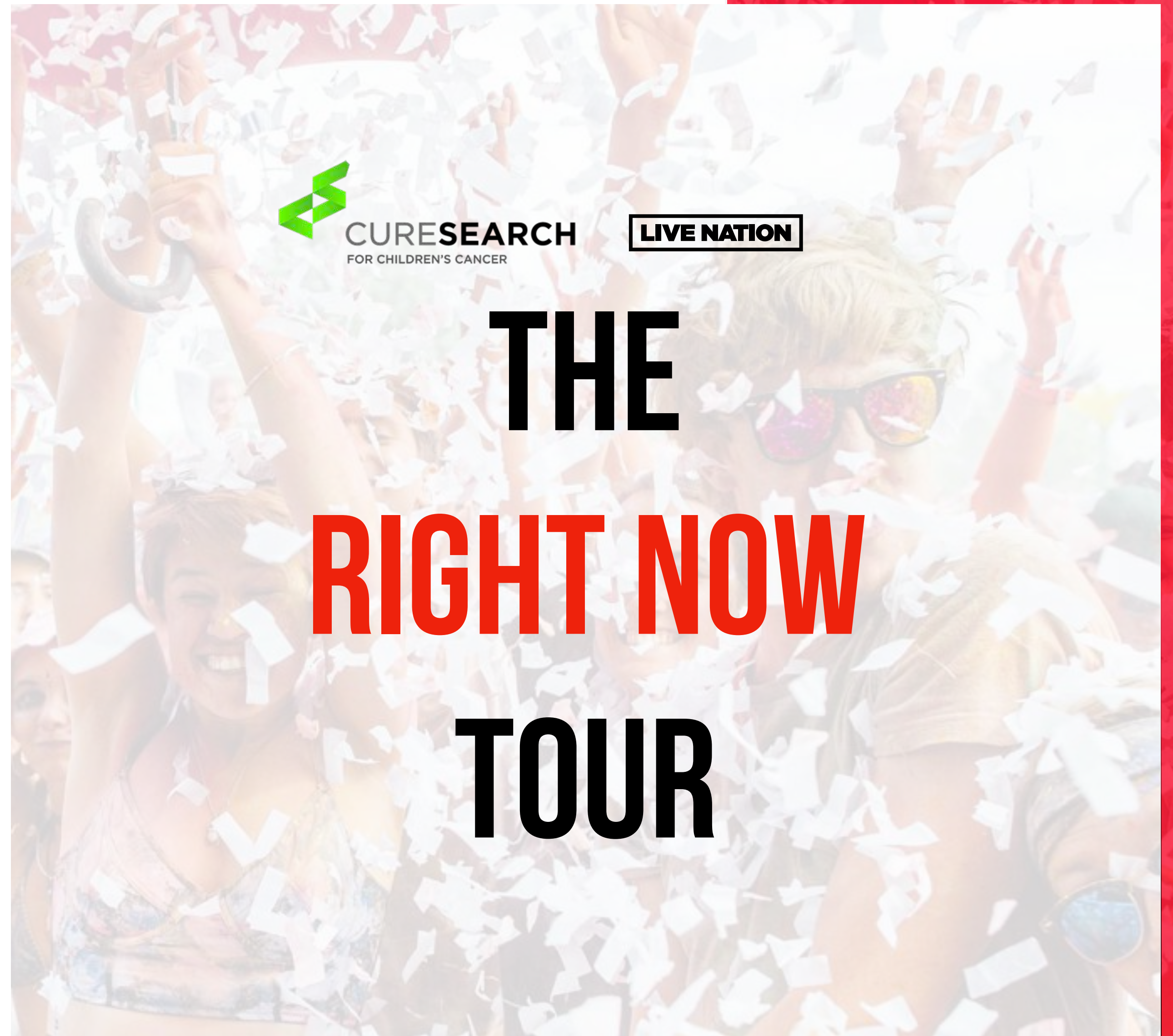
## We can't afford to wait to cure Pediatric Cancer.

While investing in future research initiatives is important, to the 48 children who are diagnosed every day and their families, the *right now* is everything.

Introducing **The Right Now Tour**, a new kind of live music experience focused on spreading CureSearch's urgent mission through a series of impactful pop-up performances.

This platform allows corporations to satisfy their philanthropic goals through a CureSearch partnership and donation, as well as becoming the brand hero that gives fans access to unforgettable live music experiences.

As a partner, corporations will receive a variety of benefits that will boost visibility and affinity among consumers. We'll also entice brands by extending their reach beyond an on-site presence through tactics including content distribution and social amplification.



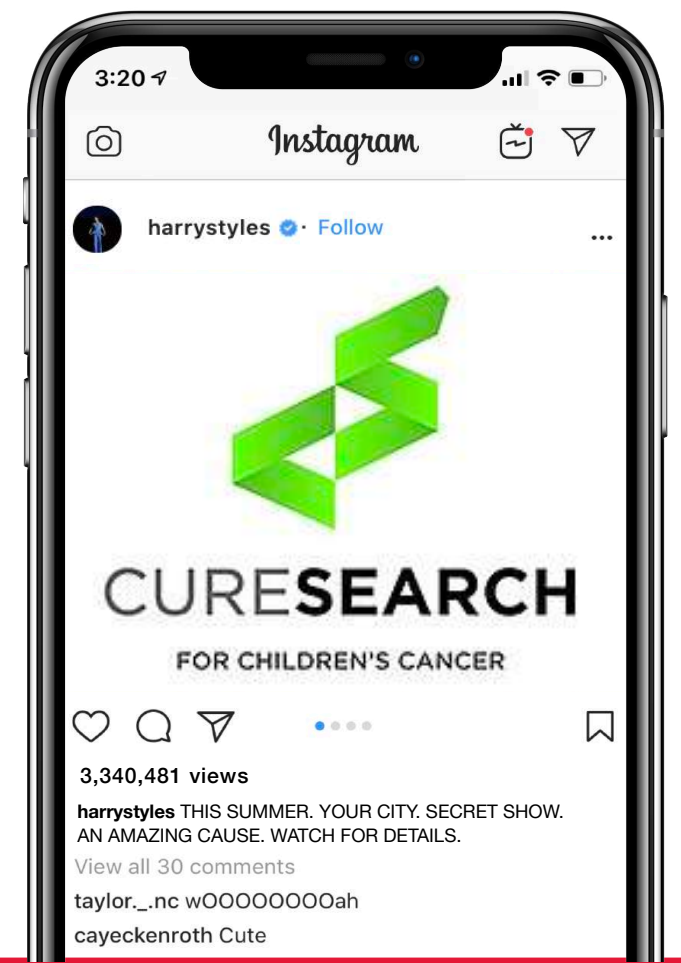


# PROGRAM ARCHITECTURE

## Artist Partnership



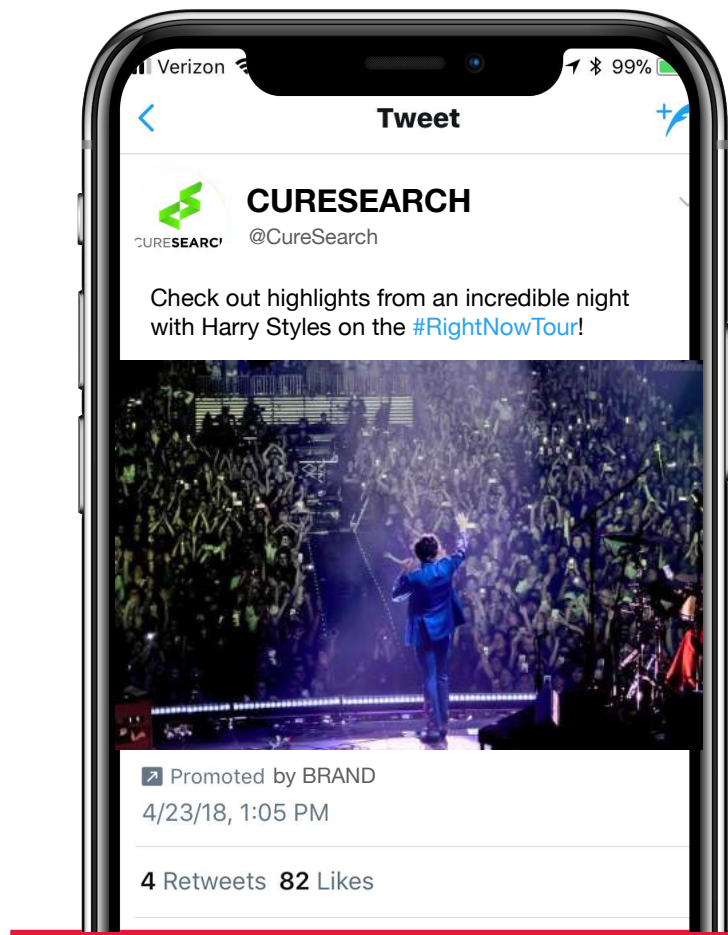
## Call to Action Content



## Pop-Up Events



## Media & Amplification





## THE RIGHT NOW TOUR

# A-LIST ARTIST PARTNERSHIP

We will leverage Live Nation's industry leading artist relationships to partner with an A-List artist to anchor a truly one-of-a-kind experience.

We will seek out an artist who:

- Has a large, highly-dedicated fanbase
- Has a unique ability to mobilize fans
- Appeals to fans of all ages, in national markets
- Has been an advocate of charitable organizations
- Embodies a spirit of positivity
- Is attractive to brands for sponsorship opportunities

Artist involvement will entail:

- Name & likeness used for partnership promotion, messaging, and custom merch
- 5x multi-city pop-up performances in uncharacteristically small venues for the artist's caliber
- Appearance in content and distribution from social handles
- Access for Meet & Greet with select fans, CureSearch reps, and sponsor brand partners

### Illustrative artist: Harry Styles

*\*Corporate decision makers are 1.24x more likely to be Harry Styles fans*

# HARRY STYLES



## THE RIGHT NOW TOUR



LIVE NATION

## THE RIGHT NOW TOUR

# KICKOFF CONTENT & DONATION CALL-TO-ACTION

We will launch the program through content featuring our artist introducing the partnership, CureSearch's mission, and how fans can get involved. The content will be distributed via the artist's social handles, as well as via CureSearch, Live Nation, and partner-brands' socials.

## SAMPLE KICKOFF CONTENT



Hey Everyone, big news! This summer, I'm packing my bags and hitting 5 cities across the US for a series of exclusive performances. I'd love for you to join me.

But there's a catch: I'm not telling you where I'm going yet.

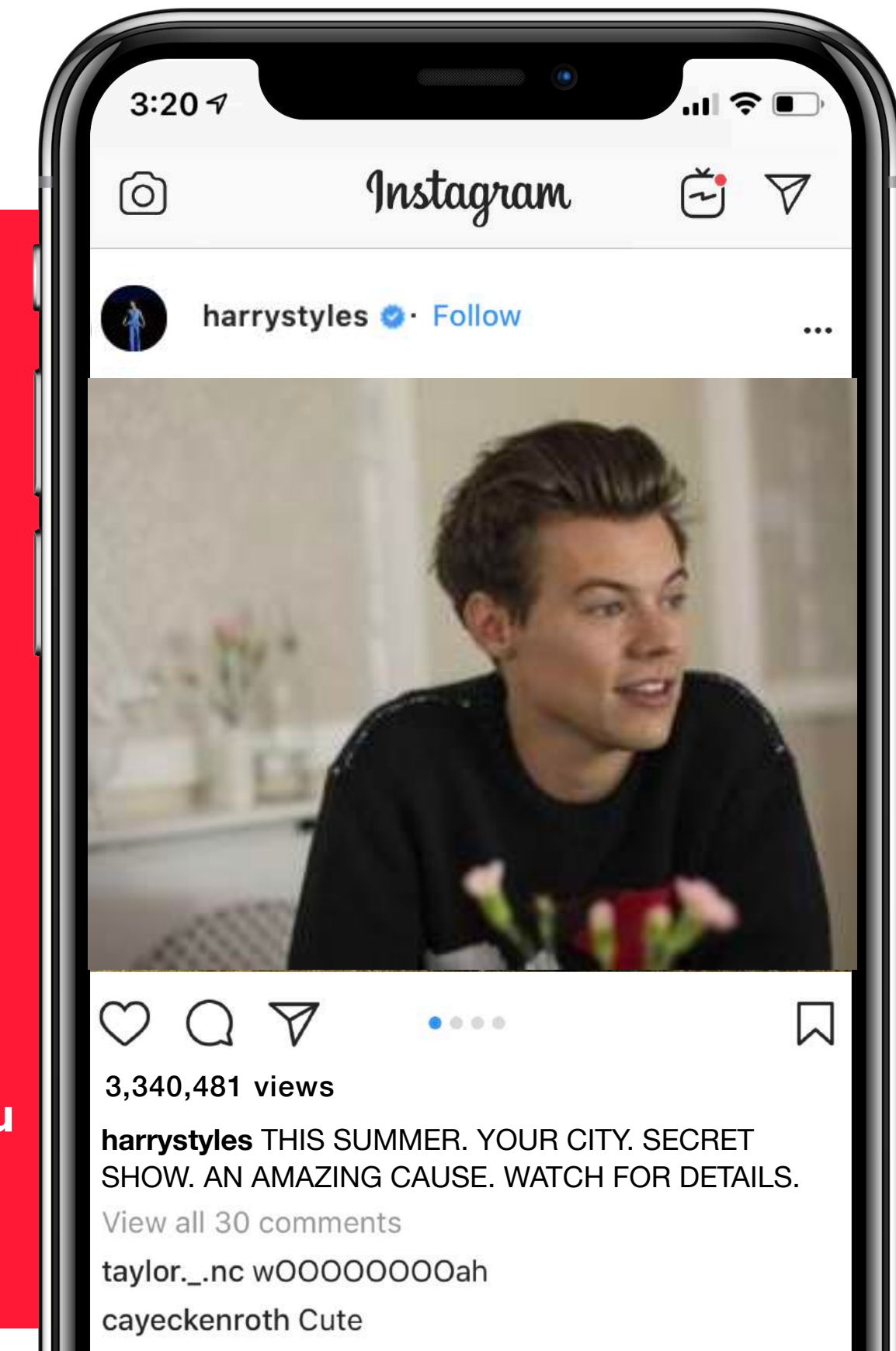
I'm partnering with CureSearch for Children's Cancer, an incredible organization on a mission to accelerate the search for a cure - because when it comes to curing Cancer, we've got to move fast. With antiquated treatments, 1 in 8 children do not survive their diagnosis.

So let's do things the CureSearch way: in the moment, with The Right Now Tour, a multi-city series of intimate, secret pop-up shows. The details - date, time, location - won't be announced until the day before.

If you want to secure an invite to what I promise will be an absolutely wild night, head to [CureSearch.com/RightNow](https://CureSearch.com/RightNow) and make a donation of any amount. Whatever you can give makes a difference, and 100% of whatever you contribute goes directly to CureSearch. Then, as prompted, enter your donation confirmation code and your phone number.

When the time comes, we'll text you to officially confirm your invite - act fast, because spots are limited - and then give you the event details.

Make an impact right now! Head to [CureSearch.com/RightNow](https://CureSearch.com/RightNow). See you soon!"





## THE RIGHT NOW TOUR

# POP-UP EVENTS

Fans who contributed and opted in to communications will get a text about the event, and how to confirm their spot.

Due to the intimate nature of the venues, confirmed tickets are granted on a first come-first served basis.



**BRANDED STEP  
& REPEAT**



**HIGH-VISIBILITY  
FOR CURESEARCH**



**INTIMATE LIVE  
PERFORMANCE**



**CUSTOM MERCH  
COLLECTION**



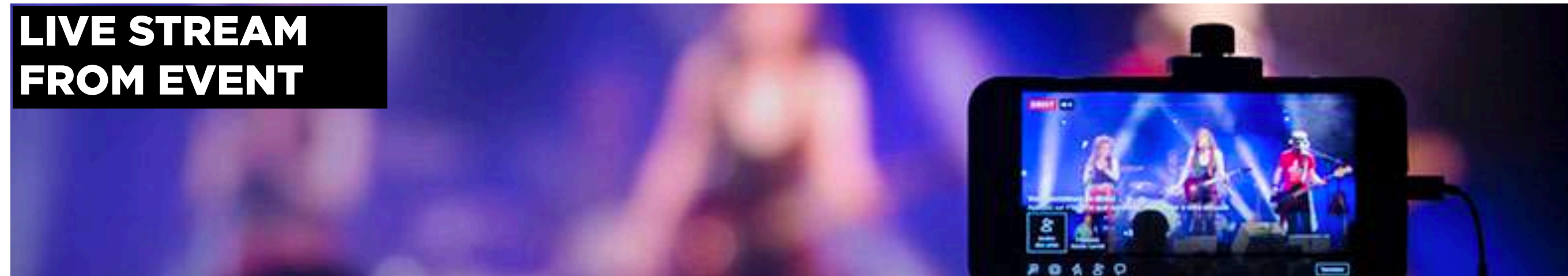
**CUSTOM  
COCKTAILS AND  
REFRESHMENTS**



**PHOTO MOMENTS &  
BRAND ACTIVATIONS**



**LIVE STREAM  
FROM EVENT**





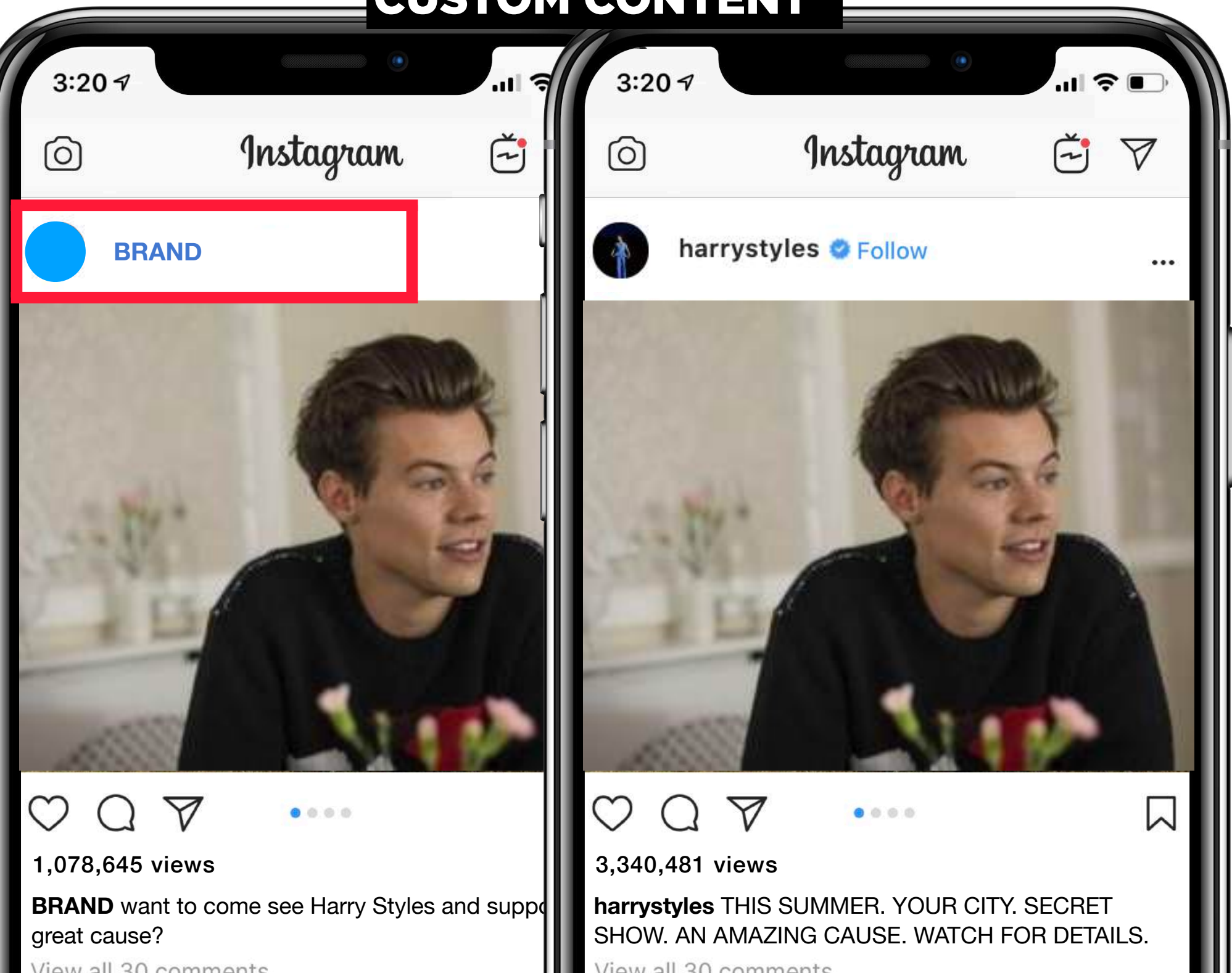
## THE RIGHT NOW TOUR

# MEDIA & AMPLIFICATION

Leveraging Live Nation's distribution capabilities and massive reach, we will keep The Right Now Tour, CureSearch's messaging, and brand partner involvement top of mind for fans everywhere, before, during, and after the event.

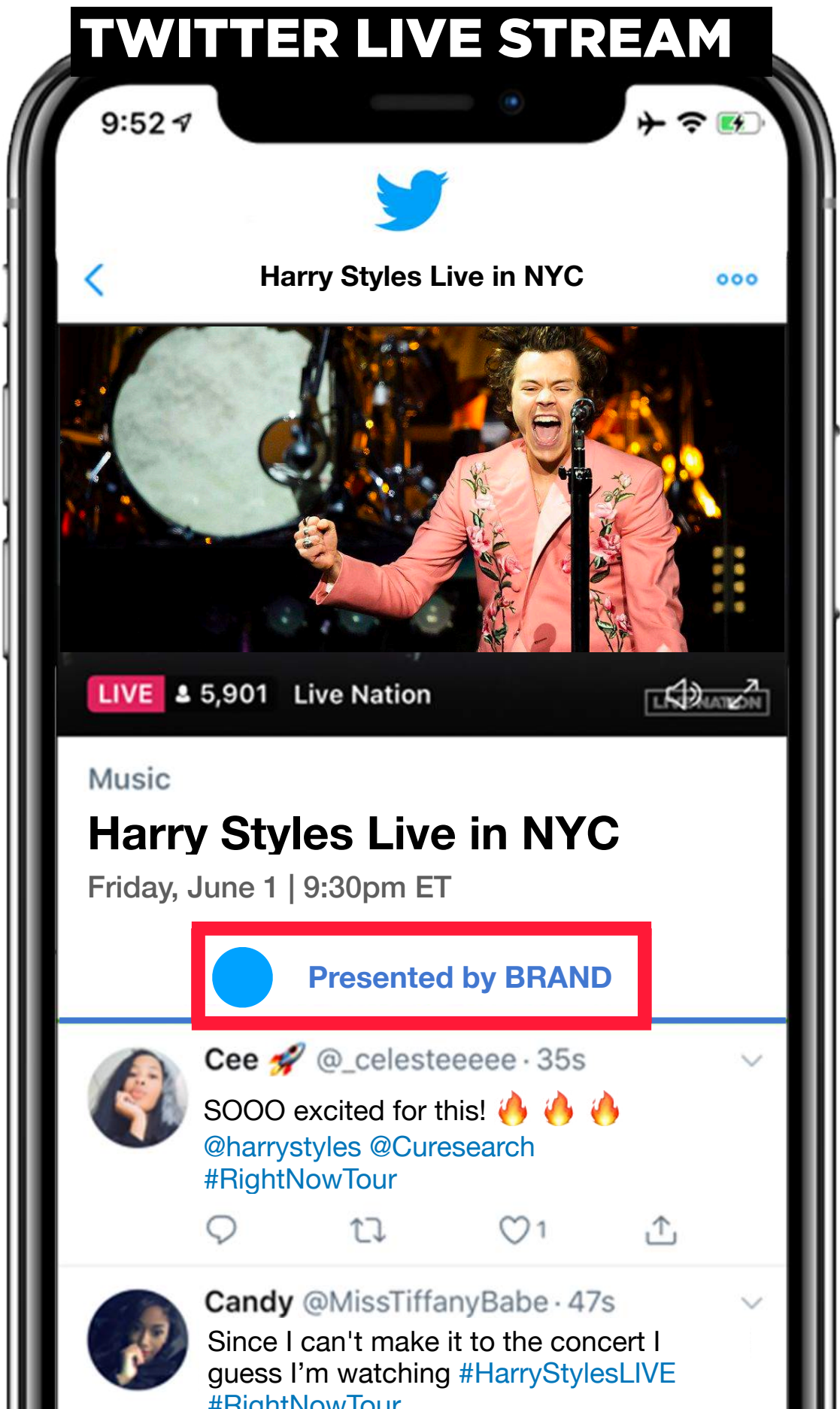
**BEFORE**

**CUSTOM CONTENT**



**DURING**

**TWITTER LIVE STREAM**



**AFTER**

**TWITTER AMPLIFY**





**THE RIGHT NOW TOUR**

**CORPORATE PARTNERSHIP OPPORUNTIES**

We will appeal to corporate decision makers by providing a range of opportunities for brand partners to get involved in this program, satisfy their philanthropic goals, and reach fans through a uniquely engaging program. Partnership opportunities include:

**NATIONAL PRESENTING SPONSOR**

(1) primary sponsor will receive name-in-title attribution, IP rights, and rights to activate on-site at each pop up event.

**LOCAL MARKET SPONSORS**

(1) Partner per market will IP rights and right to activate on-site at their local event.

**DONATION PARTNERS**

Partners who make a minimum \$50K donation to CureSearch via Live Nation will receive IP rights to use in brand communications and be included wherever family of sponsors appear.

**SECONDARY SPONSORS**

(3) secondary sponsors will receive category exclusivity, IP rights, and inclusion in signage and family of sponsors attribution, as well as rights to activate on site. Target categories include:

**RETAIL**

Create/sell custom merch

**AUTO/RIDESHARE**

Preferred transportation to/from shows

**PAYMENT/FINANCIAL**

Transaction partner to support donation platform

**BEER/WINE/SPIRITS**

Partner for drinks on sale at event



THE RIGHT NOW TOUR

TRACKING IMPACT THROUGH DONATIONS

Throughout the program, we will ensure that receiving donations from both fans and corporations remains our top priority. Donations allow us to track impact of the program to optimize our fundraising initiatives. Donation opportunities include:

DONATIONS FROM SPONSORSHIP DEALS	INCREMENTAL CORPORATE DONATION PARTNERS	FAN-ENTRY DONATIONS	
(1) PRESENTING SPONSOR \$4M TOTAL INVESTMENT \$500K DONATION FEE	MINIMUM “DONATION PARTNER” CONTRIBUTION \$50,000	HARRY STYLES TOTAL INSTAGRAM FOLLOWERS: 27M	
(3) SECONDARY SPONSORS \$1M TOTAL INVESTMENT EACH \$250K DONATION FEE EACH		1% OF FOLLOWERS: 270K	
(5) LOCAL SPONSORS \$200K TOTAL INVESTMENT EACH \$100K DONATION FEE EACH		ASSUMED BASE DONATION \$5	
PROJECTED TOTAL DONATION: \$1.75M	ASSUMING (2) BRANDS, PROJECTED TOTAL DONATION: \$100K	ASSUMING THE ABOVE, PROJECTED TOTAL DONATION: \$1.35M	TOTAL PROJECTED DONATIONS TO CURESEARCH \$3.2M