

Cause Marketing Planner 2006

CHARITY/CAUSE	PROGRAM OVERVIEW	SUPPORT	COST	DEADLINE
ALSAC/St. Jude Children's Research Hospital Holly Thompson (800) 877-5833, ext. 2148 http://www.stjude.org	The hospital treats children from the U.S. and 60+ foreign countries, regardless of ability to pay. Programs/sponsorships customized to goals/objectives of each partner. Partnerships reach every community in the U.S., including over seven million school children, college/university campuses, the country music industry and sports enthusiasts.	Strategic planning and development, internal and external communication and event planning and management. Media support on local, regional and national levels.	Ranges from \$100,000 to more than \$5 million	Ongoing
American Cancer Society Lia Psaras (845) 613-714 http://www.cancer.org	Great American Smokeout —30th Anniversary of this heritage brand, the nation's leading consumer promotion to stop smoking. Program includes quit advice and encourages smokers to quit for a lifetime by starting with just one day. Held on Nov. 6.	Full sponsorship packages including account management, paid advertising, Internet tools and advice, toll-free support and advice lines, resources, local activation in select cities, planning calendars and cross-promotions within the ACS' Great American Platform for cancer prevention	\$250,000-\$1MM	Annually in June
	Great American Health Check —Event held on Jan. 7 to encourage regular doctor visits and interactive participation with Internet-based tools to learn about talking to your doctor regarding the tests you may need based on your habits and family history.	Full sponsorship packages including account management, paid advertising, Internet tools and advice, online health check assessment, planning calendars, local activation in select cities and cross-promotions within the ACS' Great American Platform for cancer prevention.	\$250,000-\$1MM	Annually in August
	Great American Eat Right Challenge —May 7 event held to encourage maintaining a healthy weight through diet and exercise and adoption of healthy habits year-round.	Full sponsorship packages including account management, paid advertising, Internet tools and advice, online calorie and exercise counters, planning calendars, local activation in select cities and cross-promotions within the ACS' Great American Platform for cancer prevention.	\$250,000-\$1MM	Annually in Jan.
	Colon Cancer Awareness Month —Reach your 50+ audience with an annual March focus on colon cancer as a core focus area for the American Cancer Society.	Cause marketing opportunities to highlight this critical issue in the cancer community. Account management, recognition as category pioneer, content licensing and local activation in select cities.	\$75,000-\$150,000	Annually in Oct.
American Diabetes Association Nancy Stinson-Harris (703) 299-2058 http://www.diabetes.org	National Strategic Partner Package —Limited to 10 blue-chip, high-level supporters. Offers companies year-round organization-wide benefits. It includes sponsorship of a national special event or program, participation in Diabetes EXPOs. Sponsorship packages also available for national event sponsors, national program sponsors, fund-raising sponsor and market level sponsors.	Built-in advertising in ADA publications and/or exhibitor credits, access to target audiences and high level recognition and access benefits (e.g., signage at ADA events, sampling and display rights, access to ADA "experts," rights to use the ADA name and logo, pre-eminent positioning and more).	Varies	Varies
American Humane Association Sara Spaulding (303) 925-9442 http://www.americanhumane.org	Second Chance Fund —Funding of medical care provided by local shelters for injured and abused animals so they can find homes.	Programs are supported via a national publicity campaign, Web presence, consumer/animal welfare media/promotional packaging and local community events. Coupon/ sampling and product/service promotion opportunities available. Use of name/logo on promotional materials. Royalty and license arrangements available.	Ranges from \$50,000 to \$600,000	Approximately six months prior to program start date
	Training and Professional Development —Sponsored training held nationally throughout the year reaching professionals who serve children and animals. Annual conferences and roundtables. Co-branding opportunities available.			
	Red Star Emergency Service —Disaster response and relief support for disaster vehicle fleet, volunteers, equipment and training as well as public preparedness education.			
	Character Education —Funding to develop humane values in elementary school children with involvement of teachers and parents. Co-branding opportunities available.			
	National Center on the Link —Program to understand the bond between people and animals and the link between violence to humans and animals.			
	Pets and Pals Photo Contest —Annual event celebrating the bond between people and animals reaching consumers and animal care and control community.			
Animals in Entertainment —Funding for work to protect animals in film and television. Co-branding opportunities available.				

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American Humane Association (cont'd.)	<p>Front Porch Project and Community Connections— Sponsorship of rural and urban program designed to engage communities and individuals in preventing child abuse and neglect.</p> <p>Publications— Sponsorship of our specialized journals and “how-to” publications, which reach thousands of professionals serving children and animals.</p> <p>Annual Promotional Events— National campaigns to increase awareness of and support for the humane treatment of animals, shelter adoption, spay/neuter and pet identification programs.</p>	<p>National media campaigns, direct mail, newsletter articles, Web presence, e-mails to constituents, opportunity to co-brand with non-profit. Be Kind to Animals Week and Kind Kids Contest, 1st Week of May; Adopt a Dog Month, Oct.; Adopt a Cat Month, June; Tag Day, April 2</p>		
American Red Cross Susan Murray (202) 303-4541 http://www.redcross.org	<p>Provides assistance and relief to victims of disasters and helps people prevent, prepare for and respond to emergencies. Sponsorship opportunities include: national/regional fundraising/awareness campaigns, cause-marketing promotions, joint promotions with third parties, access to nationwide network of chapters, product sampling/ couponing, sponsored ad campaigns and Internet promotions, volunteer opportunities for employees.</p>	<p>Full-time sponsorship account management, national and sponsored advertising, launch and promotional events, internal and external communications, online visibility, signage/recognition, fulfillment reports.</p>	<p>\$250,000 to more than \$1 million</p>	<p>Ongoing</p>
American Tortoise Rescue Susan Tellem (800) 938-3553 http://www.tortoise.com	<p>World Turtle Day— Around the world fundraising/friendraising opportunity to bring attention to the plight of the turtle.</p> <p>ATR Teacher Education Project— Helps educate teachers about the dangers of reptiles in schools.</p> <p>ATR Video Education Program— Distributes educational materials and videos to classrooms helping kids understand the plight of the turtle.</p> <p>Reptile Associated Salmonella Program— Teaches kids and their families about avoiding reptile-associated salmonella.</p> <p>Adopt and Feed an ATR Turtle— Helps to feed and house a rescued turtle for a year.</p>	<p>National support from in-house publicity department through ongoing press releases; news alert in both e-mail and print newsletter formats; Web site exposure; consumer and animal welfare packages; name and logo promotions.</p>	<p>Varies</p> <p>\$5,000 for co-sponsorship</p> <p>\$500</p> <p>\$1,000</p> <p>\$100</p>	<p>Ongoing; except World Turtle Day, which is May 23 annually.</p>
AmeriCares Laurie Swenson (203) 658-9526 http://www.americares.org	<p>International disaster relief and humanitarian aid organization, providing immediate response to emergency medical needs and supporting long-term humanitarian assistance programs around the world. Established in 1982, AmeriCares distributes more than \$5 billion in aid to 137 countries. Domestic programs include: AmeriCares HomeFront, Camp AmeriKids and AmeriCares Free Clinics. Corporate partnerships include cash or in-kind donations, cause-related marketing, national/regional fundraising, awareness campaigns, matching gift programs and sponsored advertising campaigns.</p>	<p>Customized to partners needs. Global/national/local media outreach, press conferences, use of name/logo, quarterly newsletter, monthly e-newsletter, link to Web site and special events</p>	<p>Negotiable</p>	<p>Ongoing</p>
Arnold Palmer Medical Center Michael V. Stephens (321)841-6083 http://www.arnoldpalmerhospital.org http://www.winniepalmehospital.org	<p>Comprised of the Arnold Palmer Hospital for Children and the Winnie Palmer Hospital for Women and Babies, is the nation's largest hospital for women, children and babies. Our Congenital Heart Institute, a partnership with Miami's Children's Hospital, is nationally recognized for treating pediatric congenital heart conditions. The Arnold Palmer Medical Center treats women, children and babies, regardless of their ability to pay. Corporate partnerships include cash or in-kind gifts, standard sponsorship packages and fully customizable corporate partnerships and cause marketing programs.</p>	<p>Varies—examples include name/logo placement in promotional materials, visibility on Web site, assistance with media relations and press releases, and event planning as well as assistance with the custom design of materials.</p>	<p>Varies depending upon the type of program developed.</p>	<p>Ongoing</p>
Best Friends Animal Society Kathy DeClesis (310) 393-6202 http://www.bestfriends.org	<p>No More Homeless Pets Campaign— Year-round nationwide p.r. effort supporting local animal welfare groups to increase adoptions, spay/neuter and public awareness.</p> <p>No More Homeless Pets Conferences— Quarterly regional conferences for animal lovers and animal welfare organizations to promote “no-kill” communities.</p> <p>The Lint Roller Party— High-end, celebrity driven annual fundraising event held in Spring with “A” list guests in Los Angeles.</p>	<p>Inclusion in p.r. campaign, advertising, logo placement on campaign materials.</p> <p>Media support, inclusion on promotional and study materials.</p> <p>National media coverage, name/logo in advertising, on promotional materials, Web site and onsite exposure.</p>	<p>From \$50,000 to \$500,000</p> <p>\$10,000 to \$30,000 per conference</p> <p>\$15,000 to \$50,000 per event</p>	<p>Ongoing</p> <p>Four months in advance</p> <p>Three months in advance</p>

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Best Friends Animal Society (cont'd.)	Super Adoption Festivals —California's largest adoption festivals (Spring/Fall) with 60-plus local rescue groups which draws 12,000 to 14,000 guests per weekend.	High visibility ad in TV/radio/print, Web site, onsite booth stage announcements, banners, inclusion on all promotional materials and in p.r. campaign.	From \$7,500 to \$25,000 per event	Three months in advance of each event
	Strut Your Mutt —Annual dog walk to raise funds for Los Angeles' homeless animals.	Inclusion in radio/print ads, brochures/counter cards, Web site, on T-shirts and banners, posters/flyers and on-site	\$10,000 to \$25,000	Four months in advance
	Catnippers —Feral cat spay/neuter program in Los Angeles which supports Trap/Neuter/Return feral cat management.	Inclusion on promotional materials, in p.r. campaign and onsite.	From \$10,000 to \$100,000	Ongoing
Boys & Girls Clubs of America Barbara LeNoble (404) 487-5743 http://www.bgca.org	National network of some 3,700 neighborhood-based facilities providing guidance programs to more than 4.4 million children aged 6-18, primarily from disadvantaged circumstances. Key programs emphasize character and leadership development, educational enhancement, career preparation, health and life skills, the arts, and sports, fitness and recreation.	Varies	Varies	Varies
Breast Cancer Fund Beth Strachan (415) 346-8223, ext. 11 http://www.breastcancerfund.org	Climb Against the Odds —Breast cancer survivors and supporters will challenge the summit of Mt. Shasta in July 2006.	Local/regional/national recognition via name/logo placement on promotional materials and print ads. Coupon/sampling and product/service promotion opportunities available. Visibility in newsletter and Web site available.	Varies for each program	Varies; approximately six months before each program
	Peak Hikes —Day hikes in October 2006 to raise awareness and funds for breast cancer prevention efforts.			
	Bike Against the Odds —A one-day ride in September 2006 with 1,000 cyclists raising awareness and funds for breast cancer prevention efforts.			
	Annual Heroes Tribute Reception —A celebration in March to honor the advocates, scientists and legislators who work to prevent breast cancer.			
Strong Voices Leadership Development Program —Trains breast cancer advocates to effectively engage, educate and mobilize the public to take social and political action.	Sponsor's name displayed at exhibition, print advertising, BCF and venue Web sites, press releases.	Ongoing		
	Strong Voices Leadership Development Program —Trains breast cancer advocates to effectively engage, educate and mobilize the public to take social and political action.		Sponsor's name on all print collateral for Strong Voices and BCF Web site description of the program.	
Council of Senior Centers and Services Igal Jellinek (212) 398-6565, ext. 225 http://www.cscs-ny.org	Adopt A Senior Center —Annual fund-raiser and a way for businesses to provide in-kind services and needed expertise to senior centers in order to enhance relationships between the senior centers and the older adults that depend on the daily services.	Sponsors banners, inserts and advertising at the annual meeting, sponsor signage at adopted senior centers, listing CSCS Web site, media	\$500 to \$250,000 non-financial services (see Web site for needs)	Ongoing
Ducks Unlimited, Inc. Philip B. Milburn (901) 758-3713 http://www.ducks.org	Grassroots Events —Tie-in with 4,500 local events year-round reaching close to a million supporters having a strong and measurable affinity for the outdoors and conservation.	<i>Ducks Unlimited</i> magazine, TV, radio, Internet, communications and p.r. support, promotion measurement tools, direct response, events, cause-related programs, merchandising, consumer research, speakers, retail ties.	Varies	Varies, but usually established in the spring
	Custom Promotions and Campaigns —Connect with outdoor enthusiasts and critical environmental causes through DU national media assets, retail programs, regional habitat projects, direct response and others.			
	Cross-Promotions —Partner with 75+ other Ducks Unlimited Corporate Partners.			
Easter Seals Joan Fishman (800) 221-6827 http://www.easter-seals.org	Delivering exceptional services to children and adults with disabilities, their families and caregivers. Easter Seals serves more than one million clients annually through its national network of nearly 100 affiliates with more than 550 centers across the U.S., Puerto Rico and Australia. Primary services include medical rehabilitation, child care, adult day services, workforce development and camping and recreation.	<i>SmartSource Magazine</i> FSI, retail tie-ins, TV spots.-Online initiatives to meet sponsor needs; in-store promotions with tie-ins, consumer incentives and sampling opportunities. Program-specific initiatives tailored to meet sponsors needs.	Varies	Ongoing
	Walk With Me —Signature event provides visibility, tabling and sampling opportunities to reach more than 25,000 consumers in nearly 50 markets nationwide.	National sponsorships available. Local media including TV/radio/print/outdoor in select markets tailored to sponsors' needs.		
Endometriosis Association Donna J. Maxwell (414) 355-2200 http://www.EndometriosisAssn.org	Teen Outreach Program —packages with video, book, lesson plans and brochures of information about endometriosis sent to teens in middle and high schools. Sponsorship of 25th Annual Conference in Oct. available.	Sponsorship recognition in newsletter; program specific initiatives tailored to meet sponsors needs.	Varies	Ongoing
	Teen Mentoring Program —Women with endometriosis mentor young girls who are newly diagnosed with the disease.			

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<p>Endometriosis Association (cont'd.)</p>	<p>Environmental Health Education Program—Educational seminars on the subject of environmental health, specifically those aspects that pose particular risk to women with endometriosis. These seminars have been open to the public and in some cases advertised in the local media.</p> <p>Education Program—Education through distribution of information via books, audiotapes (of lectures), newsletters and other media. In addition to our members, educational materials are sent to medical professionals, teens and certain minority groups with increased risk factors.</p>			
<p>International Foundation for Functional Gastrointestinal Disorders (IFFGD) Peggy LeBrun (414) 964-1799 http://www.iffgd.org</p>	<p>Supports patients through educational materials and programs. Sponsors international symposia for researchers, clinicians. Awards research money. Public awareness initiatives focusing on digestive health matters, irritable bowel syndrome (IBS), gastroesophageal reflux disease (GERD) and incontinence.</p>	<p>Web site visibility. National publicity campaigns. E-mail blasts to database. Brochures. Sponsorship of research awards. Media support for awareness campaigns.</p>	<p>Varies</p>	<p>Ongoing</p>
<p>Keep America Beautiful Gail Cunningham (203) 323-8987, ext. 821 http://www.kab.org</p>	<p>Great American Cleanup—Since 1985, the largest annual nationwide community improvement program, featuring 30,000 cleanup, green-up, fix-up events in 15,000 communities involving 2.4+ million volunteers from March 1–May 31. Category exclusive national sponsorship opportunities include self-generated national promotions under the program umbrella; cooperative merchandising programs; access to a nationwide grassroots network of more than 1,000 participating organizations.</p>	<p>Media support on local, state and national level by internal and external p.r./communications team; Web site and media partner links. Brand presence on program promotional materials; use of program logo on packaging; ability to leverage through Sponsor's promo/TV and print ads; sampling millions of volunteers at events; in-market event participation and hospitality events</p>	<p>\$150,000/year annual sponsorship donation (2 year min.). National Sponsors challenged to generate incremental sales/merchandising support and funding help support/facilitate program growth and performance-based grants to local organizations, with a yearly minimum goal of \$150,000 (in addition to the \$150,000 yearly sponsorship donation.)</p>	<p>Nov. 30</p>
<p>March of Dimes Birth Defects Foundation Rob Lucas (914) 997-4644 http://www.marchofdimes.com http://www.walkamerica.org</p>	<p>WalkAmerica—Annual event that attracts more than 20,000 companies and over 1 million walkers and volunteers at 1,100 sites nationwide. Delivers more than 3 billion quantified impressions (IEG Valuated).</p> <p>Prematurity Awareness Campaign—Promotes public awareness, consumer education and research to help families have healthier babies.</p> <p>Special Events—Includes Signature Chef's Auction in 175 cities; RIDE event in 80 sites uniting motorcycle clubs, dealerships, vendors and individual motorcyclists together to make a positive contribution to the community; testimonials and golf tournaments.</p> <p>What Will You Do For Pink & Blue?—Accessible branding of the March of Dimes Prematurity Awareness Campaign designed to further awareness and fundraising.</p> <p>NICU Family Support—Provides information and comfort to families whose babies are admitted to a newborn intensive care unit.</p>	<p>Identification on print materials, media coverage; on-site exposure with signage; sampling and couponing; 4-month comprehensive media campaign.</p> <p>Fully integrated media campaign.</p> <p>Customized by event and including signage, media, sampling, client entertaining and business-to-business marketing.</p> <p>Tailored by market to complement existing fundraising efforts with customized programs for all official corporate partners.</p> <p>Customized by market to complement existing NICU programs</p>	<p>Sponsorships: national, \$150,000 to \$1MM; multimarket, varies</p> <p>Varies</p> <p>Varies</p> <p>Varies</p> <p>Varies</p>	<p>National: Sept. 15 Multimarket: Nov. 30;</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<p>National Center for Creative Aging Rena Larson (718) 398-3870 http://www.creativeaging.org</p>	<p>The Art of Aging: Creativity Matters—Shows the role that the arts play in the health and happiness of older people and reaches a broad segment of professionals in health care, social work and the arts, as well as older people themselves. National campaign events include exhibits of visual art created by older people across the country, town hall meetings, performances, and conferences.</p> <p>Creative Aging E-newsletter—National periodical to focus on issues of creativity and aging. Published six times a year and reaches a broad cross section of professionals in health care, social work and the arts.</p> <p>Creative Aging Web site—Provides networking and training resources to individuals interested in creativity in later life. Hosts the National Arts and Aging Directory, the only national listing of arts programs specifically tailored to older people.</p>	<p>Media support on local/regional/national levels; sponsored ads; signage; give-aways; posters; programs for exhibitions, performances and conferences. Name/logo placement on related promotional materials</p> <p>Technical assistance in design and distribution; hosting of e-newsletter. Sponsor recognition via name and logo placement on e-newsletter.</p> <p>Technical assistance and re-design; donation of software; Web site sponsor.</p>	<p>Ranges from \$500 to \$300,000 for all programs</p>	<p>Ongoing for all programs</p>

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<p>National Multiple Sclerosis Society David Sobel (212) 476-0515 http://www.nationalmssociety.org</p>	<p>The MS Bike Tour and 2-Day MS 150 Bike Tour—Largest cycling tour events in the country, involving more than 100,000 cyclists each year in more than 100 communities throughout the country.</p> <p>The MS Walk—Conducted in hundreds of communities in the US each spring, involving hundreds of thousands of walkers.</p> <p>The MS Challenge Walk—A 3-day walking event conducted in several major cities in the country involving hundreds of walking enthusiasts and volunteers.</p>	<p>Opportunity for several kinds and levels of sponsorship and media participation.</p>	<p>Varies, but many levels of support are offered nationally and locally.</p>	<p>Ongoing</p>
<p>National Wildlife Federation Greg Griffith (703) 438-6065 http://www.nwf.org http://www.eNature.com http://www.backyardcampout.org http://greenhour.blogspot.com http://www.nwf.org/backyardwildlifehabitat</p>	<p>Great American Backyard Campout—In August more than 32,000 registered campers at 3,300 locations across the U.S. come together in backyards to celebrate nature at this new online/real-world event.</p> <p>NWF Green Hour—NWF's Green Hour Program encourages kids and families to reap the health benefits of getting outdoors for an hour every day.</p> <p>70,000 Habitats for Our 70th Anniversary—Americans are helping NWF reach this goal by certifying their wildlife-friendly yards through the Backyard Wildlife Habitat program. The 70,000th habitat will be a celebratory event for NWF's 70th year in 2006.</p> <p>Wild Animal Baby DVD Series—NWF is launching a new children's wildlife animated series based on NWF's award-winning kid's magazine <i>Wild Animal Baby</i>.</p> <p>National Wildlife Week—Started in 1938, an annual celebration of nature and the environment. Published annually, the <i>National Wildlife Week Fun Book</i> contains hands-on activities that introduce kids to wildlife in their neighborhood. Spring 2006.</p> <p>National Wildlife Photo Contest—<i>National Wildlife</i> magazine's 35th annual photo contest with an expanded competition including a special magazine issue, new categories, a photo workshop tour and an exhibit at the Smithsonian Institution. Winners announced November-December 2006.</p>	<p>Exposure through magazines, Web sites, newsletters, member lists, TV programming, videos, licensed products, conservation programs and more. Award-winning publications include <i>Ranger Rick</i>, <i>Your Big Backyard</i>, <i>Wild Animal Baby</i> and <i>National Wildlife</i>. NWF works with corporations to customize each partnership based on their goals.</p>	<p>Varies</p>	<p>Ongoing</p>
<p>North Shore Animal League Alesia Soltanpanah (516) 812-7210 http://www.nsalamerica.org</p>	<p>Animal Rescue Operations—National emergency rescue program for animals affected in disaster. Shelter, medical services, transportation care and adoption for animals in need and that have been displaced.</p> <p>Animal Adoptions—National marketing initiatives supports over 20,000 animal adoptions done each year at our national headquarters in Long Island and through the tri-state area.</p> <p>Tour for Life—Nationwide p.r. event and tour to promote adoptions across the U.S. The tour stops in 30 markets from the West Coast to the East Coast with over 100 animal welfare groups.</p> <p>Pet Adoptathon—Largest adoption event in the nation during the month of May with over 2,000 shelter participants in 50 states and 25 countries.</p> <p>Sponsor a Pet—National fundraising campaign to support special needs animals who require medical care and are unlikely to ever be adopted.</p> <p>Humane Education—National curriculum and educational materials for school-age children promoting the humane care and treatment of animals.</p> <p>Surviving Pet Care—National program ensure pets are taken care of after their families have passed away.</p> <p>Additional Opportunities—Web marketing, licensing, magazines and more.</p>	<p>Television Series. Celebrity PSA campaigns, member database and communications, Web site, newsletters, magazine, events, national and local media coverage. We work with corporations to create custom programs that meet their goals.</p>	<p>Varies</p>	<p>Flexible</p>

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Phoenix Sister City Commission Kathleen Toupkin (480) 609-3978	Phoenix Worldfest —Held on March 24-25, produced by Phoenix Sister City volunteers to raise money of sister city exchanges and international projects in cooperation with the City of Phoenix.	Customized to meet sponsor's needs	\$500-\$30,000	January
Positive Coaching Alliance Anne Mastoris (650) 354-0914 http://www.positivecoach.org PCA Workshops— National	<p>Live interactive and online workshops for youth sports organizations with a purpose to create a positive culture within organizations so that kids stay healthy, have fun and stay engaged so they learn life lessons through sports.</p> <p>Youth Sports Leaders—active culture-shapers who create an environment in which "Honoring the Game" is a paramount value.</p> <p>Coaches—"Double-Goal Coaches" who strive to win (goal #1) while using sports to teach life lessons (goal#2).</p> <p>Parents—"Second-Goal Parents" who let coaches and their children focus on winning while they concentrate on instilling life lessons through sports.</p> <p>Student Athletes—"competitors" who are passionate about making themselves, their teammates and their game better.</p> <p>National Youth Sports Awards—National campaign that honors youth sports organizations (YSOs) and/or coaches that represent a commitment to Honor the Game, strive to win but instill life lessons in sports. Over 900 YSOs and their leagues/affiliates participate each year</p> <p>3-on-3 Basketball Shootout Fundraisers—Major fundraiser produced three times a year. Open call for basketball players that includes Hollywood celebrities, Wall Street traders, investment firms, banks, movie production companies. Held in Spring (Hollywood, Los Angeles; Wall Street, NYC) and in Fall (Silicon Valley, Bay Area).</p> <p>Special Events—Unique fundraisers structured around Positive Coaching Alliance National Advisory Board Members such as, Phil Jackson, Larry Brown and Herm Edwards.</p>	<p>Customized to meet sponsors needs and objectives</p> <p>Customized to meet sponsors needs and objectives</p> <p>Title and support levels that are customized to meet sponsor objectives/ needs</p> <p>Title and support levels that are customized to meet sponsor objectives/ needs</p> <p>Customized to meet sponsors needs and objectives</p>	<p>Varies</p> <p>Varies</p> <p>Varies</p> <p>\$2,500-\$60,000</p> <p>Varies</p>	<p>Ongoing</p> <p>Year-long with Awards Gala in March</p> <p>Spring or Fall</p> <p>Ongoing</p>
Ronald McDonald House Charities Tony DiFilippo (312) 220-6948 http://www.rmhc.org	RMHC's themed FSI program is designed for retail service clients and to sell incremental cases of participating brands, while providing a platform to create a consumer/trade event to benefit a variety of causes including Ronald McDonald House and Care Mobile. The FSI runs September 18 and will have sponsor shots/logos on the front cover.	TV spots; opportunity to develop account-specific programs with key retailers; logos on McDonald's tray liners/posters; use of logo and licensing rights.	April 9, 2006 FSI: \$150,000 September 10, 2006 FSI: \$150,000	April 9 deadline: January 1 September 10 deadline: June 19
Rotary International Robert Mintz (847) 866-3445 http://www.rotary.org	Main objective is to address critical issues such as children at risk, poverty and hunger, the environment, illiteracy and violence prevention. Cause-related partnerships are available for all initiatives. Sampling opportunities include Polio Plus and the International Convention.	Ads in <i>The Rotarian</i> ; newsletters; visibility on Web site; support from in-house p.r.; exposure in 168 countries through 30,000+ local clubs; use of logo.	Varies	Ongoing
San Diego Zoo/San Diego Wild Animal Park Laurie Chadwick (619) 744-3349 http://www.sandiegozoo.org	Worldwide field projects on five continents, striving to save endangered species. Partnerships leverage facilities, a member base of 500,000-plus and approximately 9 million Web page views monthly. Customized sponsorships, licensing, and cause-marketing programs designed to support company's goals.	Marketing support for national and regional campaigns. Short-term promotional programs or long-term cause-branding relationships with category exclusivity.	Varies	Ongoing
Save The Children Lori Redmer (203) 221-4000 http://www.savethechildren.org	Save the Children is the leading independent organization creating real and lasting change for children in need in the U.S. and in more than 40 countries around the world. Corporate collaborations can include: cause-marketing promotions, cash or in-kind donations, corporate holiday gift-in-your-name cards, child sponsorships, employee giving campaigns, matching gifts and product licensing, which utilizes artwork from semi-annual art contests.	Customized to partners' needs. Use of logo/artwork; category exclusivity; publicity via newsletter and web site links/features, custom events, and national/local press releases; proprietary distribution channels.	Minimum corporate commitment: \$25,000; Licensing minimum: \$25,000.	Ongoing
Susan G. Komen Breast Cancer Foundation Cindy Schneible (972) 855-1617 http://www.komen.org	An international organization with local affiliates and events like the Komen Race for the Cure [®] to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Strategic marketing opportunities and special events created to benefit the Komen Foundation.	Customized	Ongoing	Varies

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T.J. Pappas School for the Children of Homeless Families Kathleen Toupkin (480) 609-3978 http://www.RotaryRiverRally.com	Rotary River Rally —Community fund-raiser held on April 21-22 is produced by Rotary Club volunteers to raise money for educating homeless children, while offering a fun, educational event to the community.	Customized to meet sponsors needs	\$250 to \$15,000	March
Tempe Sister City Organization Kathleen Toupkin (480) 609-3978 http://www.tempe.gov/Sister.com	Way Out West Oktoberfest —Annual event, held on October 6-8, produced by 2,000 Tempe Sister City volunteers to raise money to support international student/teacher exchanges and other humanitarian projects with Tempe's seven sister cities around the world.	Customized to meet sponsors needs	\$2,500 to \$30,00	August
United Service Organizations (USO) Kathy Mejasich (703) 908-6495 http://www.USO.org	For nearly 65 years, the USO has delivered a touch of home to active-duty military and their families. With 125 locations worldwide, the USO's programs and services include Airport Centers, Fleet Support Centers, Family and Community Centers, Mobile Canteens and the USO Celebrity Entertainment Tours.	Promo materials, TV coverage, press releases, USO Web site and signage at celebrity tours; 40+ overseas centers. Sampling, field marketing, special events and national promotions.	Varies	Varies
World Wildlife Fund Cynthia Hart Tapley (202) 778-9779 http://www.worldwildlife.org	World Wildlife Fund (WWF) leads international efforts to protect endangered species and their habitats. WWF works in more than 100 countries around the globe to conserve the diversity of life on earth. With nearly 1.2 million members in the U.S. and another 4 million worldwide, WWF is the world's largest privately financed conservation organization. Cause-related marketing programs span licensing, promotions, sponsorships, media venues and marketing events.	Customized to sponsors needs. Assets include logo, press release, member base, scientists, field projects, communication channels including online and print newsletters, Web sites, multi-partner promotions.	\$50,000 to \$1MM+. Flat fee and/or royalty. Custom packages available.	Ongoing
Youth Fitness Coalition, Inc./ Project ACES The World's Largest Exercise Class H.J. Saunders (201) 433-8993 http://www.projectaces.com	<p>Project ACES Day—All Children Exercise Simultaneously. The first Wed. in May, millions of children, parents and teachers exercise simultaneously in a gesture of fitness and unity. It underscores the need for quality Physical Education in our nation's schools.</p> <p>Project ACES Clubs—Sites conduct daily/weekly/monthly participation assemblies with guest speakers as part of community outreach with different lifestyle and fitness related themes.</p> <p>Recognition Banquet—Honoring the leaders and participants with the most creative solutions and outcomes for Project ACES events and programs.</p> <p>Project ACES Kid's Fitness Minutes—A series of radio and/or televised public service announcements (PSAs) with health, fitness and nutrition topics and tips.</p>	Customized programs to meet sponsor's needs. Sponsors linked to Web site. Sponsor's logo in press releases, clothing, promotional and other appropriate onsite materials. Media coverage at sites for events and programs. Partnerships are forged with like-minded organizations including the President's Council on Physical Fitness and Sports.	Varied depending on sponsor's needs and number/type of sponsors per event. Custom packages available. Contributions and in-kind donations are tax deductible.	Project ACES Day: six months prior to the annual May event. The Recognition Banquet, Project ACES Clubs and Research Study are yearlong and ongoing.

For inclusion in PROMO's annual Cause Marketing Planner, please contact Maureen Van Kuren at (203) 358-4240 or send an e-mail to <mailto:mvankuren@prismb2b.com>.