



The  
National  
Children's  
Cancer  
Society

## Cause-Related Marketing Proposal

Thank you for your interest in partnering with NCCS. Please provide the following information and return to [lmillner@thenccs.org](mailto:lmillner@thenccs.org) in order for us to evaluate your proposal.

Company name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

- Company history (Brief recap including years in business, annual revenue, etc.)  
\_\_\_\_\_  
\_\_\_\_\_
- Description of product/service \_\_\_\_\_  
\_\_\_\_\_
- Description of proposed promotion (including program objective, specific donation amount for NCCS per each transaction, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Who is the target market ? \_\_\_\_\_
- Projected revenue for your company from the promotion/partnership \_\_\_\_\_
- Projected revenue for NCCS from the promotion/partnership \_\_\_\_\_
- Minimal financial commitment to NCCS \_\_\_\_\_
- Partnership length \_\_\_\_\_



# Cause-Related Marketing Proposal

- What NCCS marketing assets would be requested to use in support of the program? (i.e. email, social media, direct mail, etc.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How do you plan on promoting this program? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How/where will your product or service be sold? What is the distribution plan?  
\_\_\_\_\_  
\_\_\_\_\_
- Why would you invest valuable resources in this proposed promotion? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Projected number of customers served and communities reached \_\_\_\_\_  
\_\_\_\_\_

Please e-mail or send your responses and a copy of your company's current annual report (if one exists) to:

Lori Millner, Vice President of Marketing  
The National Children's Cancer Society  
500 North Broadway, Suite 1850  
St. Louis, MO 63102  
314.446.5247  
lmillner@thencs.org