



2009 Sponsorship Proposal

The Story of "What a Pair!"

My mother was 34 years old when she was first diagnosed with breast cancer. Nineteen years later, my sister was diagnosed with breast cancer. She was 25.

I was an executive in the film industry, where everyday I reminded myself and my peers that although we might experience blows from our egotistical studio head bosses as earth-shattering, we were not curing cancer. We were making movies. And, in light of the health issues plaguing my family, I began to feel like that was not a terribly significant pursuit. I decided I had to do something meaningful to celebrate my mother and sister's fighting spirit.

Growing up, I had never shared my mother's and sister's taste in food, clothes, or art. So, we speculated that it was only by some freak genetic accident that we found a shared love of musical theatre. However it happened, our passion for musical theatre became the force that bound us. My mother kept a mental list of the great duets from each musical my sister and I performed, and insisted that when I became a big and famous Broadway director I would have to put them in a cabaret in her honor. To Mom's chagrin, my dream of becoming a famous Broadway director was eventually subsumed by the film bug, but the list of duets remained.

In 2001 I enlisted my friends and fellow producers Jody Price and Ruth Stalford to help my mother's dream become a reality. In 2002, "What a Pair!" debuted as a Broadway-caliber production. 100% of the proceeds from this event went to breast cancer research, and, in spite of the fact that her cancer had spread throughout her body, my sister was there.

The benefit was an unqualified success, but watching my sister's deterioration made me wonder if the effort had been in vain. Six months later, my family and I sat at her deathbed, where, at her request, we watched a video of the musical "Singing in the Rain." Through a delusional haze, a very present smile spread across her face as Gene Kelly and Donald O'Connor sang their duet "Moses Supposes" and she said, "this would be a good one."

I described that moment to Jody and Ruth, and we all agreed that continuing the tradition of "What a Pair!" and thereby raising funds for continued breast cancer research, would be the best way to keep her spirit alive.

Jo Levi DiSante
Producer



JOHN WAYNE
CANCER INSTITUTE
at Saint John's Health Center

Making the Cure a Reality

Since 1981, the John Wayne name has been committed by the Wayne family to ground-breaking cancer research and education in memory of their father who died of cancer.

The John Wayne Cancer Institute (JWCI) at Saint John's Health Center has received worldwide acclaim for advances in melanoma, breast and colon cancer as well as immune therapy of cancer. Other areas of research include prostate and liver cancer. With its unique ability to rapidly turn scientific breakthroughs into innovative approaches to treatment and early detection, JWCI provides immediate hope to cancer patients from around the globe.

The John Wayne Cancer Institute Breast Center, named one of "America's 10 Best Breast Centers" by SELF Magazine, combines the technology of the finest academic institutions with the warmth, attention to personal care and comfortable surroundings of a familiar community health center. Our core belief is that each patient should be regarded as a whole person, with the highest standards of compassionate, effective, and comprehensive care.

Event Overview

“What a Pair!” is a Broadway-caliber production of duets sung by an eclectic array of celebrity women from television, film, music, and stage. The “pairings” of celebrities are comical, heartwarming, entertaining, and impressive; and would not otherwise be seen outside of this production.

The “What a Pair!” stage production is followed by a VIP after-party with the celebrity cast and a silent auction. The annual event, now in its seventh year, has raised over \$2 million dollars for breast cancer research. The world renowned John Wayne Cancer Institute is the beneficiary of all “What a Pair!?” proceeds.

Past Performers

- » **Lori Alan** - “Family Guy”
- » **Jayne Atkinson** - “24”
- » **Marianne Jean-Baptiste** - “Without a Trace”
- » **Jessica Biel** - “I Now Pronounce You...”
- » **Mary Birdsong** - “Reno 911”
- » **Rosa Blasi** - “Strong Medicine”
- » **Jamie Lee Curtis** - “True Lies”
- » **Loretta Devine** - Broadway: “Dream Girls”
- » **Joely Fisher** - “Til Death”
- » **Tricia Lee Fisher** - “7th Heaven”
- » **Kate Flannery** - “The Office”
- » **Julia Fordham** - Songwriter/Recording Artist
- » **Deborah Gibson** - Pop Recording Star
- » **Lauren Graham** - “Gilmore Girls”
- » **Jasmine Guy** - “A Different World”
- » **Deborah Harry** - Recording Artist: “Blondie”
- » **Marg Helgenberger** - “CSI”
- » **Elaine Hendrix** - “Joan of Arcadia”
- » **Sharon Lawrence** - “NYPD Blue”
- » **Vicki Lewis** - “News Radio”
- » **Jane Lynch** - “Best in Show”
- » **Ann Magnuson** - Performance Artist
- » **Armelia McQueen** - Broadway: “Ain’t Misbehavin”
- » **Megan Mullally** - “Will and Grace”
- » **Sara Niemietz** - “Akeelah and the Bee”
- » **Annette O’Toole** - “Smallville”
- » **Valarie Pettiford** - Tony Award Nominee: “Fosse”
- » **Amy Pietz** - “Caroline in the City”
- » **Teri Polo** - “Meet the Parents”
- » **Jean Smart** - “24”
- » **Marcia Strassman** - “Honey, I Shrunk the Kids”
- » **Tierney Sutton** - Grammy Award Nominee/Jazz Vocalist
- » **Lea Thompson** - “Caroline in the City”
- » **Nia Vardalos** - “My Big Fat Greek Wedding”
- » **Lisa Ann Walter** - “Bruce Almighty”
- » **Jennifer Leigh Warren** - Broadway: “Big River”
- » **Maggie Wheeler** - “Friends”
- » **Kathleen Wilhoite** - “The Gilmore Girls”
- » **Rita Wilson** - Producer/Actor
- » **Charlayne Woodard** - Tony Award Nominee: “Ain’t Misbehavin”
- » **Jo Ann Worley** - “Laugh-In”



Why Support "What a Pair!"?

Quite simply, because it makes good business sense. Cause-related marketing endeavors are not only emotionally fulfilling, but also have shown to deliver tangible benefits, including an increase in sales, visibility, customer loyalty, corporate image, and positive media coverage. Strengthen your brand loyalty and show your customers that you stand for something beyond profit.

Audience Profile

"What a Pair!" brings together a diverse audience of community leaders, respected business professionals, donors and investors, caring individuals, and those who have been impacted by cancer. Approximately 500 tickets will be sold. The audience is the highest caliber, the performers are class act, and the cause is paramount.

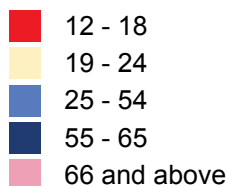
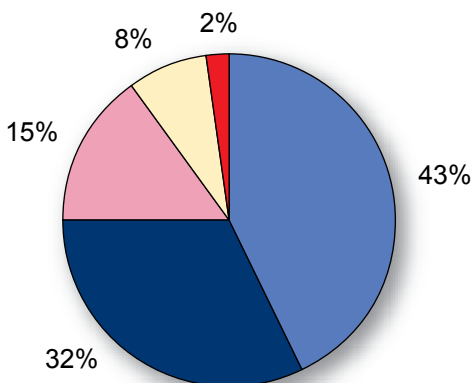
Audience Demographics

- » 60% Female, 40% Male
- » Average Age Range: 30-55
- » Average Household Income: \$100,000 +
- » Majority of the audience are college graduates
- » Majority of the audience are homeowners
- » Majority of the audience are professionals with significant disposable income

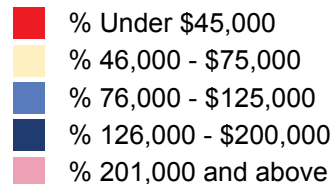
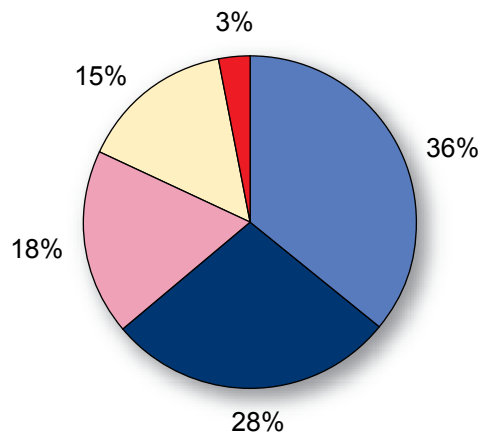
Audience Spending Habits

- » More likely to shop at high-end department stores and/or purchase designer clothing
- » More likely to travel business or first class and stay at luxury hotels and resorts
- » More likely to regularly use deluxe spa and beauty treatments
- » More likely to have a financial planner and invest in real estate and/or stocks and bonds
- » More likely to own luxury, foreign, and select domestic vehicles

Audience Age



Audience Combined Household Income



Past Media Coverage

Print

- » Angeleno
- » Beverly Hills 213
- » Beverly Hills Courier
- » Burbank Times
- » Broadway World.com
- » Celebrity Bulletin
- » Celebrity Week Magazine
- » Daily Candy.com
- » E! Online
- » ET Online
- » Flaunt, Calendar Listing
- » Foresightnews.com
- » Hollywood News Calendar
- » Hollywood Reporter (and online)
- » LA Citybeat
- » LA Confidential
- » LA Daily News
- » LA Daily News.com
- » LA Weekly
- » LA's The Place.com
- » Los Angeles Magazine
- » Los Angeles Times
- » Master Planner
- » Metromix.com
- » Midvalley News
- » Movieline's Hollywood Life
- » MyFoxLA.com
- » New York Post
- » People
- » Privilege Magazine
- » Santa Monica Mirror
- » Seattle Post-Intelligencer
- » Star Magazine
- » Swagtime.com
- » The Stylephile.com
- » The Tip Jar
- » The Tolucan Times
- » US Weekly
- » USA Today
- » Variety
- » Venice Magazine
- » Ventura County Star
- » Vlife

Broadcast

- » Access Hollywood
- » E! News Live
- » Entertainment Tonight
- » Extra
- » KABC
- » KCBS/KCAL
- » KNBC
- » KTTV
- » TV Guide Channel
- » Orange County TV
- » WireImage Video

Radio

- » KBIG/104.3 interviews and radio give-away
- » STAR/98.7 interviews and radio/online give-away
- » KDLD 103.1 FM interviews and radio/online give-away
- » KCXX/X-1039 interview and give-away

Projected Media Coverage - 2009

Print

- » Allure
- » Angeleno
- » Associated Press
- » Beverly Hills Courier
- » Brentwood City News Service
- » Copley News Service
- » Cosmopolitan
- » Daily Candy
- » Distinction
- » Elle
- » Entertainment Weekly
- » GQ
- » Gotham
- » Hamptons
- » Harper's Bazaar
- » Fashion Wire Daily
- » Flaunt
- » Hollywood Reporter
- » Hollywood.com
- » In Touch Weekly
- » Inside Edition
- » InStyle
- » InStyle.com
- » Jane
- » Jet Magazine
- » LA Weekly
- » Liz Smith Column
- » Los Angeles Confidential
- » Los Angeles Daily News
- » Los Angeles Magazine
- » Los Angeles Times
- » Los Angeles Times Magazine
- » Marie Claire
- » Movieline
- » Nylon
- » Ocean Drive
- » Orange Coast Magazine
- » Orange County Register
- » People
- » Reuters
- » Riviera
- » San Diego Union Tribune
- » Seventeen
- » Teen People
- » TV Guide
- » TV Guide Online
- » US Weekly
- » Vanity Fair
- » Variety
- » Vegas
- » Venice Magazine
- » Vogue
- » W
- » Wall Street Journal
- » Women's Wear Daily

Broadcast

- » Access Hollywood
- » Associated Press Television
- » CNN Showbiz
- » E! News Live
- » Entertainment Tonight
- » Extra
- » Good Day LA/Live
- » Good Morning America
- » KABC-TV Channel 7
- » KCAL-TV Channel 9
- » KCBS-TV Channel 2
- » KCOP-TV Channel 13
- » KNBC-TV Channel 5
- » KTLA-TV Morning News
- » KTTV-TV Channel 11 FOX
- » MTV News
- » Telemundo
- » Today Show
- » Univision

Radio

- » KCRW
- » KFVB Radio
- » KIIS-FM, Morning Show
- » KIIS-FM, Valentine Show
- » KMPC Radio
- » KNX-AM, 1070
- » KPCC
- » KROQ-FM
- » KYSR-FM
- » KLAC "Fabulous" 570-AM

*** Note: increased targeted local radio, TV, and print coverage.**

*** Note: increased national coverage with a focus on network morning shows and talk shows.**

Sponsorship Opportunities

| Sponsorship Package Overview | Premiere Sponsor | Star Sponsor | Guest-Star Sponsor | Co-Star Sponsor | Chorus Sponsor |
|---|-------------------------|---------------------|---------------------------|------------------------|-----------------------|
| BENEFITS | \$50,000 | \$25,000 | \$15,000 | \$10,000 | \$5,000 |
| Maximum number of sponsors | 3 | 5 | 10 | Unlimited | Unlimited |
| Sponsor Name Visibility & Media Exposure | | | | | |
| Recognition on invitations* | ✓ | ✓ | | | |
| Recognition in pre-event and post-event press releases | ✓ | ✓ | | | |
| Recognition in all guaranteed media/print advertisements <i>(Past advertisements have been featured in ELLE, Los Angeles Magazine, LA Times, Variety, and numerous local publications)</i> | ✓ | ✓ | | | |
| Recognition and promotion on www.jwci.org and www.whatapair.com web sites | ✓ | ✓ | ✓ | ✓ | |
| Recognition in John Wayne Cancer Institute newsletter <i>(circulation over 40,000)</i> | ✓ | ✓ | ✓ | ✓ | |
| Company name placed on John Wayne Cancer Institute donor recognition wall | ✓ | ✓ | | | |
| On-Site Exposure | | | | | |
| Placement on Step & Repeat (press photo wall) | ✓ | | | | |
| Signage at event venue and after-party | ✓ | | | | |
| Placement on rotating video screens at event venue and after party | ✓ | ✓ | ✓ | ✓ | |
| Color advertisement in "Broadway" section of program* | Double Page | Full Page | Full Page | | |
| Color advertisement in "Shubert Alley" section of program* | | | | Full Page | Full Page |
| Opportunity to promote company in celebrity gift bags | ✓ | | | | |
| Hospitality | | | | | |
| VIP tickets to performance | 8 | 6 | 4 | 2 | 2 |
| Preferred seating for performance | ✓ | | | | |
| VIP tickets to after-party with cast | 8 | 6 | 4 | 2 | 2 |
| VIP venue parking | ✓ | | | | |
| Commemorative "What a Pair!" swag | ✓ | ✓ | ✓ | ✓ | ✓ |

Your donation in excess of \$150 per ticket for goods and services received (estimated value of event) is tax deductible. JWCI is a non-profit organization that operates under the tax id #95-4291515, and meets all the requirements of the IRS code, section 501(c)(3). For the following sponsorships, the amount in parenthesis is tax deductible: \$50,000 (\$48,500), \$25,000 (\$24,100), \$15,000 (\$14,400), \$10,000 (\$9,700), \$5,000 (\$4,700).

Sponsorship and Advertising Form

What A Pair!

A Broadway-styled production of female celebrity duets,
benefiting breast cancer research at John Wayne Cancer Institute.
September 26, 2009 - 7:30pm at the Broad Theatre, Santa Monica, CA

Company Name _____
Contact Name _____ Contact Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____

Sponsorship Levels and Event Program Advertisements

- Premiere Sponsor** \$50,000
(Double page color ad in "Broadway" section of program, 8 VIP tickets, plus additional benefits)
- Star Sponsor** \$25,000
(Full page color ad in "Broadway" section of program, 6 VIP tickets, plus additional benefits)
- Guest-Star Sponsor** \$15,000
(Full page color ad in "Broadway" section of program, 4 VIP tickets, plus additional benefits)
- Co-Star Sponsor** \$10,000
(Full page color ad in "Shubert Alley" section of program, 2 VIP tickets, plus additional benefits)
- Chorus Sponsor** \$5,000
(Full page color ad in "Shubert Alley" section of program, 2 VIP tickets, plus additional benefits)
- "42nd Street" Advertisement** \$1,500
(1 full page black & white ad in "42nd Street" section of program)
- "Off-Broadway" Advertisement** \$750
(1/2 page black & white ad in "Off-Broadway" section of program)
- "National Tour" Advertisement** \$250
(1/4 page black & white ad in "National Tour" section of program)
- Please add my name to the **"Tribute"** page \$100

Please Invoice

- Check enclosed
(made payable to John Wayne Cancer Institute)
- Visa
- Mastercard
- American Express

Credit Card # _____
Exp. Date _____
Cardholder's Name _____
Total Amount Charged _____
Signature _____
Date _____

Mail this form to:

John Wayne Cancer Institute, Attn: Public Affairs and Development, 2200 Santa Monica Blvd., Santa Monica, CA 90404 or Fax to 310-315-6195

* Qualifying sponsorships must be confirmed before July 10, 2009 to be included on the invitation.

* To be included in the event program, camera ready artwork must be received by August 31, 2009. Artwork must be in Quark (B&W or 4 color), Photoshop (400dpi TIFF, B&W or 4 color), or Illustrator (B&W or 4 color / all fonts must be outlined). In all formats, all fonts must be included for Macintosh. PDFs are acceptable as well. Artwork should be to be e-mailed to VasquezY@jwci.org. Subject line must say "What a Pair! Ad." Order form should be faxed to 310-315-6195.

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Public Affairs and Development

John Wayne Cancer Institute

at Saint John's Health Center

2200 Santa Monica Boulevard

Santa Monica, CA 90404

Phone: (310) 315-6111

www.jwci.org

www.whatapair.org