Thank you for expressing interest in a strategic alliance with the American Cancer Society. In order to understand the opportunity in concept, attached is a series of questions that we ask be completed as part of the strategic alliance consideration process. Please complete all questions within the shaded areas.

CORPORATE INFORMATION	
Full Name of Company (as incorporated)	
Company Address	
Company Website	
Company Phone Number and Fax	
Company Contact Name, Email and Phone	
Number of Employees	**Annual Gross Revenue/Sales**
Staffing structure to support the Strategic Alliance	
PROPOSED STRATEGIC ALLIANCE INFORMATION	
Description of the Strategic Alliance Proposal	
Duration of the promotion	
Where will the promotion take place? I.e.: List geography states/major cities/etc	
Number of retail stores/catalog circulation	
Audience Reach – Estimated number of individuals who would be exposed to the promotion.	
Target Audience for the promotion	
Description(s) of any specific products to be used in the promotion	
The specific goals that the company has in terms of product sales	
Estimated retail cost of product(s)	
The specific percentage of sale or amount per item that will be paid to the ACS. (MUST BE COMPLETED)	
Estimated amount to be donated to the American Cancer Society as part of this strategic alliance. (MUST BE COMPLETED)	

Donation Request – General Donation or Restricted Donation (please define)
Any specific donation processing requests. I.e.: Donations be credited back to the state/region where the donation was generated. (please define)
Why are you considering the American Cancer Society as the benefactor of this opportunity?
Any expectations of the American Cancer Society in the relationship?
NEXT STEPS
What is the timeframe in which you would like the ACS to make a decision about the potential strategic alliance?
Would you be able to provide product(s) samples?

Thank you for completing this questionnaire, it will help the ACS begin to understand the proposal you suggest. If there is additional information you would like to share with us, beyond the questions listed above, please do so.