

September 30, 2002



Mr. Robert Jones
Pfizer Inc.
816 Congress, Suite 1100
Austin, TX 78701

Dennis Borel

Dear Robert:

Gary Guller

It was a pleasure to meet you at the Pfizer Advocacy Luncheon. It was most informative and certainly gave food for thought on possible collaborations. As you know, Melody, Frank Santos and I met later to discuss a possible partnership on Team Everest '03, CTD's expedition to Mt. Everest by people with disabilities.

Lead sponsorship in CTD's **Team Everest '03** carries with it numerous benefits, all designed to be of real value. Though CTD is a 501(c)3 nonprofit, sponsorship of Team Everest '03 is really far more of a marketing partnership than a charitable contribution. A lead sponsorship of \$500,000 would bring PFIZER:

- **Naming:** the campaign would become **PFIZER Team Everest '03**. Pfizer would be linked in all future press releases and other material. The combination of the unique disability climb and the 50th anniversary of the first summiting of Everest by Hilary and Norgay will drive a tremendous amount of media coverage throughout the 30 day Challenge Trek and 45 day summit attempt. Over a year before the March 15, 2003, departure for Nepal, Team Everest '03 was the subject of national media in TIME Magazine and Everestnews.com (the world's largest mountaineering publication), plus coverage in Texas newspapers, radio and television.
- **Unique Photos:** We'll bring Pfizer **fabulous photos** featuring your logo, including the cross-disability team at Base Camp. Conditions permitting, you'll get photos of the Pfizer logo on the summit of the world's tallest mountain. Use them in advertising, corporate reports, websites and more.
- **World Wide Web Exposure:** As lead sponsor, Pfizer will receive the most prominent location on www.teameverest03.org. The enormously popular Everest websites attract millions of hits during the spring summit season. And the Team Everest '03 site will be directly linked to Everestnews.com, which itself receives some 5 million hits a day during spring. We'll install links directly to your web site.
- **Logo Placement:** The **Pfizer logo** will be on caps, jackets, shirts and wherever else we can put it. Imagine media coverage of Gene Rodgers, a person with quadriplegia, his Pfizer hat perched on his head, as he speaks to reporters.
- **Personal Appearances:** We'll have a **terrific presentation available** for your corporate meeting, family day or teambuilding. We'll be there in person, with striking video footage and slides, and a tremendously inspiring story.

Robert Jones

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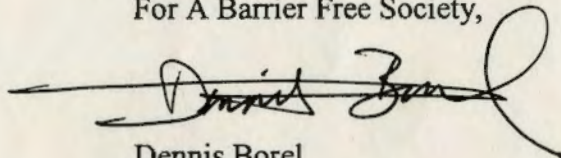
- CTD Publications: We'll provide a strong **linkage to the Texas disability community** through our newsletter, the *CTD Messenger*, and our CTD website. The Pfizer lead sponsorship will be prominently featured.
- Convention Recognition: We'll recognize Pfizer as the **sponsor of the annual convention** of the Coalition of Texas with Disabilities in Houston in September 2003. Disability leaders from around the state will attend and statewide media coverage will include the Pfizer sponsorship.
- Your representative joins the expedition: Pick someone from Pfizer --- employee of the month? a top salesperson? a brilliant researcher?--- and send her on **the journey of a lifetime**, to Mt. Everest with Team Everest '03!

We will accept only one lead sponsor for Team Everest '03 and only the lead sponsor will receive this full menu of benefits. It really is fitting and appropriate that Pfizer join this amazing partnership. A smaller menu of benefits is designed for the other sponsorship levels.

There is another opportunity that Melody, Frank and I spoke of, and it would involve a spectacular event during the 2003 Texas Legislative Session. Essentially, we plan to hold a trans-world hearing, with Texans with disabilities providing direct testimony *from Mt. Everest*. This is not a problem technologically and we have a CTD bill in mind to be the subject. You can check with Frank on this idea as he thinks it is very doable politically. To be straight with you, this would not be testimony on pharmaceutical issues (though I believe we can strongly support Pfizer there). Rather, as a major sponsor, Pfizer would be directly and positively attached to a headline event. You might consider it a bonus benefit to the above details.

Feel free to call me at 512/478-3366 anytime.

For A Barrier Free Society,



Dennis Borel
Executive Director

Cc: Melody Chatelle, Frank Santos