

## Pfizer/CTD Marketing Partnership

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- Once in a lifetime marketing opportunity
- Extensive positive media exposure
- Investment in human empowerment

### Results:

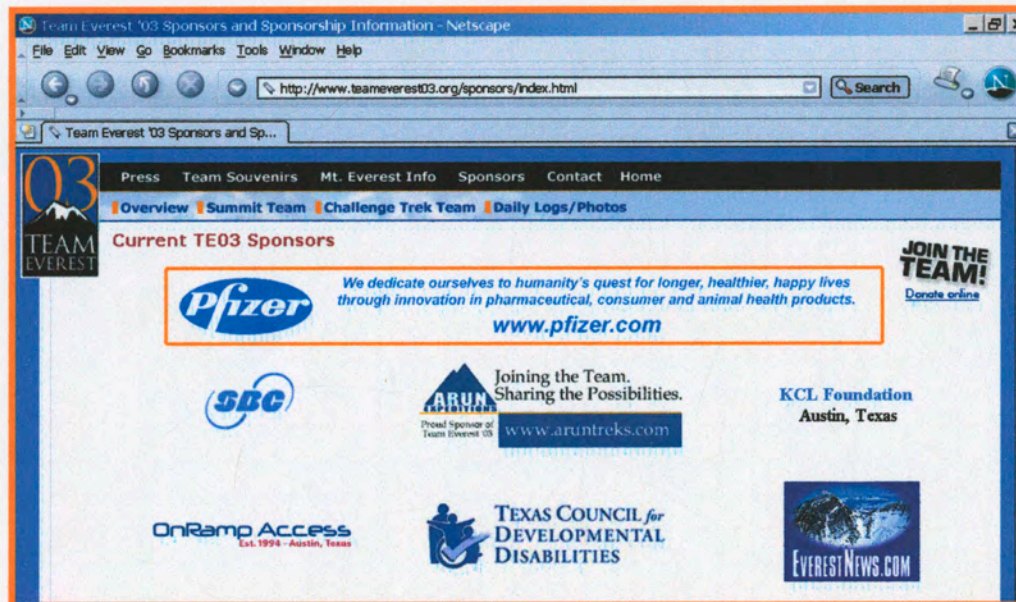
- Enhance the view of Pfizer as an ethical, community-serving company
- Vehicle providing the ultimate demonstration of Pfizer's eight core values
- Positive impact on Pfizer's bottom line

## BENEFIT: Powerful Images



- Advertising
- Public Relations
- Corporate Communications
- Website

## BENEFIT: Increased Traffic to Pfizer.com



- \* Consumers of Mass Media
- \* Students/Educators
- \* Extreme Sports Fans
- \* Everest Enthusiasts
- \* Disability Advocates & Consumers, including Seniors
- \* Armchair Adventurers
- \* Health Care Professionals

- Banner ads on Team Everest '03 website
- Links from multiple web sites = millions of page views/day
- Broad demographic appeal

# BENEFIT: Extensive Positive Media Exposure

TEAM EVEREST  
03



- Pfizer Logo
  - Strategic placements
- Belo Corporation /Dallas Morning News
  - Dedicated coverage
  - On-site reporter and photographer
  - National Wire reports
- Austin American Statesman
- Proven Track Record
  - \* Print
  - \* TV/Radio
  - \* Internet
  - \* Special media opportunity
    - 50 years since first summit

**BENEFIT: Increased Awareness of Pfizer Core Values**

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Integrity \* Innovation \* Respect \* Customer Focus  
Teamwork \* Leadership \* Performance \* Community



- Highest public exposure
  - March 15 – May 31
  - Critical timing
- Employee / Investor relations
  - Multimedia presentations
- Expedition emails to employees, investors

## RISKS?

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Is CTD/Team Everest '03 a viable partner? **YES.**

Founded in 1978, CTD is Texas' leading cross disability advocacy organization controlled by people with disabilities. Team Everest '03 is over a year in planning and has secured a coveted Everest climbing permit from the Kingdom of Nepal. Expedition leader Gary Guller and members of the Challenge Trek and Summit teams are confirmed. A detailed itinerary for the expedition is confirmed.

Will Team Everest '03 draw sufficient interest? **YES.**

The allure of Mt. Everest, along with unique team member composition, makes this a historic event that has proven major media interest. This interest assures Pfizer a return on its investment.

Will Team Everest '03 be successful if the team does not summit? **YES.**

The primary goal of the expedition - promoting the capability of people with disabilities - will be met as the Team takes on the challenge of reaching Everest Base Camp. Extensive media coverage is assured, and the unknown outcome of the Summit Team will only increase interest in the expedition.

# TIMELINE

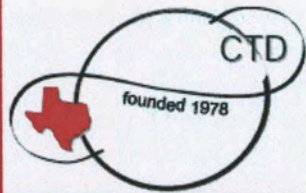
# TEAM EVEREST 03

Press Release – Gary Guller summits Mt. Aconcagua (22,826ft), Argentina

March 15 – Team departs Austin  
 March 17 – Team arrives in Kathmandu  
 March 19 – SAT dispatches from team begin  
 Extensive national/international media coverage of team progress & challenges on the mountain  
 April 5 - 9 – Team at Everest base camp  
 April 15 - Summit team ascends to higher camps  
 National/international media coverage continues to report progress, challenges, weather, etc. on the mountain  
 April 15 – Trek team arrives in Austin

May 6 - 31 Extensive national/international media coverage continues from the mountain  
 Summit team makes summit push

May 31 – Guller and Summit team returns to USA



**2003**

January

Pfizer commits to CTD partnership  
 Web site links established



February

Pfizer logo incorporated into TE'03 logo  
 Logo placement on team gear & clothing  
 Press conference announcing partnership

March

Pfizer Team Everest '03 send-off & press event  
 Email updates to Pfizer employees from Nepal  
 Web updates

April

Press release when team reaches base camp  
 Projected satellite transmission to Legislative hearing  
 Satellite call to Pfizer from base camp  
 Email updates to Pfizer employees continue

May

Media event when Trek team arrives in Austin  
 Trek team available for personal appearances  
 Email updates from Summit team on Everest  
 Pfizer banner at the summit of Everest  
 Satellite call to Pfizer from mountain

June

Welcome back parade and press event  
 Post-expedition media events

July

Guller and Trek team members available for interviews & personal appearances at Pfizer

September

Press event - Pfizer is host sponsor to the 25th Annual Statewide CTD Conference

October

Press event - Pfizer / CTD partnership event to commemorate National Disability Employment Awareness Month