

Everybody Can Save A Life! Video Contest

A unique initiative designed to create and distribute inspiring videos that promote Living Organ Donation through MatchingDonors.com.

Sponsorship and Marketing Opportunities

Sponsorship Opportunities: We are currently accepting sponsors for our *Everybody Can Save A Life!* video contest. All proceeds will go to help people get organ transplants.

Benefits of Sponsorship: We expect huge visibility by Hollywood producers, the Hollywood film industry, national and international press, industry decision makers, Hollywood A-listers and millions of other people.

Diamond Sponsorship: cost \$65,000 - All Diamond Sponsors will receive sponsorship on all promotional materials, including the posting page of video entries and numerous other promotional benefits (see below).

Each Diamond Sponsor will receive:

- Six tickets to attend the Hollywood Awards® Gala ceremony at the table generously donated to MatchingDonors.com by the Hollywood Awards®. Additional tickets can be purchased by Diamond Sponsors at \$4,500 each.
- Dinner for six with the MatchingDonors.com contest judge of their choice. Based on availability.
- Their name/logo showcased on the top MatchingDonors.com full-page four color section of the Hollywood Awards® Gala Ceremony Program Book on the page generously donated by the Hollywood Awards®.
- A large (468x60 pixels) banner advertisement, name logo and link showcased on our MatchingDonors.com homepage, patient sign in page, and donor sign in page. The MatchingDonors.com homepage will be shown in any upcoming television shows about MatchingDonors.com.
- A banner advertisement showcased on the MatchingDonors.com contest web page.
- Recognition in all MatchingDonors.com contest related press releases.
- A banner advertisement showcased on any associated printed materials, social media tools (e.g., Facebook, Twitter, et al.) about the contest.
- A banner advertisement showcased on the contest application form.
- Other benefits can be requested to MatchingDonors.com and are negotiable, based on investment.

Platinum Sponsorship: cost \$25,000 - All Platinum Sponsors will receive sponsorship on all promotional materials, including the posting page of video entries and numerous other promotional benefits (see below).

Each Platinum Sponsor will receive:

- Three tickets to attend the Hollywood Awards® Gala ceremony at the table generously donated to MatchingDonors.com by the Hollywood Awards®. Additional tickets can be purchased by Platinum Sponsors at \$4,500 each.

- Their name/logo showcased on the top MatchingDonors.com full-page four color section of the Hollywood Awards® Gala Ceremony Program Book on the page generously donated by the Hollywood Awards®.
- A large (468x60 pixels) banner advertisement, name logo and link showcased on our MatchingDonors.com homepage, patient sign in page, and donor sign in page. The MatchingDonors.com homepage will be shown in any upcoming television shows about MatchingDonors.com.
- A banner advertisement showcased on the MatchingDonors.com contest web page.
- Recognition in all MatchingDonors.com contest related press releases.
- A banner advertisement showcased on any associated printed materials, social media tools (e.g., Facebook, Twitter, et al.) about the contest.
- A banner advertisement showcased on the contest application form.
- Other benefits can be requested to MatchingDonors.com and are negotiable, based on investment.

Title Sponsorship: cost \$10,000 - All Title Sponsors will receive sponsorship on all promotional materials, including the posting page of video entries and numerous other promotional benefits (see below).

Each Title Sponsor will receive:

- The opportunity to attend the Hollywood Awards® Gala ceremony at the table generously donated to MatchingDonors.com by the Hollywood Awards®. Ticket prices to Title Sponsors are \$4,500 each.
- A banner advertisement, name logo and link showcased on our MatchingDonors.com homepage, patient sign in page, and donor sign in page. The MatchingDonors.com homepage will be shown in any upcoming television shows about MatchingDonors.com.
- Their logo showcased on the MatchingDonors.com full-page four color section of the Hollywood Awards® Gala Ceremony Program Book on the page generously donated by the Hollywood Awards®.
- A banner advertisement showcased on the MatchingDonors.com contest web page.
- Recognition in all MatchingDonors.com Press Releases.
- A banner advertisement showcased on any associated printed materials, social media tools (e.g., Facebook, Twitter, et al.) about the contest.
- A banner advertisement showcased on the contest application form.
- The opportunity to attend the Hollywood Awards® Gala ceremony at the table generously donated to MatchingDonors.com by the Hollywood Awards®.
- Other benefits can be requested to MatchingDonors.com and are negotiable, based on investment.

Contributing Sponsor: cost \$5,000 - All Contributing Sponsors will receive sponsorship on all promotional materials, including other promotional benefits (see below).

Each Contributing Sponsor will receive:

- Their name showcased on the MatchingDonors.com full-page four color section of the Hollywood Awards® Gala Ceremony Program Book on the page generously donated by the Hollywood Awards®.
- Their name listed on the MatchingDonors.com contest web page.
- Recognition in all MatchingDonors.com contest related press releases.
- The opportunity to attend the Hollywood Awards® Gala ceremony.
- Other benefits can be requested to MatchingDonors.com and are negotiable, based on investment.

To learn how you can benefit by becoming a sponsor of the video contest please contact:

Paul Dooley, CEO- MatchingDonors.com at 1-800-385-0422 or ContactUs@MatchingDonors.com.

(To make payment easy we accept both checks and credit cards as forms of payment for your Sponsorship.

MatchingDonors.com is a 501c3 nonprofit - your Sponsorship is tax deductible.)

Congratulations to last year's contest winners. See their entries at at <http://www.zooppa.com/contests/matchingdonors-wants-a-piece-of-you> .

Everybody Can Save A Life! Video Contest

A unique initiative designed to create and distribute inspiring videos that promote Living Organ Donation through MatchingDonors.com.

What: *Everybody Can Save A Life!* is a video contest to promote, celebrate, or teach about being a living organ donor on MatchingDonors.com. We want to raise awareness about being a living organ donor on MatchingDonors.com. Individuals can submit their 30 second videos by posting them on our Zooppa.com contest page. We also invite companies, organizations and individuals to become sponsors.

Who: Nineteen people die every day in the United States waiting for a kidney transplant. The team at MatchingDonors.com is working hard to make sure that doesn't happen. MatchingDonors.com is the world's largest online living organ donor non-profit organization and we are hosting a video contest in which anyone can enter. MatchingDonors.com is a 501c3 nonprofit organization.

When: Entries will be accepted from April 18, 2012 through October 1, 2012. The first place winner will be invited to attend, and socialize with Hollywood's biggest stars, at the Hollywood Awards® Gala in Hollywood California on October 22, 2012. The Hollywood Awards® recognizes excellence in the established Hollywood community by bestowing awards to both in front and behind the camera talent and launches the awards season. The Hollywood Awards® is *"The first mandatory stop in the awards season," says The New York Times.*

How: The *Everybody Can Save A Life!* video contest offers an easy-to-submit application process and prestigious prizes. Individuals can submit their 30 second videos by posting them on our Zooppa.com contest page. The top 10 videos with the most votes between April 18, 2012 and October 1, 2012 will be added to an additional 3 videos chosen by our judges from all entries. The top three videos will then be voted on by our judges and will be the award winners.

In addition all individuals can request that specific judges view their video; even if they are not chosen as winner. This will further expose their videos to these illustrious judges. *(See list of judges below)*

Prizes: There will be three winners.

- The First Place winner will receive two Gala tickets to the Hollywood Awards® Gala ceremony www.HollywoodAwards.com, and recognition on the MatchingDonors.com homepage section of the MatchingDonors.com website for their winning video, a \$1,000 first prize, and their choice of one of the many great assistant producing and/or work & credits on a television show, movie or music video with one of our judges.
 - For example
 - Assistant Digital Artist work & credits on a Disney Movie, Pixar Movie, or Lollipop Shaders production with Brad Falk.
 - Assistant production work or internship on a 20th Century Fox or Fox television production through Tom Cavanaugh.
 - Assistant producing work & credits on a television show, ESPN Special, History Channel Special, or Cross Cut Production with Brad Hebert.

- Assistant producing work & credits on a Bowery Boys Productions, Inc. movie with Endrick Lekay.
 - Assistant producing work on a “Dog the Bounty Hunter” episode, “Parking Wars” episode or another television show with Hybrid Films and Daniel Elias.
 - Assistant producing work & credits on a National Lampoon Movie with Alan Donnes.
 - Assistant producing work & credits on an iPhone social game with Damon Danieli.
 - Assistant production work on a Schramm Marketing Group production with Rafael Eli.
- The Second Place winner will receive the choice of one of the remaining of assistant producing and/or work & credits on a television show, movie or music video with one of our judges.
 - The Third Place winner will receive the choice of one of the remaining of assistant producing and/or work & credits on a television show, movie or music video with one of our judges.
(Prizes are subject to change.)

Video Contest Presentation of Award:

The first place winner will be invited to attend, with Hollywood’s biggest stars, at the Hollywood Awards® Gala in Hollywood California on Monday, October 22, 2012 at the Beverly Hills Hilton, and will be presented the award by the MatchingDonors.com CEO.

Criteria:

Content: How original, practical, and/or inspirational is the message?

Creativity: How engaging, amusing, and/or effective is the presentation?

Clarity: How clear and understandable is the instruction or message?

Application Process:

1. Upload your 30 second video to the MatchingDonors.com contest page on Zooppa.com.
2. Follow the contest instruction on MatchingDonors.com contest page on Zooppa.com.
3. It’s Free to enter!

Judging:

Judging will be conducted by the following illustrious and extremely talented people who are great supporters of MatchingDonors.com.



Jim Rosenthal: *Jim most recently served as President of New Line Television and New Line Media.* *(Jim has been a personal friend of Paul Dooley for the past 7 years)*

In that role, he managed all aspects of the company’s television production as well as distribution of New Line feature films and television series; oversaw the studio’s licensing programs for consumer products based on its movies; and created and ran the company’s e-commerce and new media initiatives. Rosenthal was with New Line Cinema for 16 years. He also built and managed New Line’s business development and strategic planning department.

Prior to joining New Line, Rosenthal was a Senior Associate for Media and Communications with Booz, Allen & Hamilton, working out of their New York offices as well as Singapore and Sydney, Australia.

Jim is currently the Chief Executive Officer of Kaplan Ventures, and past Board member of the International Radio & Television Society Foundation.

Link to more information: <http://www.kaplan.com/about-kaplan/leadership>



Alan Donnes: Alan is the President of National Lampoon

and is a producer at National Lampoon. *(Alan received a kidney transplant through MatchingDonors.com)*

Alan has produced among other things "Dead Serious", "Snatched", "Patron Saints", "The Legend of Awesomest Maximus.. aka National Lampoon's the Legend of Awesomest Maximus", "Dirty Movie... aka National Lampoon's Dirty Movie". Alan covered the New Orleans Saints on radio for 4 years and later developed the largest independent radio network in the NFL. He is also the author of the bestselling book, Patron Saints: How the Saints Gave New Orleans a Reason To Believe. Alan is also the former manager of Heavyweight Champion Larry Holmes, camp manager of Champ Riddick Bowe.

Link to more information: <http://www.imdb.com/name/nm1538885/bio>



Tom Cavanaugh: Tom is the Senior Vice President of Music at 20th Century Fox.

(Tom donated a kidney to a patient he found on MatchingDonors.com)

Tom is also the Senior Vice President of Business & Legal at Fox Music, Inc. Tom works on all Fox mega-hits like Glee, American Idol and Avatar.

Link to more information: <http://www.linkedin.com/pub/thomas-cavanaugh/4/aa/5a0>



Jody Simon: Jody Simon is a world renowned Entertainment Attorney and the managing partner of Peter, Rubin & Simon, LLP. *(Jody has been MatchingDonors.com's attorney for the past 7 years)*

With more than twenty years of private practice and in-house experience, Mr. Simon has worked on virtually every kind of deal in the entertainment industry in such areas as feature films, television, publishing, music and live stage. Jody Simon represents television networks, production companies and executive producers in all aspects of development, production, distribution and the negotiation and drafting of agreements and counseling in copyright, trademark and clearance issues. He works extensively on licensing, branding and merchandising deals for clients including marquee performers, video game publishers, visual artists, auto manufacturers, and universities. Jody works in both live-action and animated programming, in the world of comic books, and has unique strength in reality television and in Canadian and other international co-productions.

Jody is a former member of Governor Schwarzenegger's Entertainment Industry Advisory Council. He served five terms as Governor of the Academy of Television Arts and Sciences and two terms on the ATAS Executive Committee. As chair of that organization's Runaway Production Committee, he was profiled in a special issue of Emmy Magazine. Mr. Simon also has served as chair of the ATAS Bylaws and Industry Credits Committees. His article "Facing Reality" (co-authored with Arnold Peter) appeared in the annual Entertainment Law issue of the magazine Los Angeles Lawyer.

Link to more information: <http://www.prslawyers.com/team.html>



Jon Kroll: Jon is an Emmy Award Winning Producer and has been a friend of MatchingDonors.com for the past six years. *(Jon has been a personal friend of Paul Dooley for the past 7 years)*

Over the past two decades, Jon Kroll has directed three feature films and produced dozens of television programs, including "The Amazing Race," for which he was honored with a 2004 Primetime Emmy Award. For four years, he was Executive Vice President, Original Programming, for New Line Television where he served as Executive Producer on both scripted and unscripted shows. He left to join Lost Marbles Productions, as President, Alternative Programming, where he oversaw an overall deal with Lionsgate Television. In addition to his ongoing producing activities, he is an Adjunct Professor for USC's School of Cinematic Arts.

Kroll's recent projects include "Flipping Vegas" for A&E, "Pit Bulls & Parolees" for Animal Planet," "Hookers: Saved on the Strip" for Investigation Discovery; "International Federation of Hip-Hop" for BET; "High School Confidential" for WE; "Family Foreman" for TV Land; and "Blade: The Series," which was Spike TV's first original dramatic series. He previously created and Executive Produced the controversial UPN series, "Amish in the City," which critics hailed as "compelling," "charming" and "One of the best new reality series of 2004."

Kroll has produced television programs for nearly every broadcast and cable network. He was commissioned by Lucasfilm and Fox to write, direct and executive produce "From StarWars to Star Wars: The Story of Industrial Light & Magic." His other television credits include "Big Brother" for CBS, "Masters of Illusion" for NBC, "Confrontation" for A&E, "Combat Missions" for USA, "Movie Magic" for Discovery, "The Clone Age." and "How'd They Do That?" for TLC, "The Rosie O'Donnell Show," "Hypernauts" for ABC, "Masters of Fantasy" for SciFi, "Battle of the Wedding Singers" for GSN, "Exploring the Unknown" for ABC Family and "Live! The World's Greatest Stunts" for Fox among many other shows.

Kroll's feature directing work includes the virtual reality thriller, Menno's Mind, starring Bill Campbell,

Stephanie Romanov, Corbin Bernsen, Michael Dorn, Robert Picardo, Robert Vaughn and Bruce Campbell. He also wrote and directed *Amanda & the Alien*, which was based on a story by Hugo and Nebula Award-winning author Robert Silverberg, and became Showtime's highest rated original film of 1995.

In addition to film and television, Kroll's other projects include more than two dozen livestage productions, audio programs for National Public Radio, and theme parks. In 1990, he spent eight months in southern Japan as Supervising Show Director for Sanrio Harmonyland. He also directed the Ron Howard hosted Universal Studio Tour. Recently, he has entered the publishing arena by penning a comic book, "Tales of a Hippy Kid."

Originally from Northern California, Kroll was raised on a Mendocino County commune without television or electricity. He received his Bachelor's Degree in Film Production and graduated Summa Cum Laude from San Francisco State University. Kroll later completed his M.F.A. at the U.S.C. School of Cinema-Television's Peter Stark Motion Picture Producing Program. He lives in Los Angeles with his wife Karen.

Link to more information: <http://www.jonkroll.com>



Endrick Lekay: Endrick is an award winning movie producer and vice president of Bowery Boys Productions, Inc. (*Endrick donated a kidney to a patient he found on MatchingDonors.com, and will also be donating a portion of a liver to a patient he found on MatchingDonors.com*).

Endrick produced the recent John Bon Jovi video for the song "Superman Tonight" in which Jon Bon Jovi showcased our organ donor. Endrick also produced "The Woods Have Eyes" and was an assistant producer of "El Vacilón: The Movie", "Miss Congeniality 2: Armed & Fabulous", "Stuck on You", "Vanilla Sky", and "Miss Congeniality". He is currently in development for three feature films and an original movie for Lifetime, which he is producing through his company, Bowery Boys Productions, Inc.

Link to more information: <http://www.imdb.com/name/nm1740711>



Daniel Elias: Dan is an Executive Producer, Director & Founding Partner Hybrid Films (*Dan and Hybrid Films are longtime friends of MatchingDonors.com*)

In 1995 Daniel co-founded Hybrid Films with his business partner David Houts to pursue their passion for storytelling, larger than life characters and in-the-moment real-life drama. Since then they have produced over 400 episodes of powerful, dramatic and humorous television. They have created everything from groundbreaking series that pioneered character-driven docu-soap, like *Brooklyn North Homicide*, *Family Plots* and *King of Cars*, to long running hits like *Dog the Bounty Hunter* and *Parking Wars*. Hybrid Films has built a stand-out reputation for innovation and excellence in documentary and character-driven reality television. Their hit series have aired

all over the world. The New York Times calls their work “brilliantly slick and compelling” and The New York Post hails it as a “new standard in documentaries.”.

Prior to launching Hybrid, Daniel worked as an independent producer for PBS’ **MacNeil/Lehrer News Hour** while still studying film at New York University, and was nominated for a **Peabody**. He produced and directed award-winning documentaries on issues ranging from the arms industry to the environment, and human rights abuses.

Link to more information: <http://www.hybridfilms.tv>



Rafael Eli: Rafael is a Partner at the Schramm Marketing Group. (Rafael received a kidney transplant through MatchingDonors.com)

Schramm Marketing Group is an 18 year old New York City-based company that specializes in attracting fans or audiences or members for those who want to reach them. Schramm targets specific audience segments for entertainment and sports - - essentially anything involving TV, tickets or turnstiles. The company is best known as the cable TV industry leader for attracting Hispanic subscribers; for its expertise in determining the best distribution models for soccer on TV; and as a leader in generating sold-out international soccer events in the US.

As a result, Schramm "masterminded" the cross-platform distribution of the South American World Cup Qualifiers and has put more “butts in seats” at international soccer matches in the U.S. than anyone else.

The company initiated the Hispanic Television summit which has become a signature annual event presented by leading TV industry publications, Multichannel News and Broadcasting & Cable (B&C). Schramm also produces the Video On Demand Summit, the On Screen Summit and the Multicultural Breakfast at the NCTA Cable Show for Multichannel News and B&C. And for the first time this year, Schramm produced the Eleventh Annual Multicultural Media Forum for Horowitz & Associates, a leading research firm with particular expertise in research among Hispanic, multicultural, and global audiences.

Link to more information: <http://www.linkedin.com/pub/rafael-eli/5/995/112>



Brad Hebert: Brad is an award winning television producer and owner of Cross Cut Productions Inc. (Brad is a longtime friend of MatchingDonors.com)

Brad is an award winning television producer and owner of Cross Cut Productions Inc. (Brad is a longtime friend of MatchingDonors.com)

Brad spent ten years at the Longform Documentary Unit at ABC, producing multi-part series and specials for broadcast and cable. Brad's credits include Supervising Producer, Director, Series Producer, Broadcast Producer, Shooter and Editor. Brad produced ABC's "Hopkins", "Table for 12", "NYPD 24/7", "In The Jury Room" and many other shows.

Link to more information: <http://www.bradhebert.tk/>



Brad Falk: Brad is an award winning lead technical director and visual artist for some of the most famous animated films for Disney/Pixar, Lucas Film and other film studios. Brad is also the owner of LollipopShaders.com. (Brad is receiving a kidney transplant through MatchingDonors.com)

His projects include Mars Needs Moms (2011) (digital artist) Toy Story 3 (2010) (digital artist) The Golden Compass (2007) (lead technical director: Framestore CFC) Meet the Robinsons (2007) (technical director)... aka "Beetle" →Philippines (English title) (review title) Charlotte's Web (2006) (lighting artist: Rising Sun Pictures) Star Wars: Episode III →Revenge of the Sith (2005) (digital artist) Van Helsing (2004) (digital artist) Timeline (2003) (digital artist: ILM) Tears of the Sun (2003) (digital artist) Men in Black II (2002) (computer graphics artist: ILM) Artificial Intelligence: AI (2001) (pre-visualization) (uncredited)

Link to more information: <http://www.imdb.com/name/nm1014779/>



Damon Danieli: Damon is Co-Founder and Chief Technology Officer of Z2Live, Inc., one of the iPhones top social gaming companies and was one of the core designers of the Technical Emmy Award winning Xbox Live. (Damon received a kidney transplant through MatchingDonors.com)

Prior to founding Z2Live, his current company, Damon spent 14 years at Microsoft in a variety of development and innovation management roles. During his Microsoft career, Damon served as Technical Lead of the Xbox Entertainment Network inside Microsoft Games Studios and as a Lead Program Manager for Xbox Live where he designed many of the marquee features of the Xbox Live service including Voice Chat, Voice Commands, Friends, Invitations, Presence and Notifications. Also as part of the Xbox team, Damon served as program

manager for Security, Authentication, Authorization, NAT Traversal, Matchmaking and Networking. Damon was granted over 20 patents while at Microsoft.

Link to more information: <http://www.linkedin.com/in/damondanieli>



Rob Micai: (Last year's 1st place winner) Rob Micai is the founder and COO/Partner of the Wonderland Creative Group and friend of Matching Donors.

An award winning Producer/Director, Rob has created memorable commercials for industry leaders: Walt Disney World, Nickelodeon, Chris-Craft, Atlantis and more. In addition to his commercial work, Rob has served as Co-Producer on the Universal/Vivendi feature release, "Letters to God" and as Production Supervisor on the soon to be released dramatic feature, "Renee."

Link to more information: <http://www.imdb.com/name/nm2601191/>

Thank you for being a sponsor for our Everybody Can Save A Life video contest100% of the proceeds will go to helping underprivileged people get organ transplants through MatchingDonors.com.
Your efforts will save lives.



Sponsorship Form

1. Fill in your sponsorship contact information.

2. Select your sponsorship level.

Name of company or person

Diamond Sponsorship \$65,000

Contact person

Platinum Sponsorship \$25,000

Phone Fax

Title Sponsorship \$10,000

Address

Contributing Sponsorship \$5,000

City State Zip code

E-mail

3. Do you want to purchase additional tickets to the Hollywood Awards Gala?

Yes, I would like _____ tickets to attend the Hollywood Awards Gala Ceremony at \$4,500 each.

The Gala will be held on October 22, 2012 at the Beverly Hills Hilton, Beverly Hills, California. Diamond Sponsors receive six tickets, and Platinum Sponsors receive three tickets with their sponsorship.

4. Please fill in your payment information and fax or mail.

Online 	FAX 	Mail 	Questions ?
Visit our Web site at www.MatchingDonors.com	Fax sponsorship form to David Rapoport 1.800.385.0422	Mail sponsorship form and payment to: MatchingDonors.com 766 Turnpike Street Canton, MA 02021	Questions contact David Rapoport 1.800.385.0422, ext. 8

Payment Information

VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Exp. Date _____

Account Number _____

Signature _____

Check

Check enclosed made payable to Matching Donors
Check# _____

Check to follow, sponsorship form is being faxed in advance.



MatchingDonors

Everybody Can Save A Life!

Become A Living Organ Donor On MatchingDonors.com...
And Help Someone Discover An Entirely New Way To Look At Tomorrow.



We Are Very Grateful To Our "Everybody Can Save A Life!" Video Contest Sponsors

Diamond Sponsors

Mr. Carlos de Abreu
The Hollywood Awards®
Zooppa.com
Peter, Rubin & Simon, LLP

Platinum Sponsors

PrattRealtors.com
Jerusalem Tours Int.
Astor & Black
JonKroll.com
Mr. Alan Sorkin

Title Sponsors

The Margot MacDougal Family Foundation
The Gerald Strom Foundation
20th Century Fox
Cars4Kidneys.com, RealEstate4Kidneys.com,
Planes4Kidneys.com

Contributing Sponsors National Lampoon, New Line Television, Bowery Boys Productions, Hybrid Films, Schramm Marketing, Cross Cut Productions, LollipopShaders.com, Z2Live.com, Disney, ABC, NBC, Avalonza Entertainment Branding

We are also very grateful to Mr. Carlos de Abreu and the Hollywood Awards® for their very generous support of MatchingDonors.com; their efforts have saved many lives. Please contact us to donate what you can, or to be part of our National PSA television advertisements produced by a National Lampoon Producer.

(800) 385-0422

www.MatchingDonors.com

MatchingDonors.com is a 501c3 nonprofit organization. All donations are tax deductible.