

The
EYES
of
Christmas

The Television Event
Where Your Favorite Stars
Remember The Holidays.



The EYES of Christmas

The *Eyes of Christmas* is a star-studded holiday telecast bringing together celebrities from all over the globe in a touching tribute to the true essence of the holiday season. This annual special event is an inspiring and poignant look at some of your favorite film, television and music stars as they share their warmest memories and most intimate moments of the season with the audience through cozy interviews, musical performances, informal fireside chats, special holiday messages and more.

The Eyes of Christmas is a program designed to help the blind to "see" the magic of the Yuletide season through the eyes of Hollywood luminaries, and includes breathtaking footage from around the globe of holiday celebrations in other countries.

Created by blind activist, artist and producer, Helen Harris, founder of RP International, the nation's leading non-profit dedicated to the fight against blinding eye diseases, *The Eyes Of Christmas* has become an annual holiday tradition. RP International is known for its work with some of Hollywood's biggest movie studios, creating descriptive "TheatreVision" versions of such hit movies as "Titanic," "Braveheart," and "Forrest Gump" so the blind can experience the magic of motion pictures.

The Eyes of Christmas holiday telecast brings together some of the world's best loved celebrities in a spirit of hope, courage and rejoicing by sharing their heartfelt thoughts and memories with the entire nation, while creating awareness for the blind who live in permanent darkness.

*THE "EYES OF CHRISTMAS" TELECAST
WILL INCLUDE REMEMBRANCES FROM
SUCH CELEBRITIES AS:*

Arnold Schwarzenegger
Brooke Shields
Celine Dion
Charlton Heston
David Hyde Pierce
Drew Barrymore
Faith Hill
Garth Brooks
Geena Davis
George Clooney
John Lithgow
John Travolta
Jon Voight
Kate Capshaw
Meg Ryan
Morgan Freeman
Oliver Stone
Patti LaBelle
Pierce Brosnan
Phil Collins
Quentin Tarantino
Samuel L. Jackson
Stevie Wonder
Tim Allen
Will Smith
Casey Kasem
William Shatner, and more...





HIGHLIGHTS OF THE EYES OF CHRISTMAS INCLUDE:

Celebrities Special Holiday Memories

On "The Eyes Of Christmas" you will see your favorite stars recount their remembrances of Christmas, including the trimming of the tree, holiday dinners, childhood memories, treasured moments and cherished traditions.

Scenes From Christmas Around The Globe

"The Eyes Of Christmas" includes breathtaking footage of seasonal celebrations from around the globe such as: The Annual Festival of Lights from London's famous Regent Street; Midnight Mass at the Vatican; Christmas festivities at Rockefeller Center in New York City; delivery of food, medicine and toys to children in Moscow; the Christmas Eve celebrations in Bucharest; A special commemoration in the town of Bethlehem; The Night of 100 Trees; Washington D.C. Christmas Boat Parade; Bagpipe Marching Band Festival in Scotland; Beverly Hills Christmas Pageant; traditional old-fashioned Christmas at Williamsburg Virginia; Eiffel Tower fireworks in the City of Lights, Paris; and much more.

Holiday Music Videos

"The Eyes Of Christmas" will feature a dazzling array of new music videos from your favorite recording artists, as well as spirited versions of the classics.

Holiday Movie Previews

"The Eyes Of Christmas" will feature sneak peeks of some of the biggest Hollywood holiday movies direct from major studios.

Radio Simulcast

"The Eyes of Christmas" special television event will reach a massive radio audience by being transmitted live via satellite to over 10,000 radio stations around the globe.

WebSite and Webcast

During, before and after the telecast, people of all cultures, everywhere in the world, will be able to log on to a special "Eyes Of Christmas" website to hear additional celebrities recall their holiday memories; learn about new medical research to cure diseases of blindness, find out about RP International and its "TheatreVision" program, etc.



Corporate Sponsorship Opportunities

“The Eyes of Christmas” International Telecast

Corporate sponsor opportunities for the two-hour broadcast are in the following categories:

- **MILLENNIUM SPONSOR (Exclusive Primary Sponsor). \$25,000.00**
- ◆ Exclusive primary sponsorship: Your name becomes part of the title of the show, *e.g.*, “The <YOUR NAME> Eyes of Christmas 2005.”
- ◆ Total exclusivity of sponsorship in your product or service category. There will be no conflicting marketing or advertising by any other sponsor in your product or service category without your advance permission.
- ◆ The **Millennium Sponsor** will be recognized every 30 minutes throughout the two-hour broadcast through five 30-second commercials, and will be acknowledged in all titling and advertising as the exclusive sponsor of the whole broadcast, and through all advertising, press releases, printed materials, promotional items and invitations.
- ◆ Will receive priority greetings in person or by video with our celebrity participants. This level of sponsorship entitles the corporation to be involved in all VIP presentations on air to our celebrity hosts.
- ◆ Entitlement to use the “Eyes of Christmas” logo in all of your advertising and marketing.
- ◆ First refusal rights to **Exclusive Sponsor** status in all RPI events for one full year.
- ◆ First refusal rights to **Millennium/Exclusive Sponsor** status for “The Eyes of Christmas 2006” special.
- ◆ On-air presentation to you, by a celebrity host or guest, of a prestigious “Eyes of the Millennium Award,” during the broadcast “Eyes of Christmas 2005” special.
- ◆ At your option, on-air recognition of up to ten (10) of your employees. Our camera can be brought into your corporate headquarters or to another designated location, to permit employees of your choosing to express why they are proud of their company's involvement in the fight against blindness, and to wish “Happy Holidays” to their community.
- ◆ RP International agrees to discuss with you customization of these benefits to more directly fit your needs and wishes.
- ◆ Please note that RP International, a not-for-profit charity, reserves all direct and collateral ownership of “The Eyes of Christmas” property, and all proceeds benefit RPI’s battle to restore sight to the blind and other sight-impaired.

- **DIAMOND SPONSOR (Presenting Sponsor). \$15,000 (max. of 2)**
- ◆ Total exclusivity of sponsorship in your product or service category. There will be no conflicting marketing or advertising by any other sponsor in your product or service category without your advance permission.
- ◆ **Diamond Sponsors** will be brought on-air twice (once per hour) during the two-hour “Eyes of Christmas 2005” broadcast, and will be acknowledged through all advertising, press releases, printed materials, promotional items and invitations.
- ◆ **Diamond Sponsors** will be presented, on-air, a “Diamond Sight Award” with celebrity participants.
- ◆ **Diamond Sponsorship** includes two 30-second commercials to be shown during the broadcast of “The Eyes of Christmas” special.
- ◆ Entitlement to use the “Eyes of Christmas” logo in all of your advertising and marketing.
- ◆ Right to **Presenting Sponsor** status for two RPI events.
- ◆ First refusal rights to **Diamond/Presenting Sponsor** status for “The Eyes of Christmas 2006” special.
- ◆ At your option, pretaped video holiday greetings by up to three (3) of your employees to represent the corporation on-air in the “Eyes of Christmas” special.

Corporate Sponsorship Opportunities

“The Eyes of Christmas”

- **GOLD SPONSOR. \$10,000.00**

- ◆ **Gold Sponsors** will be acknowledged through all advertising, press releases, printed materials, promotional items, and invitations.
- ◆ **Gold Sponsors** will be brought on air once during the two-hour broadcast for a one-minute celebrity host presentation.
- ◆ **Gold Sponsorship** includes two 30-second commercials to be shown during the broadcast of “The Eyes of Christmas” special.
- ◆ Entitlement to use the “Eyes of Christmas” logo in your advertising and marketing.
- ◆ At your option, pretaped video holiday greetings by one (1) of your employees to represent the corporation on-air in the “Eyes of Christmas” special.

- **SILVER SPONSOR. \$7,500.00**

- ◆ **Silver Sponsors** will be acknowledged through all advertising, press releases, printed materials, and promotional items.
- ◆ **Silver Sponsorship** includes one 30-second commercial to be shown during the broadcast.
- ◆ Entitlement to use the "Eyes of Christmas" logo in your advertising and marketing.
- ◆ **Silver Sponsors** will be brought on air once during the two-hour broadcast for a 30-second celebrity host or sponsorship presentation.

- **COMMUNITY SPONSOR. \$5,000.00**

- ◆ **Community Sponsors** will be acknowledged through all advertising and press releases.
- ◆ **Community Sponsors** will be brought on air once during the two-hour broadcast for a 15-second celebrity host introduction or sponsorship appearance.

- **CORPORATE LOGO SPONSOR. \$2,500.00**

- ◆ **Corporate Logo Sponsors** will be acknowledged through all advertising and press releases.
- ◆ **Corporate Logo Sponsors** are entitled to an on-air check presentation, with their corporate logo onscreen during presentation.

Yes, Helen, I want to be part of the 2005 “Eyes of Christmas” Holiday Special.

You can count on our corporation to be a _____ Sponsor. (specify category)

Enclosed is our pledge/check in the amount of \$_____. We would like to meet with you or your representatives as soon as possible to discuss our involvement in this prestigious event.

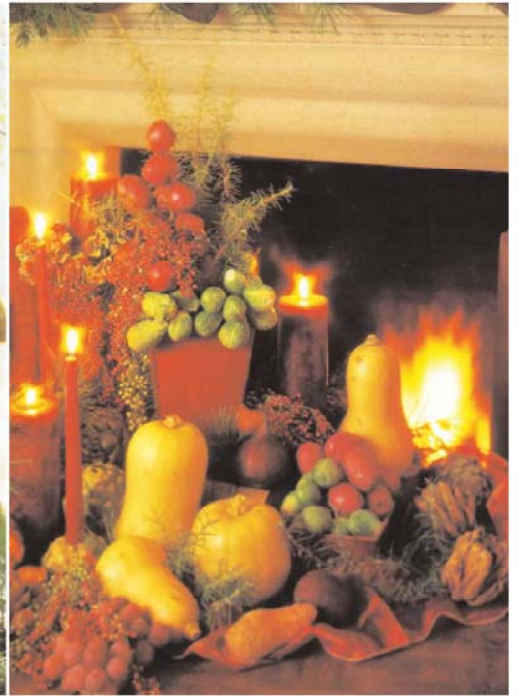
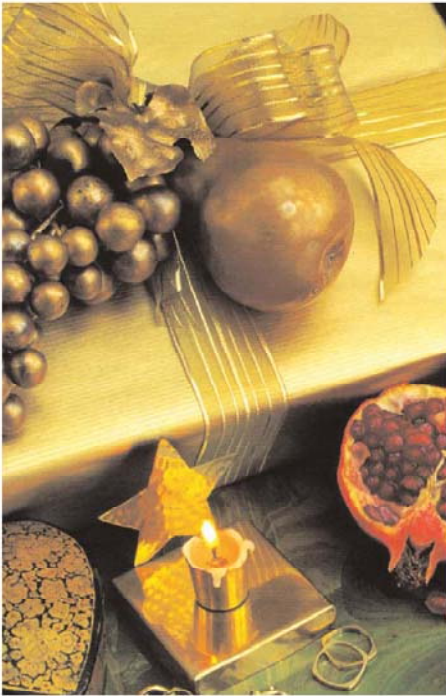
Yes, Helen, we will be on the Eyes of Christmas corporate advisory committee. We’re proud to do so!

Name: _____ Company: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

Please send to: RP International • P.O. Box 900 • Woodland Hills, CA 91365
(818) 992-0500 / (800) FIGHT RP • Fax: (818) 992-3265 • Email: rpint@pacbell.net
City of Los Angeles Social Service No. Y0578



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