



Ending world hunger,  
One grilled cheese at a time.

## THE PARADIGM PARTNERSHIP

FeelGood is proposing a Platinum and Gold partnership with Patagonia that would; 1) increase Patagonia's sales by growing their college age clientele 2) strengthen Patagonia's image as "hard core" and "environmentally responsible" by consistently representing Patagonia's culture and 3) effectively educate potential customers about environmental issues and Patagonia's efforts and successes as an environmentally sustainable company. The benefit to FeelGood is that this partnership would provide the necessary capital to grow FeelGood to 24 university campuses by 2007, a growth that will cost \$300,000 over the next two years. FeelGood's intentions in this partnership are to look for and deliver creative ways to advertise, promote, and sell Patagonia's products and culture to a rapidly increasing college market.

**Who is FeelGood:** FeelGood is a nonprofit organization dedicated to raising money and awareness for the end of hunger. Our main product is gourmet grilled cheese sandwiches sold for a donation. We also sell low-production and local snacks, and FeelGood apparel. Our main service is providing a simple opportunity for students and faculty to give back and to create an awareness of social responsibility in a friendly atmosphere.

**Opportunity to transform advocates fighting poverty into environmental supporters:** Never before has the issue of poverty been so widely accepted as an environmental issue than today. Thanks to "activists athletes" like you, world leaders are finally listening to the voice and reason preaching the necessity of environmental sustainability when addressing poverty. Millions of people who have opened their hearts to the issue of poverty now have a chance to equally embrace the environment as well.

**What will Patagonia get out of this relationship:** Our community is growing rapidly with expansion to 24 Universities (8,000-50,000 student/campus) projected by 2007. Our visibility on campuses promises a lower cost per impression than many other advertising mediums. FeelGood will promote Patagonia's brand and love for the environment and will display your logo on all of our kiosks, website, fliers, t-shirts, and advertising campaigns. FeelGood's students can give you access to a large crowd for surveying your products, testing your products, and for distributing offers and promotions. FeelGood will also promise to give you exposure at planned speaking events, sporting events, and concerts.

**Platinum Partner:** FeelGood would entirely, passionately and loyally promote and commit to Patagonia's success and an increase in sales in an exclusive partnership for \$150,000/year for two years (\$300,000 total).

**Gold Partner:** FeelGood would passionately and loyally promote Patagonia's success and increase in sales in an open partnership that would enable FeelGood to seek additional sponsorships.

If you are interested in discussing this partnership further, please contact us for deeper discussion.

Peace,

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## WHO IS FEELGOOD

Below you will find both FeelGood's Mission as a non-profit organization and FeelGood's mission in this partnership. As seen in our mission for this partnership, we are excited to share with our customers and members how Patagonia provides an opportunity for people to consume responsibly while receiving distinguished satisfaction.



### FEELGOOD'S MISSION:

- FeelGood is not just a university organization. It is a movement. It is a vehicle to create change in a big way; one person, one action at a time
- FeelGood exists to raise money for the end of hunger and to spread philosophies of gender and socioeconomic equality, sustainability, and justice which are key to unleashing the human spirit and ending world hunger.
- We involve the community at the university level by offering alternative ways to get involved and contribute to a world free from hunger and suffering.

### Our Mission in this Partnership

- To expand FeelGood to 24 Universities by 2008 and every university across the US within the next 10 years and to **make Patagonia the number 1 outdoor apparel brand** on each of our campuses by educating consumers about your culture, your product, and your practices.
- To educate FeelGood members and the university communities about the MDG's, specifically focusing on the issues surrounding hunger and helping these communities make the link between eradicating hunger and caring for the environment.
- Shift the paradigm in which we think, operate, do business, and consume. In order for hunger and poverty to be ended, and in order for our human race to live in harmony with nature, FeelGood believes we need to shift the way we see our role in this universe. We need to see ourselves as citizens of the world, not citizens of the United States. We need to take responsibility for the 800 million lives suffering from hunger and for the 25% of the world's natural resources that we consume as Americans. We need to honor Nature and see it as our partner not as our servant. We need to make consumer choices that don't exploit our brothers and sisters, our clean air, and our trees.



## OPPORTUNITY TO TRANSFORM ADVOCATES FIGHTING POVERTY INTO ENVIRONMENTAL SUPPORTERS

Experts agree that poverty and the environment are linked and, therefore, so are their solutions -

*“Reducing the impact of variability in today’s climate on poor people must be placed at the heart of development policy, rather than treated as a separate issue. Treating climate issues as separate, or distinct from central policy-making will ensure their neglect at the highest policy levels.”*

United Kingdom Department for International Development

FeelGood believes hunger can be ended in our lifetime and that the environment can be globally respected and cared for because never before has there existed a framework like the Millennium Development Goal (MDGs). For the first time in history, leaders around the globe have committed to a comprehensive set of time-bound, quantified targets for addressing extreme poverty in its many dimensions. For the first time in history, ending abject poverty is on the world’s agenda as a priority. For the first time, environmental sustainability is being recognized as a necessity for eradicating hunger and poverty.

**The 8 MDGs are as follows:**

- 1. Eradicate extreme poverty and hunger.**
- 2.** Achieve universal primary education.
- 3.** Promote gender equality and empower women.
- 4.** Reduce child mortality.
- 5.** Improve maternal health.
- 6.** Combat HIV/AIDS, malaria, and other diseases.
- 7. Ensure environmental sustainability.**
- 8.** Develop a global partnership for development.

It is critical that as the spotlight turns toward eradicating poverty that the environment is not only not forgotten, but praised, honored, and cared for. Never has the environmental movement had access to a larger audience than today. FeelGood is working to take the hearts of those who care about poverty and open them up to environmental sustainability. Together we can help people make this vital connection.

### WHAT WILL PATAGONIA GET OUT OF THIS RELATIONSHIP?

As mentioned in the mission above, FeelGood aims to make Patagonia the #1 outdoor apparel brand on every university campus where FeelGood exists. We will measure our success by our ability to generate new sales for Patagonia. Below are examples of how we will represent Patagonia and our assumptions for the amount of exposure Patagonia will receive. Exposure will lead to increased sales/profit for Patagonia; e.g. *Student picks up flier on Patagonia or repeatedly hears your praise from FeelGood members, Student begins to buy Patagonia rather than Nike etc., Student grows up and becomes lifetime purchaser of Patagonia.* (For specific deliverables see table on the next page.)



## How FeelGood Will Increase Patagonia's Bottom Line

Benefit	Deliverable	Exposure
<p>FeelGood is the first non-profit deli to be franchised across the nation and so it is sure to get recognition beyond the university scene. Recognition for FeelGood will mean recognition and publicity for Patagonia.</p>	<p>FeelGood will post Patagonia's logo on every press release and will mention Patagonia in every interview.</p>	<p>2 press releases/camp x 50,000 viewers/release x 24 camp x 2 years = 4,800,000 viewers</p>
<p>As the MDGs generate more attention, FeelGood and Patagonia will gain more interest from the public and private sector for our foundation of experience, commitment, and efforts toward achieving the MDGs.</p>	<p>Interview with major talk show host eg. Oprah</p>	<p>1 show by 2007 = estimated 14 million viewers in the US</p>
<p>Strengthen Patagonia's reputation as one of the world's most inspiring companies.</p>	<p>Use FeelGood as a Patagonia success story on your website.</p>	<p>Determined by Patagonia</p>
<p>College campuses are a perfect setting to introduce students to Patagonia's "hard core" message.</p>	<p>FeelGood was started by hard core athletes and tends to attract the "outdoor" type. Have "hard core" students sample products and spread their positive experience by word of mouth.</p>	<p>Avg of 15,000 students/university of which 20% pursue outdoor sports and appeal to "hard core" image.  "Hard Core" Image = 72,000 students</p>
<p>Strengthen your position as the leader in mindful business.</p>	<p>FeelGood students will be educated on Patagonia's mindful business practices and will be trained to send this message to customers with every sandwich</p>	<p>210,000 sandwiches sold by may 2007 = 210,000 face to face messages about Patagonia's business practices</p>
<p>Our customers and donors aren't just buying lunch; they are participating in the end of world hunger. We have programs in place that will effectively educate our constituency and will give us a platform from which to educate people about Patagonia's culture and environmental activities.</p>	<p>Environmental articles on website and in monthly newsletters.  Hand out info cards about environmental sustainability with every sandwich</p>	<p>24 thoughtful essays to over 2000 attentive readers every month  210,000 personal messages about environmental sustainability</p>
<p>Opportunity for Patagonia to recruit bright talent</p>	<p>FeelGood teaches every student about how to make decisions that are consistent with making this world a better place and don't compromise the bottom line. FeelGood students will leave college ready to add value in the professional setting</p>	<p>Create good relationships with over 300 senior students per year</p>

**We are excited to share with our customers and members how Patagonia provides an opportunity for people to consume responsibly while receiving distinguished satisfaction. Our goal is to improve your bottom line.**



## Publicity Events

In every event FeelGood is present; we will display Patagonia’s logo on our kiosks, banners, shirts, and PR materials. This is a great platform to strengthen your recognition and social responsibility image amongst a larger audience outside the universities.

These events also get national and/or regional media exposure which will capture your logo displayed on our kiosks.

FeelGood has established chapters at the following universities -

University	Launched	Student Population
The University of Texas	Spring 2005	49,000
The University of Vermont	Spring 2005	9,500
Columbia University	Fall 2005	23,813
The University of Pennsylvania	Fall 2005	23,305

The following events are in the process of being scheduled -

Event	Location	Duration	Spectators
Booth at Austin City Limits	Austin, TX	3 days	200,000/day
Booth at SXSW	Austin, TX	7 days	City of Austin
FeelGood World Fundraisers (2/year)	Various	4 hours	100
Green Festival	Various	2 days	17,000
Taste of the Nation (4/year)	Washington DC	1 day	10,000
Freescale Marathon	Austin, TX	2 days	40,000

## PLATINUM PARTNERSHIP

In our Platinum Partnership, FeelGood would entirely, passionately and loyally promote and commit to Patagonia’s success and an increase in sales in an **exclusive** partnership for \$150,000/year for two years (\$300,000 total).

The start-up cost of successfully establishing each university is \$12,500. By January 2008 each university’s chapter will be self sufficient and contributing 75% of their revenue to The Hunger Project. The other 25% will go towards operating and program expenses to grow and strengthen FeelGood and towards educating socially responsible leaders.

**Breakdown of the \$12,500:**

<b>Expense</b>	<b>Amount</b>
Kiosk	\$10,000
Educational Materials	\$1,000
Marketing	\$1,000
Other	\$500
<b>Total</b>	<b>\$12,500</b>

**24 Universities by December 2007**

<b>Date</b>	<b># of Kiosks</b>	<b>Total (#kiosk x \$12,500)</b>
January 2006	4	\$50,000
March 2006	2	\$25,000
August 2006	4	\$50,000
January 2007	4	\$50,000
March 2007	4	\$50,000
August 2007	6	\$75,000
<b>Total</b>	<b>24</b>	<b>\$300,000</b>

For \$300,000, over the next two years, you can partner with FeelGood to shift the paradigm in which our culture operates while making Patagonia the #1 outdoor apparel brand. Students across the nation, who will be our future politicians, doctors, athletes, consumers, lawyers, mothers...our future, will completely alter their role in society. They will see themselves as responsible for being part of the solution to end poverty and protect and restore our environment. And they will see Patagonia as an environmentally harmonious answer to their consumer needs. The next generation will be loyal to Patagonia for their superior quality and integrity. Now that is hard core!

**GOLD PARTNERSHIP**

In our Gold Partnership, FeelGood would passionately and loyally promote Patagonia's success and increase in sales in an open partnership that would enable FeelGood to seek additional sponsorships.