



The Al Turner Company

Phone 707 / 537-8024

Mailing: P.O. Box 2025 Santa Rosa, CA 95405

STRATEGIC MARKETING / PARTNERSHIP PROPOSAL SUBMISSION GUIDELINES

Please use the following guideline for submitting strategic marketing or partnership proposals.

- 1) Describe your business.
- 2) Describe your target customers/market.
- 3) How do you currently market your products/services?
- 4) Where are your products sold (retail, direct, etc.)?
- 5) List your products and their respective prices:
- 6) What is your objective/goal for an alliance relationship with THE AL TURNER COMPANY?
- 7) What is the scope of the proposed alliance.
- 8) What is the timeframe for the proposed alliance?
- 9) Is the proposed alliance exclusive?
- 10) What is the extent of exposure?
- 11) How will you benefit from an alliance with THE AL TURNER COMPANY?
- 12) How will THE AL TURNER COMPANY benefit from an alliance with you?
- 13) How would we quantify the value of the alliance?
- 14) What does the proposed alliance require of your company?
- 15) What does the proposed alliance require of THE AL TURNER COMPANY?

All submissions are considered confidential.

***Please send proposals to:
The Al Turner Company
ATTN: Marketing Department
P.O. Box 2025
Santa Rosa, CA 95405***

The Al Turner Company will respond within 21 working days of receiving proposal.

Thank you for considering a strategic marketing or partnership alliance with The Al Turner Company.