



**At last!**

**An innovative program designed to:**

- ① Raise funds for your organization
- ② Provide outstanding value to your donors
- ③ Require no investment in time or money on your part

Introducing the

**Emall.ca fundraising support network**

**emall.ca**

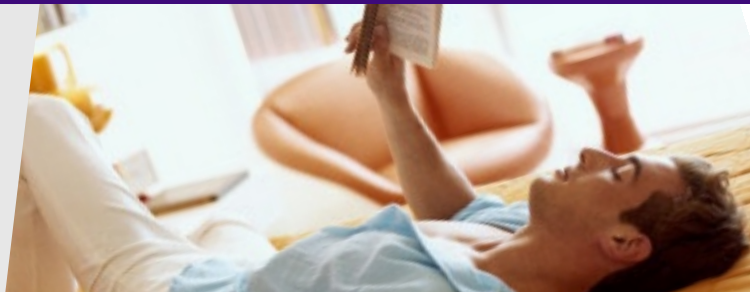
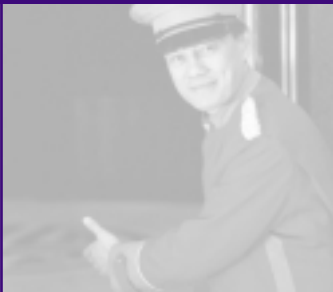


## A breakthrough in fundraising

**T**he travel market is one of the largest in the world. According to Statistics Canada, in 2001 spending on travel in this country alone was approximately \$36 billion of which \$4.7 billion was spent on accommodation. Several billions more were spent on the more than 19 million trips that Canadians took outside the country.

This burgeoning industry has just embarked on one of the biggest changes in its history. While online travel reservations have been possible for the past five years, only recently have travelers begun to book their trips on the web in significant numbers. And the growth potential is enormous considering that in 2002 less than five percent of all travel bookings will be conducted online.

Esmall.ca has developed an innovative, unique program to help organizations involved in fundraising to tap into the billions of dollars being generated by the shift to online travel reservations and shopping on the internet. It's called the Esmall.ca Fundraising Support Network.



## How the program can raise funds for your organization

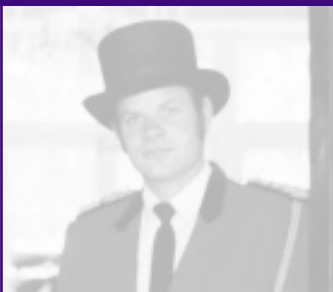


through its partnership with Hotels.com, the global leader in online accommodation reservations, Emall.ca makes it possible for your organization to offer the guaranteed best prices at more than 6500 hotels worldwide. Savings of 50% and more are not unusual.

Emall.ca will provide you with a turnkey, maintenance-free way to do just this. We will:

- Build a customized e-commerce web page for your organization.
- Assign a dedicated URL to your web page using Emall.ca's registered Deals.ca domain. So, your URL would be [www.yourorganization.deals.ca](http://www.yourorganization.deals.ca). Examples of dedicated URL's include [SickKidsHospitalDeals.ca](http://SickKidsHospitalDeals.ca), [www.McGill.Deals.ca](http://www.McGill.Deals.ca), and [www.Rotary.Deals.ca](http://www.Rotary.Deals.ca).
- List your web page on Emall.ca's [www.Deals.ca](http://www.Deals.ca) site.
- Manage all customer service, site maintenance and hosting.
- Pay your organization a fee of up to \$7 for every consumed hotel reservation booked through your website. As new products become available, these will be featured on your site too and fees will be paid for all sales originating from your site.
- Provide monthly reports on the bookings generated by your Deals web page.
- Pay fees of up to \$7 for every order for designer fragrances received by Emall.ca originating from your web page.

**Emall.ca will provide all of this at no cost whatsoever to your organization.**



## How your organization can get the most out of the program



ou'll be creating a win-win situation for your organization and for the people shopping and purchasing on your web page. They'll benefit from the lowest guaranteed prices for hotel rooms and fragrances while generating a new source of revenue for you.

The more visitors who come to your site, the more purchases and fees you will make. And the numbers can add up very quickly. For example, if two in every one hundred visitors makes a hotel booking and if one thousand visitors come to your site in a given month, your organization will earn up to \$140. If ten thousand visitors come to your site, your earnings will be \$1400. That's almost \$17,000 a year !

The key is to build traffic for your site. Here are just some ways to do just that:

- Launch your web page with a major email and/or direct mail announcement to your organization's members, donors and potential givers.
- Prominently feature your web page's URL in all written communications including magazines, newsletters, direct marketing campaigns, letterheads and posters and at fundraising events.
- Conduct fundraising events featuring your Deals site.
- Prominently feature your web page's URL on your organization's website using text links and banners. Email.ca can provide these to you.
- Secure high placement on search engines.
- Encourage members, donors and potential givers to invite their friends, family and associates to visit and reserve on your Deals site.



## How long it will take to get started



From the time the agreement to participate in the E-mail.ca Fundraising Support Network is signed, it will take approximately one week to build your web page. Within five business days of your approval of the page, it will go live and be ready to take orders.



## Frequently asked questions

### 1. Who is Emall.ca Inc.?

Emall.ca Inc. was founded in 1998 and is based in Montreal, Quebec. Emall.ca is a web-based marketing company and owns more 700 prime dot-ca domain names. Currently, the Emall.ca owns and operates approximately 125 websites. These include MiamiHotels.ca, NewYorkHotels.ca, Cheaptickets.ca, Perfume.ca, Lobsters.ca, and HedgeFunds.ca.

Emall.ca has been featured in the Globe and Mail, the Montreal Gazette, Flare, Fashion and Profit Magazine Online. The company's strategic partners include Sympatico.ca and Hotels.com.

### 2. In which cities can hotels be booked?

In virtually every major city in the world including Toronto, Montreal, Vancouver, New York, Miami, San Francisco, Atlanta, Paris, London, Rome, Madrid, Munich, Athens, Singapore and Bangkok. In each city there are hotels to fit every budget.

Visitors can also rent condos and vacation properties throughout the world including Canada, the Caribbean, the U.S. and Europe. You will earn commissions on these rentals as well.

### 3. How much can visitors save by booking on my web page?

On average, visitors will save between 20% and 30% off rates offered elsewhere. Savings of up to 70% are not uncommon – especially for last minute bookings with hotels which have an over-supply of rooms.

We guarantee the lowest hotel prices available anywhere and will match any published rate from any other source.

The typical savings for designer fragrances is 30% off suggested retail prices. On a continuing basis, discounts of up to 70% will be offered on selected products.



#### **4. How can Emall.ca offer such low prices?**

Emall.ca's travel partner, Hotels.com, reserves large quantities of rooms at more than 6500 hotels worldwide. They typically book these rooms at discounted rates and pass the savings onto the customer. In the event that a customer finds a lower rate than the one quoted by Emall.ca, we will match the lower rate.

Through Perfume.ca, Emall.ca purchases designer fragrances at wholesale prices thereby avoiding the high retail mark-ups which are typical in the fragrance industry. Savings are then passed on to Perfume.ca's customers.

#### **5. How much can my organization expect to earn from our web page?**

This depends almost entirely on the number of visitors that you send to the page. You should expect that on average one reservation or purchase will be made for every 50 to 150 visitors. Some sites will have higher conversion rates and some lower depending on the type of visitors who come to them.

#### **6. Is it possible to earn fees in the thousands of dollars annually? Monthly?**

Yes it is. Participants in programs similar to the Emall.ca Fundraising Support Network's have earned fees in the thousands – even tens of thousands - of dollars annually. And monthly too! Earnings will depend on the quantity and quality of traffic you send to your Deals site.

#### **7. How does the program benefit Emall.ca?**

While the fees paid to participants in the program are among the highest in the online travel industry, Emall.ca also earns fees for all reservations from its partner- Hotels.com. Emall.ca earns mark-ups on fragrance sales.



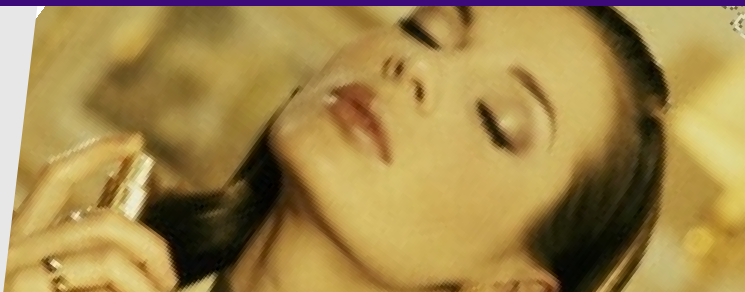
## **8. How will my organization be paid?**

A fee of \$5 will be paid for every consumed booking made through your Deals page. Payment will be made in the month following the consumption of the reservation providing the minimum due is \$50. If less than \$50 was earned in any month, the amount earned that month will be carried over into the next month and payment will be made once the total amount earned is \$50 or more.

At the end of each twelve month period during which an organization has been a member of the Emall.ca Fundraising Support Network, an additional \$1 will be paid for each consumed reservation made on the member's web page in excess of 500 and \$2 for those over 1000. So, for example, if 800 reservations are made, the organization will earn \$4300 (\$2500 for the first 500 reservations and \$1800 for the second 300.)

A fee of \$5 will be paid for every fragrance order received by perfume.ca through your web page. Payment for fragrance sales will be made at the end of each calendar month providing the minimum due is \$50. If less than \$50 was earned in any month, the amount earned that month will be carried over into the next month and payment will be made once the total amount earned is \$50 or more.

At the end of each twelve month period during which an organization has been a member of the Emall.ca Fundraising Support Network, an additional \$1 will be paid for each fragrance purchase made from the member's web page in excess of 500 and \$2 for those over 1000. So, for example, if 1200 purchases are made, the organization will earn \$7500 (\$2500 for the first 500 purchases, \$3600 for the second 500 and \$1400 for the remaining 200.)



**9. Will we be paid for travel reservations made through the toll-free telephone number that will appear on our web page?**

Yes. Up to 30% of the reservations that originate from your web page could be taken over the telephone. For the present time we cannot track the individual web pages from which telephone reservations originate. However, at the end of each month, telephone reservation commissions will be credited to our members based on their proportion of the total number of consumed reservations that each one has generated in that month. For example, if your web page generated 5% of the online reservations made in any one month, 5% of the total telephone reservations will be credited to your organization as well. So if the E-mail.ca Fundraising Support Network received 2000 telephone reservations in that month, you would be credited \$1000 for the 100 reservations which would be attributed to your site.

**10. What support will we receive from the E-mail.ca Fundraising Support Network?**

E-mail.ca will provide you with banners, call-out boxes and text links which can be used on your organization's website. We'll supply print ad templates that you can use in your publications. Through our newsletter, we will keep you up-to-date on fundraising developments and opportunities. As well, we will share success stories to let you know what has worked for other members of the E-mail.ca Fundraising Support Network.

In addition, our staff of Internet marketing professionals is just a call or email away. They are ready to help you in any way they can with your E-mail.ca fundraising campaigns.



### **11. Will Emall.ca support us on-line?**

Yes. Emall.ca has created, hosts and promotes [www.Deals.ca](http://www.Deals.ca). This site offers exactly the same products and prices as on your web page. However, the only way that visitors can make a purchase from our site is by clicking on the Emall.ca Fundraising Network member of their choice. This will result in that member being credited with the sale and, in turn, earning a commission.

### **12. Will Emall.ca be introducing other products to help organizations raise funds?**

The travel affinity program will be introduced first. Shortly thereafter, the next product category to be launched for fundraising is designer fragrances. Links will be provided on your Deals.ca site to a redesigned Perfume.ca site and your organization will be paid a fee for the sales made to customers originating from your web page. Perfume.ca features an extensive choice of designer fragrances for men and women including Giorgio Armani, Ralph Lauren, Bulgari, Davidoff, Tommy Hilfiger, Givenchy and Versace. the site has been featured in Flare, Fashion Magazine, Netlife, the Toronto Star and the Ottawa Citizen.

### **13. What about privacy?**

Emall.ca will only contact the customers from your site if there is a problem with product availability or delivery. Customer information will not be used for any other purposes by Emall.ca, its subsidiaries or its partners. It will not be made available to any other parties.

**Contact:**

**Harold Simpkins**

514-844-3332 ext. 204

harold@email.ca