

2016
to
2017



Philadelphia Friends
of The V Foundation
for Cancer Research

*Help us make
a difference!*

Major Sponsorship Packages



**Sponsorship Packages are bundled for
all of the below events & programs
(for one year):**

- 14th Annual Jimmy V CYO Classic / February 23-26, 2017
- Yardley Country Club Cancer Awareness Golf Tournament / September 10, 2016
- Jimmy V Week Kickoff Breakfast / December 2016
- Jimmy V After Dark / TBD: 2016-2017

**"Don't Give Up...
Don't Ever
Give Up!"[®]**

MSB2016-17rev08-2016

The V Foundation and Philadelphia Friends of V are both 501C3 Non-Profit Organizations



www.phillyfriendsofv.org

Philadelphia Friends of V 2016-17 Event Sponsorship Benefits



"Don't
Give Up...
Don't Ever
Give Up!"[®]

About Us

What started out as a letter of support to The V Foundation for Cancer Research turned into an organized show of support in 2004 when a group of players, coaches, parents, friends and supporters formed the Philadelphia Friends of V in Lower Makefield, Pennsylvania and Mercer County, New Jersey. During the past 13 years, we have garnered national and community support and generated over \$300,000.00 for cancer research.

Those monies were raised through a number of local community-based events that leverage the legacy of the late Jim Valvano and his famous "Don't Give Up...Don't Ever Give Up!"[®] speech he made at the ESPY awards shortly before he passed from this deadly disease. Valvano vowed to start a foundation to fund research in 1993. Our fundraising goes to that foundation. During all of our events throughout the year, we strive to educate our community about the need for and positive impacts of cancer research. In addition to the signature events outlined on the next page, please see the back cover for other Philadelphia Friends of V initiatives that we support.

Would your business or organization benefit from:

- Brand messaging opportunities at four annual events and exposure to **10,000 people** in one calendar year
- Access and tickets to V Foundation **New York-based signature events**
- Company information presented on **sponsorship tables** and announced over loudspeakers during events
- **Radio, newspaper acknowledgement**, and newsletter recognition by our approximate **1,500 subscribers**
- **Recognition** and links on websites and various social media pages
- Additional **branding opportunities** with other events including, but not limited to, Jimmy V Restaurant & Retail programs, Score Against Cancer events, Jimmy V Cancer Education Initiative, and the "I Don't Ever Give Up For: _____" dedications.
- An association with **The V Foundation for Cancer Research**

Philadelphia Friends of V 2016-17 Major Sponsorship Packages

*Help us make
a difference!*

Below are the Sponsorship Event Packages that are bundled together (for one year):

14th Annual Jimmy V CYO Classic

February 23-26, 2017

4-Day basketball event attended by over 4,000 people who enjoy games, fun events and speakers about their cancer experience

4th Annual Yardley Country Club

Cancer Awareness

Golf Tournament

September 10, 2016

High-end, personal event supported by YCC members and local community.

Jimmy V Kickoff Breakfast

December 2016

Inaugural event celebrating ESPN's Jimmy V Week and recognizing our volunteers, sponsors and honorees.

Jimmy V After Dark

TBD: 2016-2017

Traditionally, an event that has entertainment (such as music or casino night), food and beverages.

To Register

1 Visit our website:
www.phillyfriendsofv.org

2 Fill out and mail the attached card.

3 Contact Kelly at
kellyw@phillyfriendsofv.org

Presenting Sponsor: \$10,000.00

- (4) court side tickets to Jimmy V College Classic at Madison Square Garden
- Name/logo on promotional materials for all events
- Informational table about your organization at all events
- Speaker from your organization can speak at all events (2x per day)
- Premiere signage at Jimmy V Kickoff Breakfast, CYO Classic, Golf Tournament, and After Dark events
- Back Cover Ads in all Program Books at the Jimmy V events
- Radio acknowledgement for all events
- Link on our websites and two (2) feature stories in newsletter article; sponsor logo in all newsletters
- Acknowledgement in all after-event communication to coaches, players, etc., and the ability to add your organization's insert into that communication mailing
- Recognition and material insert in post-event packages sent to hundreds of participants

Platinum Sponsor: \$5,000.00

- (2) court-side tickets to Jimmy V College Classic at Madison Square Garden
- Signage at Jimmy V Kickoff Breakfast, CYO Classic, Golf Tournament, and After Dark events
- Informational table about your organization at all events
- Speaker from your organization can speak at all events (1x per day)
- (1) Full-Page Ad in all Program Books at the Jimmy V Events
- Radio acknowledgement for all events
- Link on our websites and in newsletter articles; sponsor logo in all newsletters
- Acknowledgement in all after-event communication to coaches, players, etc., and the ability to add your organization's insert into that communication mailing
- Newsletter article about your sponsorship

"Don't Give Up...Don't Ever Give Up!"® Sponsor: \$2,500.00

- Signage at Jimmy V Kickoff Breakfast, CYO Classic, Golf Tournament or After Dark event
- Speaker from your organization can speak at one (1) event (1x per day)
- (1) Full-Page Ad in Program Books at one (1) Jimmy V Event of your choosing
- Informational table about your organization at one event
- Link on our website: www.phillyfriendsofv.org on event page
- Acknowledgement in after-event communication for one (1) event to coaches, players, etc., and the ability to add your organization's insert into that communication mailing

Daily Education Sponsor: \$1,500

- Signage at Jimmy V Kickoff Breakfast, CYO Classic, Golf Tournament or After Dark event
- (1) Full-Page Ad in Program Books at one (1) Jimmy V Event of your choosing
- Informational table about your organization at one event
- Link on our website: www.phillyfriendsofv.org on event page
- Acknowledgement in after-event communication for 1 event to coaches, players, etc.

"Laugh, Think and Cry" Sponsorship: \$950.00

- Signage at any one event (4' x 6' Poster)
- (1) Full Page Ad in any one Program Book
- (1) Full-Page Ad in Program Books at Jimmy V Event of your choosing
- Informational table about your organization at one event
- Link on our website: www.phillyfriendsofv.org on event page
- Acknowledgement in after-event communication for one (1) event to coaches, players, etc.

Philadelphia Friends of V 2016-2017 Programs

Your gift helps support cancer research locally, including:

Peter D. Adams, Ph.D.
Fox Chase Cancer Center
Philadelphia, PA

Dominique Broccoli, Ph.D.
Fox Chase Cancer Center
Philadelphia, PA

Marcia S. Brose, M.D., Ph.D.
Abramson Cancer Center
University of Pennsylvania
Philadelphia, PA

Eric J. Brown, Ph.D.
Abramson Cancer Center
University of Pennsylvania
Philadelphia, PA
*Funded by the Jimmy V
Celebrity Golf Classic in
honor of Kathy O'Brien*

Thomas R. Coleman, Ph.D.
Fox Chase Cancer Center
Philadelphia, PA

Curtis Callan, Ph.D.
Princeton University
Princeton, NJ

Nadia Dahmane, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Qihong Huang, M.D., Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Susan M. Janicki, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Steven B. McMahon, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Ken-ichi Noma, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Jennifer Rhodes, Ph.D. Fox
Chase Cancer Center
Philadelphia, PA

Davide Ruggero, Ph.D. Fox
Chase Cancer Center
Philadelphia, PA

Ramin Shiekhattar, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Emmanuel Skordalakes, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Jessie Villanueva, Ph.D.
The Wistar Institute Cancer
Center Philadelphia, PA

Robert H. Vonderheide, M.D., D. Phil.
Abramson Cancer Center
University of Pennsylvania
Philadelphia, PA

Hong Van, Ph.D.
Fox Chase Cancer Center
Philadelphia, PA

Hushan Vang, Ph.D.
Kimmel Cancer Center
Thomas Jefferson University
Philadelphia, PA

**Garrett M. Brodeur, M.D.
Robert J. Levy, M.D.**
Children's Hospital of
Philadelphia Philadelphia, PA

**Mark Alan Rosen, M.D., Ph.D.
William Lee, M.D., Ph.D.**
Abramson Cancer Center
University of Pennsylvania
Philadelphia, PA

**Andrei Thomas-Tikhonenko, Ph.D.
Stephan Grupp, M.D., Ph.D.**
Children's Hospital of
Philadelphia Philadelphia, PA

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**Local hospitals and
cancer centers that have
received research funds
from The V Foundation:**

Abramson Cancer Center
University of Pennsylvania
Philadelphia, PA

**Children's Hospital of
Philadelphia**
Philadelphia, PA

Fox Chase Cancer Center
Philadelphia, PA

Kimmel Cancer Center
Thomas Jefferson University
Philadelphia, PA

**The Wistar Institute
Cancer Center**
Philadelphia, PA

Additional Philadelphia Friends of V Programs

■ Jimmy V Cancer Education Initiative:

Our education initiative that includes:

- Opportunities for businesses to share their information and materials at our events
- Events for schools and organizations
- Cancer education forums
- Information on our website
- Articles in our newsletter

- ### ■ Score Against Cancer Programs:
- Fun, sports-related events that are driven and sponsored by individuals to raise money for The V Foundation for Cancer Research. To date, they have included Hits for the Cure (baseball), Kick for the Cure (soccer), Punt, Pass & Kick for the Cure (football) and Score Against Cancer (basketball) and Surfing.

- ### ■ Jimmy V Restaurant/Retail Program:
- Local restaurants and retail establishments that give back by promoting the event and donations with their customers in February and March every year.



To become a Sponsor...

Please contact Kelly Watts with any questions or creative options.

1. Visit our website: www.phillyfriendsofv.org
2. Fill out and mail the attached card
3. Contact Kelly at kellyw@phillyfriendsofv.org