

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



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):**

- 12th Annual Jimmy V CYO Classic / February 19–22, 2015
- PAA Hits for the Cure / June 7, 2014
- Jimmy V Penn-Jersey Home Run Derby / July 13, 2014
- Yardley Country Club Cancer Awareness Golf Tournament / September 24, 2014
- Colonial Valley Conference Jimmy V Events / 2014-15



## Philadelphia Friends of V 2014 Event Sponsorship Benefits



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### 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.

During the past 11 years we have garnered national and community support and generated over \$250,000.00 for cancer research.

Those monies were raised through a number of local community-based events that leverages the legacy of the late Jim Valvano and his famous "Don't Give Up...Don't Ever Give Up!"<sup>®</sup> speech he made at the ESPY awards shortly before he passed from this deadly disease. Valvano vowed to start a foundation for research 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 backcover for other Philadelphia Friends of V initiatives that we support.

### Would your business or organization benefit from:

- Brand messaging opportunities at five (5) events and exposure to **over 20,000 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 and newsletter recognition read by 1,500+ subscribers
- Recognition and links on websites and various social media pages ([www.phillyfriendsofv.org](http://www.phillyfriendsofv.org))
- Additional branding opportunities with other events including but not limited to: Jimmy V Restaurant & Retail programs, Score Against Cancer events and B.E.A.T Cancer Education initiatives
- An association with The V Foundation for Cancer Research and the Philadelphia Friends of V

# Philadelphia Friends of V 2014 Major Sponsorship Packages

*Help us make  
a difference!*

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

## 12<sup>TH</sup> Annual Jimmy V CYO Classic

February 19 – 22, 2015

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

## PAA Hits for the Cure

June 7, 2014

4th Annual event that generates about  
\$10,000.00 a year in donations

## Jimmy V Penn-Jersey Home Run Derby

July 13, 2014

Inaugural event will take place at Trenton  
Thunder Stadium where upwards of  
6,000 people are expected to attend.

## Yardley Country Club Cancer Awareness Golf Tournament

September 24, 2014

High-end, personal event supported  
by over 100 people in 2013

## Colonial Valley Conference

### Jimmy V Events

2014-2015

Mercer County NJ High School  
Jimmy V events including:  
Season Kick Off Breakfast, 28 Opening  
Games, CVC Basketball Tournament

## To Register

1 Visit our website:  
[www.phillyfriendsofv.org](http://www.phillyfriendsofv.org)

2 Fill out and mail the  
attached card.

3 Contact Jonie at  
[jonien@phillyfriendsofv.org](mailto:jonien@phillyfriendsofv.org)

## Presenting Sponsor: \$10,000.00

- (4) court side tickets to Jimmy V College Classic at Madison Square Garden
- (4) tickets to Jimmy V Dinner Auction in NYC at Chelsea Piers
- (4) tickets to the Luxury Suite and After Party for Home Run Derby
- Name/logo on promotional materials
- Signage at Home Run Derby and CYO Classic events
- (2) Ad book pages
- Link on our websites and newsletter articles
- Logo displayed on scoreboard during the Home Run Derby
- Recognition and insert on post event packages

## Platinum Sponsor: \$5,000.00

- (2) court side tickets to Jimmy V College Classic at Madison Square Garden
- (2) tickets to Jimmy V Dinner Auction in NYC at Chelsea Piers
- (2) Tickets to the Luxury Suite and After Party for Home Run Derby
- Signage at Home Run Derby and CYO Classic events
- (1) Ad book page
- Link on our websites and newsletter article
- Logo displayed on scoreboard during the Home Run Derby

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

- (2) court side tickets to Jimmy V College Classic at Madison Square Garden
- Signage at Home Run Derby and CYO Classic events
- (1) Ad book page
- Link on our website
- Logo displayed on scoreboard during the Home Run Derby

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

- Signage at event
- (1) Ad book page
- Radio coverage

## Philadelphia Friends of V 2014 Programs



### Philadelphia Friends of V 2014 Programs

- **B.E.A.T. Cancer (Be Educated and Aware Today):**  
Our education initiative that includes:
  - Cancer support group and counseling
  - Events for schools and organizations
  - Cancer education forums
- **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.

*Help us make a difference!*

### To become a Sponsor...

Please contact **Jonie Naylor** with any questions or creative options.

1. Visit our website: [www.phillyfriendsofv.org](http://www.phillyfriendsofv.org)
2. Fill out and mail the attached card
3. Contact Jonie at [jonien@phillyfriendsofv.org](mailto:jonien@phillyfriendsofv.org)

