



Four days of games and events where you will laugh, cry and learn.

Our 4-day event features:

- Local area basketball teams playing together one last time as a team in a fun, pressure-free environment.
- Special recognition and dedication ceremonies on Friday and Saturday night
- Concessions, DJ and music
- Continuous play of Jim Valvano's "Don't Give Up...Don't Ever Give Up!"[®] speech from the ESPY awards.
- Sale of Jimmy V apparel
- Poster room for young children



Philadelphia Friends of V

Since 2004, Philadelphia Friends of V has sponsored the Jimmy V CYO Classic to honor the legendary National Championship basketball coach Jim Valvano and raise money for cancer research. Our annual event draws 4,000 visitors and is now ranked in the top 5% of 250 grass roots events for The V Foundation for Cancer Research. More importantly, we have raised nearly \$300,000.00 for cancer research!

408 Federal Lane
Morrisville, PA 19067
www.phillyfriendofv.org



14th Annual Jimmy V
Cancer Education
and Basketball
Classic
...4 special days



February 23, 2017
through
February 26, 2017

St. John the Evangelist
Parish Center
728 Big Oak Road
Morrisville, PA 19067

Help us make a difference!

13A 12/15/15



**14th Annual
Jimmy V
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**Philadelphia
Friends
of V
Events &
Programs**



**Third Annual Jimmy V
Home Run Derby:**

- To be held in the summer of 2017.
- Attendance at the event is anticipated to be over 7,000 people.
- Contact Larry for further information at: larryw@phillyfriendsofv.org

**Fourth Annual Yardley Country
Club Cancer Awareness Event:**

- Great, personal event led by Sue Malone, the Dansbury family, and the management and members of the Yardley Country Club.
- Event donation revenue tripled last year.
- Contact: homealone3@juno.com

Jimmy V Restaurant/Retail Program:

- Participating restaurants and retail outlets received recognition and promotion through our newsletter, social media and radio advertising.
- Contact Bob Moonan for further information at: bmoonan@hibbertgroup.com

Jimmy V Alumni:

The "Jimmy V Alumni" are a group of motivated high school students who are inspired by the Jimmy V "Don't Give Up...Don't Ever Give Up"® speech. They have been approaching local businesses for the past 12 years and have played a key role in generating nearly \$300,000.00 for cancer research.

- Contact: the6hahns@hotmail.com

**Sponsorship
Benefits**

- Your message being seen by over 4,000 people in a 4-day period.
- Recognition on the radio, regional newspapers, a newsletter read by 1,500+ subscribers and two websites.
- Your company info at a sponsorship table.
- Speakers from your business at the event.
- Recognition on the social media pages for the event.
- Your ad in the free program.
- An association with the V Foundation for Cancer Research and the Philadelphia Friends of V.
- Potential branding opportunities with other Jimmy V events including but not limited to: Jimmy V Home Run Derby, multiple Score Against Cancer events, and the B.E.A.T. Cancer education initiative.
- Philadelphia Friends of V is a 501C(3) non-profit organization.
- Contact Bob Moonan at bmoonan@hibbertgroup.com