



# Heroes of Hope

JOIN THE GREY RIBBON CRUSADE



Sponsored By:



Race for Brain Tumor/Cancer Research  
5K/10K & Kids Fun Run

Dockweiler State Beach  
Playa del Rey, CA (Los Angeles)  
November 8, 2009

All proceeds go directly to benefit national adult and pediatric brain tumor research and California-based research at UCLA and Childrens Hospital Los Angeles

The *Heroes of Hope Grey Ribbon Crusade* seeks to create dynamic action in the drive for funding of brain tumor research through a united force against brain tumors, and is working diligently to solidify the presence of the brain tumor community while raising the level of awareness and funding for brain tumors. The *Heroes of Hope Grey Ribbon Crusade* consists of 56 non-profit organizations and over 250 individual members representing all 50 states, each committed to raising funds for brain tumor research and awareness of this devastating disease! Additionally, our website allows members to post research requiring immediate funding, events and meetings as well as shared ideas and resources.

We return to Los Angeles with our signature event for the **Second Annual Heroes of Hope Race for Brain Tumor Research**. On behalf of the *Heroes of Hope* Grey Ribbon Crusade campaign, the Brad Kaminsky Foundation and the Musella Foundation, we offer an amazing day of **HOPE** as an opportunity to give back to the community and help the hundreds of thousands of people affected by brain tumors.

## About the Race

Set against the Pacific Ocean, the *Heroes of Hope Race for Research* 5k/10k and Kids Fun Run will take place **Sunday, November 8, 2009** at Dockweiler State Beach in Los Angeles, CA. Participant projections reflect thousands of runners and walkers, and will feature guest appearances from professional athletes, brain tumor survivors, prominent healthcare professionals, and celebrities from the upcoming film "The Wrath of Cain" starring Ving Rhames (Pulp Fiction, ConAir, I Now Pronounce you Chuck and Larry), Robert Patrick (Terminator 2), Robert LaSorda (Nip/Tuck), Hemky Madera (Weeds)...all in the name of finding a cure!!! Your sponsorship will be an integral part in helping us raise the much needed funds and awareness for this disease!

The race will include a *Rivals United in Hope* competition which will pit teams across Southern California against one another in a friendly battle for the largest team and the highest amount raised. The winner in each category will receive the coveted "Rivals United in Hope (RUH)" cup that will be placed in their possession until the following annual Race for Research, where it will be up for grabs once again.

Proceeds from the race will directly fund pediatric and adult brain tumor support and research across the country including the Los Angeles based visionaries -Dr. Linda Liao's team at UCLA's Department of Neurosurgery, and Dr. Jonathon Finlay's team. Dr. Finlay is the Director of the Neural Tumors Program at Childrens Hospital Los Angeles and Professor of Pediatrics, Neurology and Neurosurgery at the Keck School of Medicine, University of Southern California. His program is one of the largest brain tumor programs for children in North America, and is additionally one of the leading centers for the chemotherapeutic management of childhood brain tumors, with the continuing development of innovative programs.

## About Brain Tumors

Brain tumors are becoming more widely publicized, but the disease has been one of the most difficult to cure and carries with it a poor prognosis. Brain tumors are the leading cause of solid tumor death in children and the leading cause of cancer death in men under the age of 39. We need to help brain tumor research advance at a faster pace. Brain tumors carry great challenges and 20% of other cancers will spread to the brain. We need to work together to inform the public about this disease while raising awareness and funds.

We need your help in making this event a success. By becoming a sponsor, you can help transform lives. In addition to the many benefits of sponsorship, a portion of your donation is tax-deductible, and your company may take pride in knowing that it is making a worthy contribution to the brain cancer community.

[www.tbkf.org/run.htm](http://www.tbkf.org/run.htm)  
1-866-48-4CURE



## Race for Research

### Presenting Sponsor - \$10,000 (One Sponsor Only)

- Exclusivity as our *Heroes of Hope* Race for Research presenting sponsor, with "your company's name/logo" on all media releases, advertisements and printed collateral
- Participation in check presentation on race day
- Participation in and recognition during race day stage events
- Logo at top placement and largest on race T-shirt
- Company name/logo on event stage banner
- Ten complimentary race entries (includes team race t-shirts)
- Expo table at race
- Special acknowledgement and logo on Kaminsky Foundation (TBKF), *Heroes of Hope* Grey Ribbon Crusade, Musella Foundation and Race websites
- Promotional materials placed in race packets to every participant
- Logo in TBKF yearly newsletter to be distributed to over 1500 people
- Maximum exposure and support from all planning committee and resource organizations

### Gold Sponsor - \$5,000

- Recognition in all media releases
- Logo on race T-shirt
- Four complimentary race entries
- Company promotional table at race
- Logo on Kaminsky Foundation, Musella Foundation, and Race websites
- Promotional materials placed in race packet to every participant
- Logo on event day banner
- Logo in TBKF yearly newsletter to be distributed to over 1500 people

### Silver Sponsor - \$3,000

- Logo on race T-shirt
- Company promotional table at race
- Logo on Kaminsky Foundation and race websites
- Promotional materials placed in race packet to every participant
- Mention of company in TBKF yearly newsletter to be distributed to over 1500 people

### Bronze Sponsor - \$1000

- Name on Race T-shirt
- Company promotional table at race
- Name on TBKF, Musella Foundation, and race websites
- Mention of company in TBKF yearly newsletter to be distributed to over 1500 people

### Expo Sponsor - \$150

- Company promotional table at race

### In Kind Donor-Donate a product or service to be given out to participants

- Name on Kaminsky Foundation website
- Mention of company in TBKF yearly newsletter to be distributed to over 1500 people

*\*All sponsorships/donations are tax deductible to the fullest extent of the law\**

## Sponsorship Opportunities

*Our mission of finding a cure for brain tumors would not be possible without the support of partners like you. Proceeds from the Race for Research directly benefit brain tumor support and research.*



There are several easy ways that you can **Unite and Fight** with us and reap the benefit of exposure to new clientele:

- **Become a Sponsor**
- **Become an Expo Vendor - give out samples, coupons or give aways. This is a great way to increase your database.**
- **Start a Race Team for your company. This can be a great teambuilding experience and an opportunity to promote your business to new clientele.**
- **Donate a gift certificate to be used as a prize for our participants.**
- **Promote the event by placing flyer/entry forms in your establishment and/or on your website.**
- **Rivals United in Hope Trophy will be given to the top Fundraising Team and School!**

### **Commitment Deadlines for Sponsor Benefits**

Event t-shirts  
October 20, 2009

Event Signage  
October 20, 2009

For more information or questions regarding sponsorship, please contact:  
**The Brad Kaminsky Foundation / Re: Race for Research**  
20227 Catlett Place \* Ashburn, VA 20147  
1-866-48-4CURE \* [www.tbkf.org](http://www.tbkf.org) \*  
DNL1231@aol.com

# Sponsor Commitment Form

*Thank you for your commitment to helping all those affected by brain tumors. Proceeds from the Race for Research directly benefit brain tumor support and research.*

## Sponsor Information

\_\_\_\_\_  
Sponsor Name (exactly as you would like it to appear on event materials)

\_\_\_\_\_  
Contact Name Title

\_\_\_\_\_  
Address City State Zip

\_\_\_\_\_  
Phone Fax

\_\_\_\_\_  
Email Website (to be used for link on websites)

## Sponsorship Levels

We will participate at the following sponsorship level and support all those affected by brain tumors:

- Presenting Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$3,000
- Bronze Sponsor \$1000
- Expo Sponsor \$150
- In-Kind Donor - Product Description: \_\_\_\_\_

The fair market value of this in-kind donation is \$ \_\_\_\_\_

Please email company logo as an EPS (or other vector artwork) and JPEG file to:

[Race4research@gmail.com](mailto:Race4research@gmail.com)

\_\_\_\_\_ Check is enclosed (payable to TBKF, 20227 Catlett place, Ashburn, VA 20147)

\_\_\_\_\_ Please bill my (circle one):      Discover                      MasterCard                      Visa

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_                      Billing Zip Code: \_\_\_\_\_

\_\_\_\_\_  
Signature Date

Please send this completed form to:  
The Brad Kaminsky Foundation / Re: Race for Research  
20227 Catlett Place \* Ashburn, VA 20147  
1-866-48-4CURE \* [www.tbkf.org](http://www.tbkf.org) \* DNL1231@aol.com

### Sponsors:



*Kaleidoscope  
The Possibilities Are Endless!*



**NETWORK**

### Beneficiaries:



**Childrens Hospital Los Angeles**  
International Leader in Pediatrics

