



**THE SARCOMA STOMP**  
Going the Distance™  
for a Cure.

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**2017 SPONSORSHIP OPPORTUNITIES**

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**5K Run | 3K Walk**  
**Saturday, April 29,**  
**2017**  
**Christ Lutheran**  
**Church**

*Benefiting the sarcoma research program at:*



Carolinas HealthCare System  
*Levine Cancer Institute*

# BRAND ALIGNMENT AND IMPACT

As a corporate partner of The Sarcoma Stomp, benefiting Levine Cancer Institute, you will align your business with other well-respected corporations making an investment in changing the future prognosis of people diagnosed with sarcoma cancer in the Charlotte region. The overall 5-year survival rate of people diagnosed with soft tissue sarcomas is about 50%, a statistic that has not changed in 40 YEARS. YOU and your company are the engine that can power a shift in that outcome. And, it needs to change.

The Sarcoma Stomp is a powerful way for your company to publically demonstrate your commitment to employees, their families and the community in which they live and work.

Unlike the negative side-effects of chemo, surgery and radiation, your support will have a positive effect -- allowing your company to market to your target demographic, strengthen your corporate identity, and enlarge your potential customer base while helping to fund cures. You will also be able to promote your brand in the Charlotte region through on site marketing as well as numerous print, digital, and social media communication channels.

## YOU'RE IN GOOD COMPANY 2016 STOMP CORPORATE PARTNERS



Carolinan HealthCare System  
*Levine Cancer Institute*



**Moore & Van Allen**



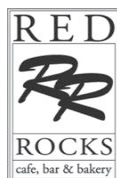
Wells Fargo Capital Finance



EMERALD LAKE  
GOLF CLUB



SOUTHEAST  
PSYCH
























# SPONSORSHIP OPPORTUNITIES

The following sponsorship packages were designed to maximize recognition at every level of engagement.

***We are happy to discuss custom package options and in-kind recognition benefits with you as well, in order to meet your community outreach goals***

For further information, please contact: Susan Udelson, Executive Director at (704) 516-5113.

	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000	FRIEND \$500
Logo on Foundation website homepage as 2017 corporate partner				
Logo on main event banner				
Invitation to private gift presentation at Levine Cancer Institute (Fall 2017)				
Logo on event t-shirts	Large	Medium	Small	Listed
Verbal mention and recognition during event day				
Social media mention(s)	4	2	1	1
Promote your brand with race bag giveaways, coupons, and marketing materials				
Gain exposure with your logo on event website and all registration emails				
Complimentary event registrations for staff and team building	10	8	4	2
Market to participants at your event site corporate tent				

*“I am impressed by the passion for the work that goes on to honor the memory of Paula Takacs and to support the Levine Cancer Institute’s mission. The research conducted with the investment of these funds is inspiring. The Barings family is humbled to continue to support the Foundation and LCI.”*

-Tom Finke, CEO, Barings

# YOUR INVESTMENT AT WORK TO SAVE LIVES

## What is the Paula Takacs Foundation for Sarcoma Research?

Paula and Geoffrey Takacs founded the Paula Takacs Foundation for Sarcoma Research in Charlotte, NC in 2010, six years after Paula was diagnosed with sarcoma, to fund novel research and raise awareness for this rare and complex cancer. Over the last five years, Paula's foundation donated nearly \$675,000 for research, making it one of the most successful grassroots sarcoma foundations in the United States. Although Paula succumbed to the disease in 2014, we passionately continue her work to broaden the global research landscape through investing locally in novel treatment options and research excellence.



## Why are we a **Premiere Partner** of **Levine Cancer Institute**?



The Paula Takacs Foundation and Levine Cancer Institute believe in local access to cutting-edge treatment options for every patient. Sarcoma patients will be able to access these novel options via LCI's 25 network locations in NC and SC. As a direct result of this partnership, we are proud to fund two current projects at LCI: a sarcoma clinical trial and a genomic study of sarcoma tissue. The net proceeds of the Sarcoma Stomp will help to fund these two initiatives, as well as future trials and laboratory research. Because sarcomas are so rare, there is very little governmental funding of sarcoma research. In order to improve lives in our community – and ultimately find cures – private philanthropy is critically needed to fund vital research at Levine Cancer Institute.



## What is Sarcoma?

Sarcomas are malignant tumors of the bones and connective tissue, such as muscles, fat, cartilage, nerves, tendons, and blood vessels. They can form anywhere in the body - arms, legs, trunk, head, and neck. There are over 50 types of sarcoma! Sarcomas comprise less than 1% of adult cancers, and approximately 15% of pediatric cancers.

## Why is there a critical need for more sarcoma research?

Sarcoma is curable by surgery about 20% of the time, or by surgery with chemotherapy and/or radiation 30% of the time, yet nearly **half the time** they are **totally resistant to all of these approaches**.

Approximately one-half of bone sarcomas and about one-fifth of soft tissue sarcomas are diagnosed in **people under the age of 35**.

The overall relative **5-year survival rate** of people with soft tissue sarcomas is around 50%, a statistic that has **not changed in 4 decades**.

# 2017 Sarcoma Stomp Sponsorship Commitment Form

YES, I would like to sponsor the Sarcoma Stomp, benefiting Levine Cancer Institute!  
Please complete this form and mail it with your sponsorship check **no later than March 30, 2017**.

## SPONSOR NAME (as it should appear on promotional materials):

Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Website: \_\_\_\_\_

### **Sponsorship Selection (\*)**

Gold Level (\$5,000)

Bronze Level (\$1,000)

Silver Level (\$3,000)

Friend Level (\$500)

In-Kind Sponsorship, valued at \$ \_\_\_\_\_

Description:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### **Payment:**

Please make checks payable to:  
The Paula Takacs Foundation for Sarcoma Research

Mail form and check to: PO Box 78416, Charlotte, NC 28271

(\*) In exchange for this contribution level, you will not receive any goods or services and may be able to claim a tax deduction on your federal income tax return as allowed by law. The Paula Takacs Foundation for Sarcoma Research is a charitable organization under Section 501(c)(3) of the Internal Revenue Code (Tax ID# 27-3366677). Please retain a copy of this form for your tax records and contact your tax advisor should you have any questions.