



CURE PANCREATIC CANCER
• LUSTGARTEN FOUNDATION •



"Walk for Hope"

**10th Annual Albany Capital District
Walk for Pancreatic Cancer Research
September 8, 2013
Elm Avenue Town Park
Delmar, New York 12054**

Local Sponsorship Opportunities

Sponsorship contact:

Shari Piper

Email: info@albanypcrwalk.org

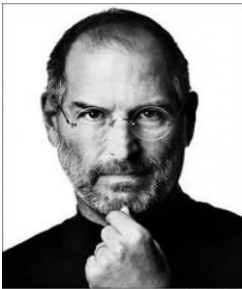
(Home) 518-475-1200 (Cell) 518-330-3895

PC in the Spotlight

These celebrities and many others have died due to pancreatic cancer



Patrick Swayze was diagnosed with stage- 4 pancreatic cancer in January, 2008. Before he passed away he made an emotional plea to the Government in the Washington Post for more cancer research funding . He waged a brave battle against this formidable disease.



Steve Jobs was diagnosed with a rare form of pancreatic cancer. On October 5, 2011, he died at the age of 56. His death certificate listed respiratory arrest as the immediate cause of death, with “metastatic pancreas neuroendocrine tumor” as the underlying cause.



Dr. Randy Pausch passed away in 2008 after inspiring us all with his wisdom and courage. Interviews occurred with Diane Sawyer and people began to ask questions about PC.



Hard Facts about PC

- It's the most lethal cancer. **Overall survival rate is 6%**
- More than 45,000 Americans will be diagnosed this year. More than 38,000 will die.
- There's no early detection. Less than 20% of those diagnosed are eligible for surgery.
- There's no cure, unless the cancer is surgically removed in its earliest stages.
- There's too little federal funding. PC research constitutes less than 2% of the National Cancer Institute's budget.
- **But there is hope: with Cablevision's support of The Lustgarten Foundation, 100% of all donations go directly to pancreatic cancer research.**

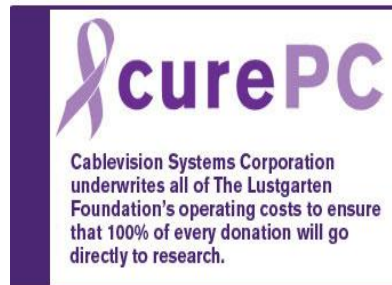
The Lustgarten Foundation's Mission

To advance the scientific and medical research related to the diagnosis, treatment, cure and prevention of pancreatic cancer by:

- Increasing funding and support of research into the biological mechanisms and clinical strategies related to the prevention, diagnosis, and treatment.
- Facilitating and enhancing the dialogue among members of the medical and scientific communities about basic and clinical research effort.
- Heightening public awareness of pancreatic cancer diagnosis, treatment, and prevention and providing informational support for PC patients, their families, and friends.
- **To date, over \$67,000,000 has been granted to research initiatives by the Foundation.**

What We've Been Doing About It Here

- Since 2004, we've held a regional annual walk to raise funds for the Lustgarten Foundation. We raised about \$3,400 the first year.
- We've grown each year
 - Our 9th year (2012) Walk total was close to \$90,000.
 - Over 400 walkers participated in our 2012 Walk, joining individually or as part of the 40 teams!
 - Our Corporate Sponsors contributed a total of \$23,000.
 - Our trade and media sponsors greatly contributed to our growing success.



Our 2012 Corporate Sponsors

Platinum Sponsor (\$10,000+):

Rensselaer Honda

Gold Sponsors (\$2,500+):

St. Peter's Liver and Pancreas Center

The Conference That Counts

Albany Liver and Pancreas Surgery

Silver Sponsors (\$1,000+):

Albany Gastroenterology Consultants

Aptalis Pharma

Our 2012 Trade Sponsors, Corporate Friends and Media Sponsors

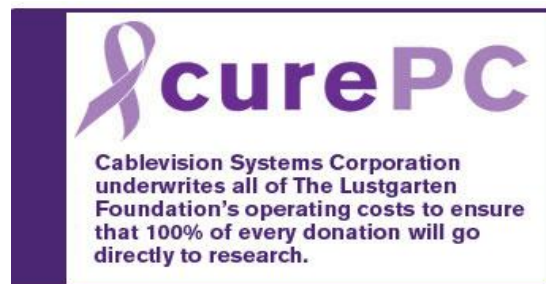
<i>Trade Sponsors</i>	<i>Corporate Friends</i>	<i>Media Sponsors</i>
Coldstone Creamery	CDPHP	Open Stage Media
Hannoush Jewelers	C.H. Evans Brewing Company	Our Towne, Bethlehem
NYRA	NYSTEC	Spectrum8 Theatres
NYSUT	Petta's Restaurant	WNYT
Paraco Gas	SABIC	
Price Chopper		

2013 Sponsorship Opportunities

- ❑ The 2013 Walk is scheduled for Sunday, September 8.
- ❑ We hope this year you will sponsor our Walk for the Lustgarten Foundation to help us get one step closer to understanding and fighting this disease.
- ❑ Please consider joining our “Walk for Hope”. Read the next few slides to learn more about sponsorship opportunities.

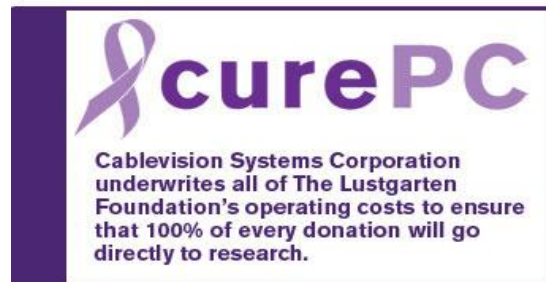
Platinum Sponsorship \$10,000+

- Sponsor Welcome Speech at Event
- Meet and Greet Table at Event
- Recognized in over 360 Public Service Announcements
- Banner at the Event
- Logo on all Print Advertising
- Logo on Participants' Event T-Shirts
- Brochure or Promo Items in Participants' Goodie Bags



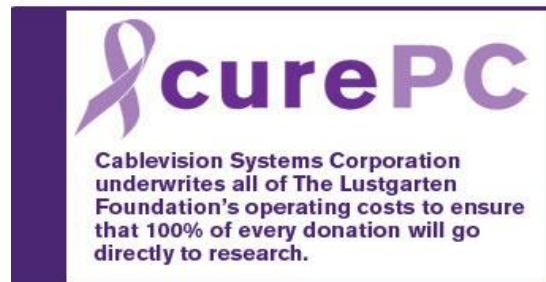
Diamond Sponsorship \$5,000+

- Meet and Greet Table at Event
- Recognized in over 360 Public Service Announcements
- Banner at the Event
- Logo on all Print Advertising
- Logo on Participants' Event T-Shirts
- Brochure or Promo Items in Participants' Goodie Bags



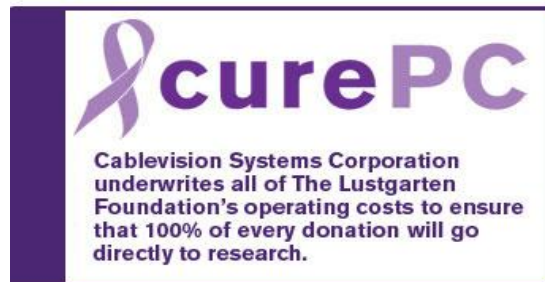
Gold Sponsorship \$2,500+

- Banner at the Event
- Logo on all Print Advertising
- Logo on Participants' Event T-Shirts
- Brochure or Promo Items in Participants' Goodie Bags



Silver Sponsorship \$1,000+

- Logo on Participants' Event T-Shirts
- Brochure or Promo Items in Participants' Goodie Bags

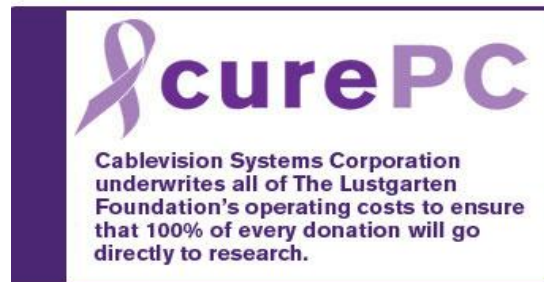


\$500 Sponsors

Corporate Friends

Trade Sponsors
(goods & services)

- ❑ Logo on Participants' Event T-Shirts



2013 Walk Plans...

**The 10th Annual
Albany Capital District
Walk for Hope
to support the Lustgarten
Foundation for Pancreatic
Cancer Research**



**Sunday, 9/8/13 at the
Elm Avenue Town Park in Delmar, NY.**
Registration starts at 8:30 am;
Walk starts at 10:30 am.

Plenty of parking.
Handicap & stroller accessible.
Pets welcome.

The day's events will include:

- 50/50 raffle
- Pick-a-Prize auction
- Entertainment for kids of all ages:
 - Code Blue live band
 - 501st Legion Garrison Excelsior (Star Wars reenactors)
 - The Puppet People
 - Face painting



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