




CURE PANCREATIC CANCER
• LUSTGARTEN FOUNDATION •

"Walk for Hope"

**9th Annual Albany Capital District
Walk for Pancreatic Cancer Research
September 9, 2012
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

Hard Facts about PC

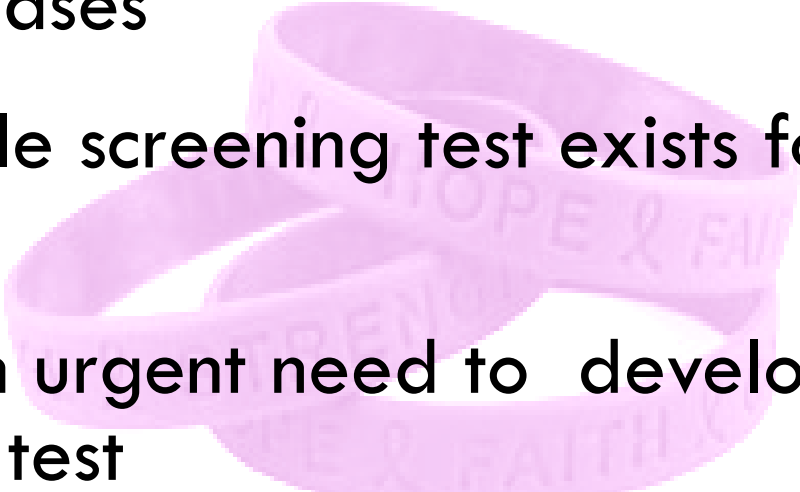
- ❑ This year over 43,000 Americans will be diagnosed with pancreatic cancer
- ❑ It's the 4th leading cause of cancer death for men and women
- ❑ It's treatable when caught early, but -
- ❑ Almost all cases are diagnosed too late

How Many Will Die?

- ❑ Close to 42,000 will die within the 1st year of diagnosis.
- ❑ Less than 5% will survive five years
 - Of those, 5-year survival rates approach 40% if the cancers haven't spread and are surgically removed while still small
 - Despite high mortality rate, the Federal Government spends woefully little money on pancreatic cancer research

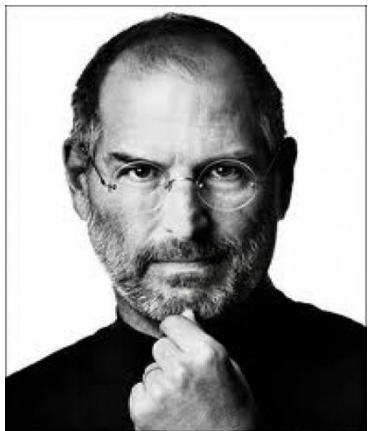
Pancreatic cancer (PC) is one of the deadliest of all types of cancer.

It's difficult to diagnose

- Symptoms are vague and easily confused with other diseases
 - No reliable screening test exists for early detection
 - There's an urgent need to develop an effective screening test
- 



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.



Luciano Pavarotti passed away in 2007, bravely battling Pancreatic Cancer. The media began to recognize PC and ask questions about it.

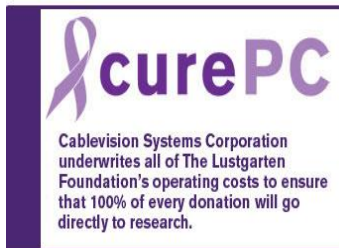


Dr. Randy Pausch passed away in 2008 after inspiring us all with his wisdom and courage. Interviews occurred with Diane Sawyer and people began to ask questions about PC.

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What We've Been Doing About It

- Since 2004, we've held a walk to raise funds for the Lustgarten Foundation for Pancreatic Cancer Research, a non-profit organization underwritten by Cablevision of NY. We raised about \$3,400 the first year.
- We've grown each year! Our **2011 annual total of close to \$100,000 was raised by about 400 walkers joining individually or as part of 34 teams!**



2011 Platinum & Diamond Sponsors



2011 Gold & Silver Sponsors



St. Peter's
Liver & Pancreas
Center

A Member of St. Peter's Health Care Services



Corporate Friends / Trade Sponsors



YOUR INDEPENDENT TECHNOLOGY ADVISOR

SABIC
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2012 Walk Plans...

**Walk for Hope! at the Albany
Capital District Walk to
support the
Lustgarten Foundation for
Pancreatic Cancer Research.**



**The 9th annual event will be on
Sunday, 9/12
at the Bethlehem Town Park in
Delmar, NY.**

**Registration is at 8:30 am;
walk starts at 10:30 am.**

**Once again, the day's events
will include:**

- 50/50 raffle,
- Silent auction,
- Live band, and
- Entertainment for kids.

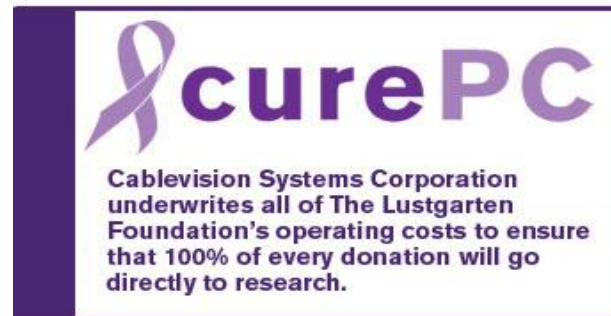


2012 Sponsorship Opportunities

- ❑ **Last year, The Albany Capital District Walk for Pancreatic Cancer raised vital funds for research through the personal fundraising of our walkers and the sponsorships of our corporate friends.**
- ❑ **The 2012 Walk is scheduled for Sunday, September 9.**
- ❑ **We hope this year you will sponsor our local chapter of The Lustgarten Foundation to help us get one step closer to understanding and fighting this disease.**
- ❑ **Please consider joining our “Walk for Hope”.**

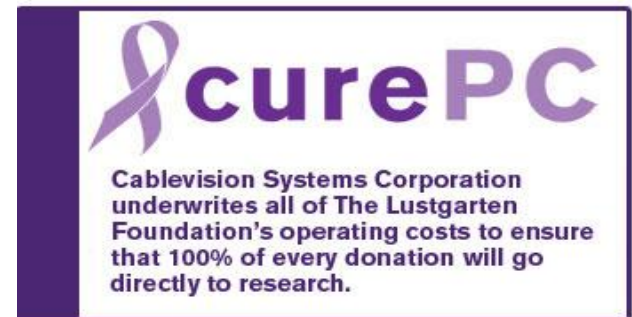
Platinum Sponsorship \$10,000+

- Sponsor Welcome Speech at Event**
- Meet and Greet Table at Event**
- Mentioned in approx. 360 Public Service Announcements**
- Banner at Event**
- Logo on all Print Advertising**
- Logo on Participants' Event T-Shirts**
- Brochure or Promo Item included in Participants' Goodie Bags**



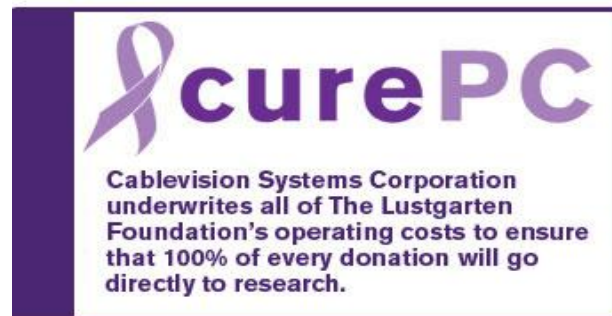
Diamond Sponsorship \$5,000

- Meet and Greet Table at Event**
- Mentioned in approx. 360 Public Service Announcements**
- Banner at Event**
- Logo on all print Advertising**
- Logo on Participants' Event T-Shirts**
- Brochure or Promo Item included in Participants' Goodie Bags**



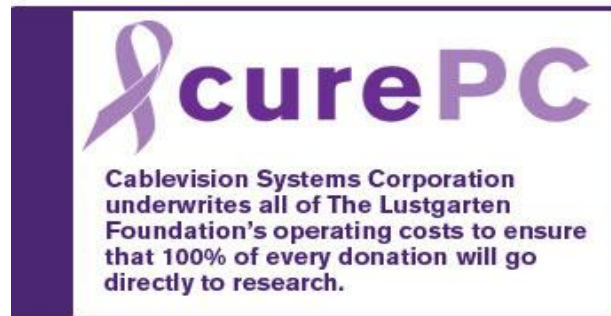
Gold Sponsorship \$2,500

- Banner at Event**
- Logo on all Print Advertising**
- Logo on Participants' Event T-Shirts**
- Brochure or Promo Item included in Participants' Goodie Bags**



Silver Sponsorship \$1,000

- Logo on Participants' Event T-Shirts**
- Brochure or Promo Item included in Participants' Goodie Bags**

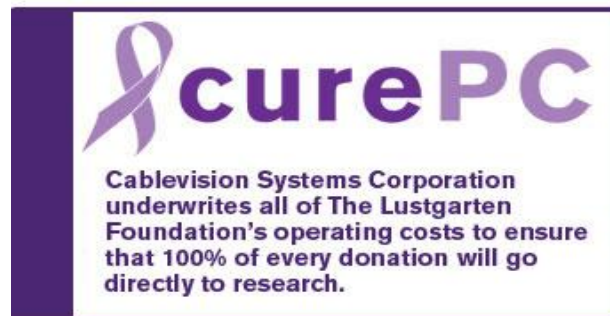


\$500 Sponsors

Corporate Friends

Trade Sponsors
(goods & services)

- **Logo on Participants' Event T-Shirts**






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