



# Sponsorship Packet

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# Fact Sheet



With a direct focus on the early detection of lung cancer, **The Gift of Life and Breath** is a 5k run/walk organized to provide research support and public awareness for early lung cancer detection. It is the goal and Intent of this event to offer a positive outreach to the community and give lung cancer the immediate attention it needs. Public awareness and support are both key factors in attracting the funding that is needed for this important endeavor. The race is a means of thanking the participants for the gift they are giving to the future...the gift of life and breath.

## Lung Cancer...The Facts

You CAN get lung cancer even if you never smoked

Lung cancer is the number one cancer killer. It kills more people than breast, prostate, colon, liver, melanoma, and kidney cancers combined

For every nine dollars spent on breast cancer, one dollar is spent on lung cancer in the U.S.

The overall survival rate for lung cancer is still 15.5%, the same as it was over 40 years ago. Breast cancer has an 89% survival rate. Prostate cancer is now at 99%

The underfunding of lung cancer research has kept its survival rate as low as it was in 1971

Even though lung cancer causes one in every three cancer deaths, lung cancer research received less than 5% of the National Cancer Institute's budget in FY07.

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# Current Research



**Lung cancer is the leading cause of cancer deaths in the United States.**

Nearly 220,000 people are newly diagnosed each year and more than half of those diagnosed with lung cancer are diagnosed after the cancer has spread, resulting in more than 160,000 deaths annually.

To date, the greatest chance a patient has of “beating” lung cancer is early detection of the disease, and yet there are no current methods of early detection.

That is why **The Gift of Life and Breath 5k Run/Walk** is so important.

Funds raised from this event will be utilized immediately and directly for the research taking place – right here in our community - to develop standard screening tests that will have a global impact on the fight against lung cancer.

The collaborative efforts of the teams of Dr. Michael Weyant at the CU Cancer Center and Dr. Kim O'Neill at Brigham Young University are showing great promise. Their research focuses on particular biomarkers that may be expressed in the very early stages of lung cancer. Through continued testing, the teams are working to demonstrate the potential of this biomarker as a diagnostic tool for the early detection of lung cancer. In addition, they will submit an abstract at the American Association for Cancer Research Convention on the results of research conducted on a possible blood test for the early detection of lung cancer.

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# Event Fact Sheet



Working in conjunction with the University of Colorado Cancer Center, and AMC Cancer Fund, the Gift of Life and Breath was created to support the critical research needed for early detection of lung cancer. Having dealt with this disease personally, the Zollingers learned first hand the difficulties faced with a deadly cancer that is rarely diagnosed in its early stages. Gary Zollinger never smoked but was diagnosed with Stage 4 lung cancer in 2004. He lost his battle in 2007 just months after the first Gift of Life and Breath 5k.

AMC Cancer Fund is a primary fundraising arm of the CU Cancer Center. All funds raised through AMC Cancer Fund remain in the community and support research and treatment being provided at CU Cancer Center at the Anschutz Medical Campus. In many cases the money raised by AMC Cancer Fund provides seed money for young doctors and researchers who are on the cutting edge of cancer science. Although the funds raised have significant local impact and the clinical programs benefit hundreds of Colorado residents, the scientific achievements have a national and global reach to move the scientific community closer to finding a cure for cancer.

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# Event Fact Sheet



- Beneficiary:** University of Colorado Cancer Center
- Event Date:** Saturday, May 19, 2012
- Event Time:** 8:00am Registration Opens  
9:00am Race Begins  
10:10am Awards Ceremony Begins
- Event History:** Held the third Saturday of May since 2007. In 2011 the race had over 800 participants and \$80,000 in donations which funded a complete year of research.
- Location:** Anschutz Medical Campus - Aurora, Colorado
- Originators:** Thelissa and Gary Zollinger
- Mission Focus:** To raise money to fund continued research in finding an early detection method for lung cancer.

**For information about sponsorships, please contact Nancy Stewart:**  
[stewartn@amc.org](mailto:stewartn@amc.org) or 303-239-3335

**Register will open in November at [www.thegiftoflifeandbreath.com](http://www.thegiftoflifeandbreath.com)**

**For more information on registration contact Jen Garner at**  
[garnerj@amc.org](mailto:garnerj@amc.org) or 303-239-3331

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# Title Sponsor



## Title Sponsor (\$10,000)

- Logo with link on the Gift of Life and Breath website
- Logo placement in race brochure
- Logo placement on race poster
- Logo placement on race t-shirt
- Logo placement on designated signage at event
- Logo inclusion on three signs along the race route
- Recognition from the stage at the event
- Water Station Host - includes signage and tent along route
- Opportunity to hang company-provided banner at registration area
- Opportunity to hang company-provided banner at starting line
- Listing as a Gift of Life and Breath Event supporter in AMC's annual report
- Logo with link on AMC Cancer Fund's website
- Special donor profile in second quarter "Celebrate Survival", AMC's newsletter (distributed to 5,000 donors)
- Recognition in November Accountability Report sent via email to all participants
- Name listed with link on AMC Cancer Fund's social media sites (Facebook and Twitter) as well as ten postings on each site
- Additional AMC Cancer Fund annual sponsorship benefits as appropriate
- Designated as the Title Sponsor on all materials

# Partner Sponsor



## Partner (\$5,000)

- Logo with link on the Gift of Life and Breath website
- Logo placement in race brochure
- Logo placement on race poster
- Logo placement on race t-shirt
- Logo placement on designated signage at event
- Logo inclusion on two signs along the race route
- Recognition from the stage at the event
- Opportunity to hang company-provided banner at registration area
- Listing as a Gift of Life and Breath Event supporter in AMC's annual report
- Logo with link on AMC Cancer Fund's website
- Special donor profile in second quarter "Celebrate Survival", AMC's newsletter (distributed to 5,000 donors)
- Name listed with link on AMC Cancer Fund's social media sites (Facebook and Twitter) as well as five postings on each site
- Additional AMC Cancer Fund annual sponsorship benefits as appropriate

# Contributor Sponsor



## Contributor (\$2,500)

- Logo with link on the Gift of Life and Breath website
- Logo placement in race brochure
- Logo placement on race poster
- Logo placement on race t-shirt
- Logo placement on designated signage at event
- Logo inclusion on one sign along the race route
- Recognition from the stage at the event
- Listing as a Gift of Life and Breath Event supporter in AMC's annual report
- Logo with link on AMC Cancer Fund's website
- Name listed with link on AMC Cancer Fund's social media sites (Facebook and Twitter)
- Additional AMC Cancer Fund annual sponsorship benefits as appropriate



# Supporter & Friend Sponsor



## Supporter (\$1,000)

- Listing with link on the Gift of Life and Breath website
- Listed in race brochure
- Recognition from the stage at the event
- Listing as a Gift of Life and Breath Event supporter in AMC's annual report
- Name listed with link on AMC Cancer Fund's Website

## Friend (\$500)

- Listing with link on the Gift of Life and Breath website
- Listing as a Gift of Life and Breath Event supporter in AMC's annual report
- Name listed with link on AMC Cancer Fund's Website

# A Note from the Co-Founder



## **A personal note:**

*At the conclusion of the 2009 Gift of Life and Breath race, I realized that this event had grown beyond my ability to manage alone and I could not expect my dedicated friends and family to continue to put in the amount of time this race required. When an option came in 2010 to partner with AMC Cancer Fund, the flood gates opened a well spring of opportunity that could not have otherwise been possible. Never in my wildest dreams did I think we could achieve the \$60,000 fundraising goal set by AMC especially when we had only raised \$23,000 the previous year. When the final fundraising total came in at \$85,140 in 2010 we were all beyond amazed...we were dumbfounded!!! How grateful I am to all who have supported this cause. Thank you so very much!*

***Thelissa Zollinger***

***Co-founder The Gift of Life and Breath***



***A 5k Run/Walk to benefit early lung cancer detection research at University of Colorado Cancer Center***

**Saturday, May 19, 2012**

University of Colorado Anschutz Medical Campus

Check-in opens at 8:00am / Race begins at 9:00am

**To Register:**

**[www.thegiftoflifeandbreath.com](http://www.thegiftoflifeandbreath.com)**

For more information about registration, contact Jen Garner at:

303-239-3331, [garnerj@amc.org](mailto:garnerj@amc.org)

**Hosted by**



*Creating Hope Through Science*