



SUNSHINE CHALLENGE

BENEFITING THE PEDIATRIC CANCER FOUNDATION



Presented by
Suncoast for Kids Foundation
MADE POSSIBLE BY SUNCOAST SCHOOLS FEDERAL CREDIT UNION

Dear Friends,

The Pediatric Cancer Foundation is pleased to announce that our *Sunshine Challenge presented by the Suncoast for Kids Foundation* will take place on Saturday, December 6, 2009 at Al Lopez Park in Tampa. The *Sunshine Challenge* is a fundraising walk/fun run event featuring a 5K and a 1 mile course, followed by a Family Picnic and Fun Day in the park. This event is organized and planned to pay tribute to the many children in our community that have battled and continue to battle cancer. All proceeds from the Sunshine Challenge will further the Foundation's mission of funding research and hope for children with cancer. The Pediatric Cancer Foundation is graciously requesting your support to join us as a sponsor for this very special event.

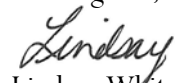
The Sunshine Challenge presents sponsors with the unique opportunity to gain invaluable exposure while supporting a most important cause. There are several different sponsorship levels, including in-kind and underwriting opportunities, to encourage companies of all sizes to work together with the Pediatric Cancer Foundation in finding a cure.

The Pediatric Cancer Foundation is poised on the brink of great discovery. Through our novel collaborative research effort, The Sunshine Project, we have implemented the groundwork necessary to introduce three new drugs into clinical trials. These new drugs hold great promise and provide new hope for children that have not experienced positive results under the standard treatment protocol.

The most critical point in The Sunshine Project is now, and the need for funding has never been greater or more significant. Clinical trials will cost approximately \$12,000 per patient and each of our first three Phase I Clinical Trials will accrue 25 patients. Without The Sunshine Project, the Pediatric Cancer Foundation and its supporters, these clinical trials simply would not be taking place. Your support is greatly appreciated and will truly make a difference.

We are challenging you to help cure childhood cancer. Please give these amazing children hope for a cure by joining us as a sponsor. Complete the following commitment form and fax or mail it back to the Pediatric Cancer Foundation office at (813) 288-0099. Should you have any questions or need additional information, please contact me at (813) 269-0955 or lwhitney@pcfusa.org. Every dollar raised and every dollar donated helps bring us closer to a cure!

Best regards,



Lindsay Whitney
Director of Special Events



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SPONSORSHIP OPPORTUNITIES

The Pediatric Cancer Foundation is proud to invite you to join us for the
SUNSHINE CHALLENGE
On Sunday, December 6, 2009 at Al Lopez Park in Tampa
in honor of the many children and families battling cancer.
All funds raised will go directly to helping us find a cure for childhood cancer.

*1:30pm Registration Opens, 2:00pm 5K Fun Run / 1 Mile Family Walk
Picnic, Festivities & Family Fun*

PRESENTING SPONSORSHIP: \$10,000

- Name/logo prominently displayed in conjunction with event logo on all printed materials
- Name/logo prominently displayed on Pediatric Cancer Foundation Website
- Recognition in Pediatric Cancer Foundation newsletter (distribution of approximately 12,000)
- Logo prominently included on event t-shirts
- Two complimentary team entries for up to twelve (12) walkers total, including t-shirts & goodie bags for each
- Premium placement of corporate banner at post-walk party
- Opportunity for company representative to speak at post-walk party
- Opportunity for sponsor recognition through table display at event
- Opportunity to distribute promotional items in walker goodie bags
- Product exclusivity for brand when available
- Inclusion in all press releases & media materials

STRIDE SPONSORSHIP: \$5,000

- Logo prominently included on event t-shirts
- Complimentary team entry for up to six (6) walkers, including t-shirts & goodie bags for each
- Premium placement of corporate banner at post-walk party
- Opportunity for sponsor recognition through table display at event
- Opportunity to distribute promotional items in walker goodie bags
- Inclusion in all press releases & media materials



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PACE SPONSORSHIP: \$2,500

- Logo included on event t-shirts
- Complimentary team entry for up to six (6) walkers, including t-shirts & goodie bags for each
- Placement of corporate banner at post-walk party
- Opportunity to distribute promotional items in walker goodie bags

STEP SPONSORSHIP: \$1,000

- Logo included on event t-shirts
- Two (2) complimentary walk entries, including t-shirts & goodie bags for each entry
- Sign with logo recognition along walk course
- Opportunity to distribute promotional items in walker goodie bags

DEDICATED DONOR: \$500

- Recognition in listing thanking Dedicated Donors
- Opportunity to distribute business flyer or informational card in walker goodie bags

FRIEND IN HOPE: \$250

- Recognition in listing thanking Friends in Hope and Dedicated Donors

PARTICIPANT ENTRY: \$25 per adult / \$15 kids 12 & under **Teams may be formed in unlimited numbers!**

- Includes t-shirt & goodie bag for each walker
- Family fun post-challenge party with food and drinks following walk



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2009 SPONSORSHIP REGISTRATION

<i>Corporate Sponsorship</i>		<i>Personal / Individual Sponsorship</i>
Company Name	_____	Name _____
Contact Name	_____	Address _____
Address	_____	Address 2 _____
City/State/Zip	_____	City/State/Zip _____
Phone	_____	Phone _____
Email Address	_____	Email Address _____

* I agree to participate in the 2009 *Sunshine Challenge* at my own risk, and I release the Pediatric Cancer Foundation, Inc., its officers, directors, and sponsors from any liability for personal or property damage incurred related to my participation in the event.

SPONSOR LEVEL:

- _____ Stride Sponsorship \$5,000
- _____ Pace Sponsorship \$2,500
- _____ Step Sponsorship \$1,000
- _____ Individual Adult Walker Entry \$25
- _____ Children's (12 & Under) Entry \$15

UNDERWRITING OPPORTUNITIES:

- _____ House of Hope \$8,500
- _____ Start/Finish Line \$7,500
- _____ Family Fun Day \$5,000

_____ I am unable to participate but enclosed is my donation of \$_____.

PAYMENT INFORMATION:

*Please make checks payable to Pediatric Cancer Foundation and mail to
 5550 W. Executive Drive, Suite 300, Tampa, FL 33609

OR

Charge my credit card: _____ (Card Number) _____ (Expiration Date) _____ (CVV Security Code)

_____ (Billing Zip Code) _____ (Signature) _____ (Today's Date)

Please return completed forms to the Pediatric Cancer Foundation at the below address, via email to Lindsay at lwhitney@pcfusa.org or via fax to 813-288-0099.

Thank you for your support!!!

100% of your contribution will go to the Pediatric Cancer Foundation. A copy of the official registration may be obtained from the Division of Consumer Services by calling 1-800-HELP-FLA within the state (#CH1916). Registration does not imply endorsement, approval or recommendation by the State.



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UNDERWRITING OPPORTUNITIES

HOUSE OF HOPE: \$8,500

The House of Hope is a special area at the Family Fun Day that will honor and celebrate children who are battling cancer and those that have lost their battle. This will be an area for walkers to learn more about why there is a continued need for research for pediatric cancers. There will also be opportunities for walkers to add their own personal reflections.

- Name/logo prominently displayed in conjunction with House of Hope on all printed materials
- Name/logo prominently displayed on Pediatric Cancer Foundation Website
- Recognition in Pediatric Cancer Foundation newsletter (distribution of approximately 12,000)
- Logo included on event t-shirts
- Complimentary team entry for up to twelve (12) walkers total, including t-shirts & goodie bags
- Placement of corporate banner at House of Hope at that post-walk party
- Opportunity for sponsor recognition through table display at event
- Opportunity to distribute promotional items in walker goodie bags
- Product exclusivity for brand when available
- Inclusion in all press releases & media materials

START/FINISH LINE: \$7,500

- Company banner displayed at Start/Finish Line
- Logo exclusivity for start/finish photos (with the exception of PCF)
- Verbal recognition at start of race
- Premium placement of corporate banner at Family Fun Day post-walk party
- Opportunity for sponsor recognition through table display at post-walk party
- Name included in event print materials (flyers/postcards)
- Logo prominently included on event t-shirts
- Opportunity to distribute promotional items in walker goodie bags
- Complimentary team entry for up to six (6) walkers, including t-shirts & goodie bags for each
- Product exclusivity for brand when available
- Potential for media coverage at Start/Finish Line
- Inclusion in all press releases & media materials



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FAMILY FUN DAY: \$5,000

- Title Sponsorship of the Family Fun Day post-walk party
- Premium placement of corporate banner at entrance to Family Fun Day
- Verbal recognition on stage at Family Fun Day
- Inclusion in event print materials (flyers/postcards)
- Logo prominently included on event t-shirts
- Opportunity for sponsor recognition through table display at event
- Opportunity to distribute promotional items in walker goodie bags
- Complimentary team entry for up to four (4) walkers, including t-shirts & goodie bags
- Inclusion in all press releases & media materials