



SUNSHINE CHALLENGE

BENEFITING THE PEDIATRIC CANCER FOUNDATION

Dear Friends,

The Pediatric Cancer Foundation is pleased to announce that our Sunshine Challenge 5K Run/Walk and Kids Fun Run will take place on Saturday, November 7, 2009, 7:15am at SeaWorld theme park in Orlando. The Sunshine Challenge Orlando is presenting by AirTran Airways and SeaWorld, and is being run by the friends and supporters of the Pediatric Cancer Foundation as a way 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 mail it back to the Pediatric Cancer Foundation office or fax to us at 407-896-3961. Should you have any questions or need additional information, please contact Tara at 407-949-3524 or tfontana@pcfusa.org. Every dollar raised and every dollar donated helps bring us closer to a cure!

Best regards,



Vanessa Welch
Chair



Tara Fontana
Special Events Manager



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SPONSORSHIP OPPORTUNITIES

The Pediatric Cancer Foundation is proud to invite you to join us for the
SUNSHINE CHALLENGE
on Saturday, November 7th, 2009 at SeaWorld
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.

6:00am Registration Opens
7:15am 5k Run/8:30 Kids Fun Run
Food, 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 and banners
- Two complimentary team entries for up to twelve (12) walkers total, including t-shirts & goodie bags for each
- 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 and banners
- Complimentary team entry for up to six (6) walkers, including t-shirts & goodie bags for each
- 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

PACE SPONSORSHIP: \$2,500

- Logo included on event t-shirts and banners
- Complimentary team entry for up to six (6) walkers, including t-shirts & goodie bags for each
- Opportunity to distribute promotional items in walker goodie bags



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STEP SPONSORSHIP: \$1,000

- Logo included on event t-shirts and banners
- Two (2) complimentary walk entries, including t-shirts & goodie bags for each entry
- 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

- RUN / WALKER ENTRY:**
- **\$25** individual adult
 - **\$30** individual adult same day registration
 - **\$15** kids 12 & under

Teams may be formed in unlimited numbers!



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UNDERWRITING SPONSORSHIP OPPORTUNITIES

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
- Name included in event print materials (flyers/postcards)
- Logo prominently included on event t-shirts and banners
- 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

KIDS RUN SPONSOR: \$5,000

- Title Sponsorship of the kids fun run
- Premium placement of corporate banner at entrance
- Verbal recognition at beginning of race
- Inclusion in event print materials (flyers/postcards)
- Logo prominently included on event t-shirts and banners
- 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