



"Walk for Hope"

**Albany Capital District
Walk for Pancreatic Cancer Research
September 11, 2011
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

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

Hard Facts about PC

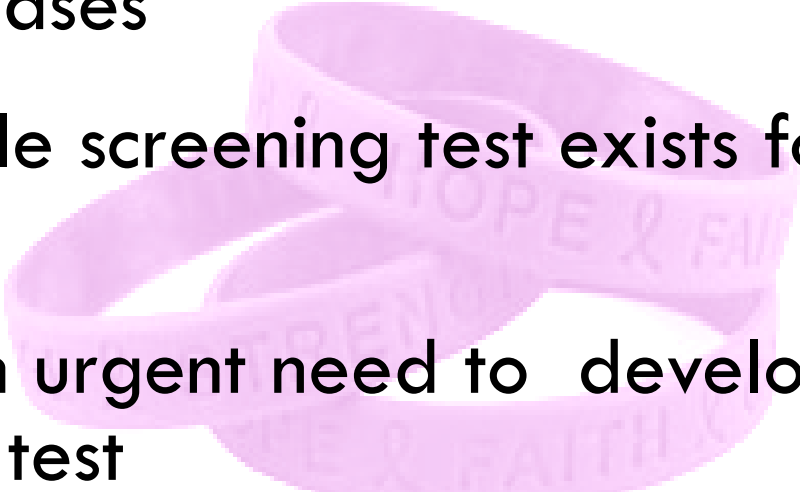
- ❑ This year over 42,000 Americans will be diagnosed with pancreatic cancer
- ❑ It's the 4th leading cause of cancer death for men and women
- ❑ It's treatable when caught early, but -
- ❑ Almost all cases are diagnosed too late

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
- 

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

Who Has the Greatest Risk?

- People who smoke
- People over 50
- People with 2 or more relatives who've had PC
- People of Ashkenazi Jewish descent
- People with the BRCA2, p16, STK11 gene mutation or chronic pancreatitis



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.



Luciano Pavaratti 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.

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

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.
- Each year since then, we've increased the donations and the number of walkers, to our **2010 total of just short of \$99,000!**



Cablevision Systems Corporation underwrites all of The Lustgarten Foundation's operating costs to ensure that 100% of every donation will go directly to research.

2010 Walk Recap..

Last year, we had over 400 walkers, 33 teams, and raised close to \$99,000.



2010 Platinum & Diamond Sponsors



St. Peter's
Liver & Pancreas
Center

A Member of St. Peter's Health Care Services



2010 Gold & Silver Sponsors



A plan for life.



2010 Public Service Announcements



2011 Walk Plans...

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



**The 8th annual event will
happen on Sunday, 9/11 at the
Bethlehem Town Park in
Delmar, NY.**

**Registration is at 8:30 am;
walk starts at 10:15 am.**

**Once again, we'll be holding a
50/50 raffle. In the last two
years, this has provided \$600
in funding and \$600 to the
winner. And this year we'll be
including a silent auction.**

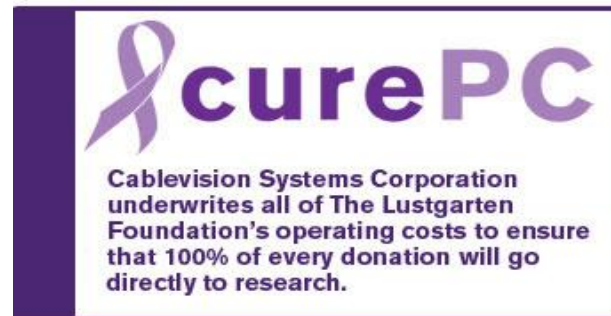


2011 Sponsorship Opportunities

- ❑ **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 2011 Walk is scheduled for Sunday, September 11.**
- ❑ **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”.**

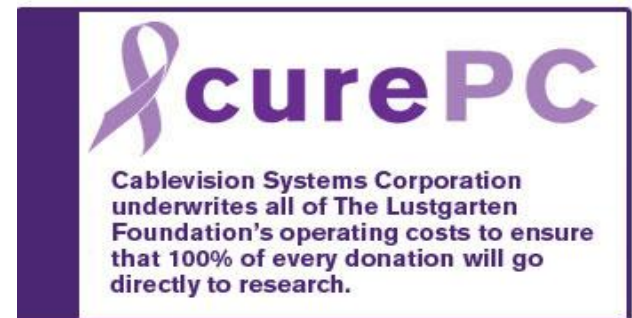
Platinum Sponsorship \$10,000+

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



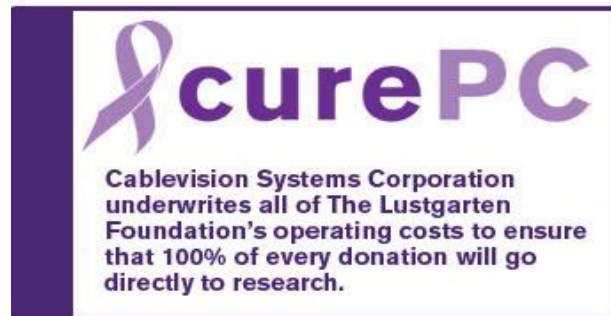
Gold Sponsorship \$2,500

- 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**

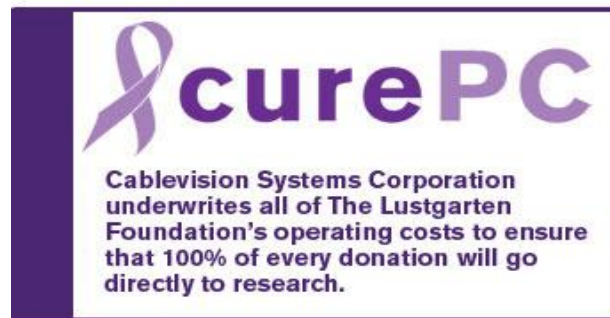


\$500 Sponsors

Corporate Friends

Trade Sponsors
(goods & services)

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





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