



Capital Region Special Surgery
1220 New Scotland Road
Slingerlands, NY 12159
www.capitalregionspecialsurgery.com

On behalf of the providers and staff of Capital Region Special Surgery (CRSS) we would like to offer you the opportunity to be involved in year two of an inspiring and important event, the 2nd ANNUAL **CRSS Race for Hope** to take place on Saturday, September 18, 2010. This is a **USA Track and Field sanctioned and certified 5K course** for runners and walkers.

Last year, our 1st Annual Race for Hope on Sunday, October 25th raised **\$50,125** for St. Peter's Hospital Cancer Care Center. We had **over 400 runners and walkers** participate with just as many spectators.

Our second year promises to be even more exciting with the addition of a post-race family fun day and concert with a goal to double our fund-raising this year to \$100,000!

The **CRSS Race for Hope** is dedicated to supporting those in our community affected by brain, head and neck cancers. Proceeds from this year's event will support **two local organizations**: 1) Patient Services at St. Peter's Hospital Cancer Care Center (via a special fund set up through the St. Peter's Hospital Foundation), and 2) Ronald McDonald House Charities of the Capital Region, Inc.

To provide a rewarding experience for the race participants, including lasting memories of helping others in need, we are requesting financial and in-kind donations from the community. Sponsorship of the **CRSS Race for Hope** provides many sponsorship benefits, including:

- Opportunity to positively impact the lives of persons with brain, head and neck cancers and their families.
- Media exposure to hundreds of runners and walkers in the Greater Capital District.
- Publicity in conjunction with the event (e.g. race shirt, website, poster, advertisement, etc)*.

We sincerely hope that you will consider partnering with us by becoming a sponsor of this event. And remember, there are lots of ways for your company to be a part of this community event beyond a sponsorship with options like building a Corporate Team and integrating this 5K into a Healthy Living initiative. Please contact SarahNicole Mahoney at (518) 441-8570 to discuss further.

Sincerely,

SarahNicole Mahoney,
CRSS Race for Hope, Race Director

**Agreement and payment must be received by July 30, 2010 for inclusion.*



Who is Hope?

Hope is the name of every man, woman and child who has to wake up each morning to another day battling their disease. Hope is the name of their spouses and children, their parents, extended family and friends. It is the name of their doctors and related medical providers. It is the name of the scientists and researchers developing new treatments, preventative drugs and diagnostic tools.

Mission

The Capital Region Special Surgery Race for Hope is dedicated to supporting those in our community affected by brain, head and neck cancers.

One in three persons will be diagnosed with cancer some time in their life and it will eventually affect three out of every four families. Cancer is one of the most common chronic diseases in New York State, and is second only to heart disease as the leading cause of death. Thousands of men, women and children, are diagnosed with cancer of the brain and nervous system or cancer of the oral cavity (e.g. tongue, floor of the mouth, gums, lip, tonsil and lower pharynx) annually in New York State.

Proceeds from this year's event will support patients at the St. Peter's Hospital Cancer Care Center via a special fund set up through the St. Peter's Hospital Foundation. St. Peter's provides a comprehensive program that begins with prevention and education and provides the most advanced treatment options, diagnostic testing, medical oncology, radiation therapy, and multiple surgical specialties.

Vision (The 5 Year Plan)

- Continue to raise awareness, increase patient resources and contribute to funding to those affected by brain, head and neck cancers .
- Make this historic race an annual “destination” race for runners throughout New York.
- Increase the number of entrants to 5,000.
- Become an annual “destination” race to include elite runners nationally and internationally.



Our Inspiration: Susan Britain

During my time as a neurosurgeon in Albany, I have taken care of countless patients, all of whom have touched my heart in different ways. None, however, have left as lasting an impression on me as Susan Britain. When asked to choose a patient to serve as an inspiration for our inaugural “Race for Hope”, my decision was easy.

The choice that Susan faced on a February night in 2005 was not at all easy. Our initial meeting was chance—I happened to be on call for the emergency room when I was asked to see a young woman who’d been suffering headaches and nausea for a few weeks. A cat scan had revealed a brain tumor in a critical area, which, left untreated, could be rapidly fatal. Susan listened calmly as I explained her options and how risky the surgery would be. I told her that she might not be the same after the surgery, or worse, that she might not wake up. Susan took a few minutes to be alone with her parents, and they made the courageous decision to proceed with surgery. Not thinking only of herself, she was very concerned that she might miss her sister’s wedding a few weeks later. I promised I would do everything in my power to get her through the surgery. We operated that night.

Susan came through the surgery remarkably well. She willed herself to make a speedy recovery, and only a few weeks after surgery, she stood with her sister on her wedding day. I got to know Susan better during her recovery. We had a great deal in common. We were close in age and her family reminded me of my own. She had spent time working in Pittsburgh, my hometown. We both shared a passion for the Steelers. It was this familiarity that made her strength of spirit all the more remarkable to me.

Susan’s surgery had gone well and we had completely removed the tumor, but studies eventually revealed that it had spread and she was forced to undergo radiation and chemotherapy. I was devastated. She was a woman entering what was supposed to be her prime...much too young to have to face the transience of life. I met with Susan in my office shortly after receiving the news, and once I had spoken with her, I knew that she would put up a fight. For years, she bravely did.

My last meeting with Susan, like my first, was also fate. I hadn’t seen her in many months and then, while walking through the hospital, I saw her father. Susan was in for treatment. She and I talked, but I didn’t know at the time that we wouldn’t see each other again.

I am so incredibly thankful for that last meeting. Even then, only a few months before she passed, she remained positive and strong. Susan was a courageous young woman who loved life and fought for it. It was a privilege having the opportunity to care for her, and a gift to have known her.



Sponsorships Opportunities

We truly appreciate your consideration in participating in this very important, community cause-event. Please note certain sponsor levels are customizable and there are additional opportunities for company name/logo inclusion upon request. To discuss further, please call 518-441-8570.

Sponsor / Coverage	Hope Stage Title (Limited to 1) \$10,000	Gold (Limited to 4) \$7,500	Silver (Limited to 3) \$5,000	Water Stop (Limited to 2) \$2500	First Aid (Limited to 1) \$1000	Inspiring \$1000	Friends \$500	Corporate \$350	Vendor** \$125
PRINT									
Times Union pre-race promotion	x	x	x						
Local/Regional Papers	x	x	x						
5,000 Brochures/Registration Mailers	x	x							
2,000 Posters distributed throughout Capital District	x	x	x						
Print Media Announcements	x	x							
Exclusive representation on flyers, etc.	x	x							
WEB									
Company name and logo on event website "Meet Our Sponsors" page with link to your website	x	x	x	x	x	x	x	x	
Logos included in all online advertising	x	x							
Broadcast/Outdoor									
Name/Logo in all television and/or outdoor advertising	x	x							
Name/Logo in all television news coverage	x								
RACE VENUE									
Title Ownership of stage on signage and in all announcements (Limited to 1)	x								
Banner at start/finish line		x							
Table wrap banner at water stop (Limited to 2)				x					
Banner at mile marker (Limited to 3)			x						
Logo on race t-shirts	x	x	x						
Booth to showcase products/services, including banner display*	x	x	x	x					x
Any promo material you offer to be added to runner race packets	x	x	x	x	x				
Acknowledgement at event by emcee, Benita Zahn	x	x	x	x	x	x	x	x	
RACE PARTICIPATION									
Complimentary entries to race	6	6	4	2	2	2	2	2	
<i>*Sponsor to provide their own banners, tables, chairs, tents</i>									
<i>** Vendor must also sign/complete additional contract, provide appropriate permits</i>									



1. General. This Agreement is entered into this _____ day of _____, 2010 between Capital Region Special Surgery and _____ to set forth the terms and conditions upon which Sponsor agrees to be a local sponsor of Capital Region Special Surgery (referred to henceforth as "CRSS") Race for Hope 2010.
2. Term. This agreement will begin on the effective date set forth above and end on or about September 19, 2010 ("Term").
3. Race Date. CRSS Race for Hope will use its best effort to conduct the CRSS Race for Hope on September 18, 2010.
4. Sponsorship Payment.
5. Race Cancellation. CRSS Race for Hope shall not be responsible for damages that result from delays, postponements or cancellation of the CRSS Race for Hope due to circumstances beyond their responsible control. In the event that the race does not take place, Sponsor's sponsorship fee as set forth above shall be treated as a donation to CRSS Race for Hope and shall not be refunded.
6. Relationship/Entire Agreement. The parties to this agreement have no legal relationship other than as contracting parties to this agreement. This agreement represents the entire agreement between the parties and supersedes any prior understandings or agreements.
7. Indemnity. Each party agrees to indemnify and hold harmless from and against any and all expenses, including reasonable attorney's fees, that the other party may incur by reason of any claim arising out of the indemnifying party's negligence, intentional misconduct performance or failure to perform pursuant to this Agreement, or any service or product sold or provided by the indemnifying party in connection with the Race.
8. Governing Law. This agreement shall be governed by the laws of the State of New York.

AGREED AND ACCEPTED:

SPONSOR CRSS Race for Hope

Signature: _____

CRSS Race for Hope Representative

Signature: _____

Printed: _____

Printed: _____

Date: _____

Date: _____

Sponsorship Level: _____

Payment can be made to: Capital Region Special Surgery (Tax ID# 270135198)
ATT: Race for Hope, 1220 New Scotland Road, Suite 204, Slingerlands, New York 12159

Beneficiaries for 2010 CRSS Race for Hope are:

1. Patient Services at St. Peter's Hospital Cancer Care Center
via St. Peter's Hospital Foundation, a 501 (c)(3) tax exempt corporation (Tax ID# 22-2262982)
2. Ronald McDonald House Charities of the Capital Region, Inc. (Tax ID# 22-2356004)