



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 an inspiring and important event, the **CRSS Race for Hope** on Sunday, October 25, 2009.

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 patients at the St. Peter's Hospital Cancer Care Center via a special fund set up through the St. Peter's Hospital Foundation. This center 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.

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).

Contributions will be graciously accepted any time, up until race day, October 25, 2009 and all packages are custom designed to fit any and all levels of support. However, in order to have your logo displayed on the race t-shirt, etc., commitments must be secured by August 28, 2009.

We sincerely hope that you will consider partnering with us by becoming a sponsor of this event. Please find included with this letter, our event mission and vision statements and the story behind the brave and spirited young woman who inspired us to build this event. If you have any questions, please contact SarahNicole Mahoney at (518) 441-8570.

Sincerely,

SarahNicole Mahoney , Event Chair/Race Director



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.



This Year's Race is Dedicate to the Memory of 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 | Presenting \$7,500 | Training Program \$5,000 | VIP \$2,500 | Kids Fun Run \$2,000 | Water Stop \$1,000 | Inspiring \$500 | Friends \$250 | Corporate \$125 |
|--|--------------------|--------------------------|-------------|----------------------|--------------------|-----------------|---------------|-----------------|
| PRINT | | | | | | | | |
| Times Union pre-race promotion | x | x | | | | | | |
| Times Union post-race sponsor acknowledgement/thank you ads | x | x | x | x | x | x | x | x |
| Local/Regional Papers | x | x | | | | | | |
| 5,000 Brochures/Registration Mailers | x | | | | | | | |
| 2,000 Posters distributed throughout Capital District | x | x | x | x | | | | |
| Print Media Announcements | x | | | | | | | |
| Exclusive representation on flyers, etc. | 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 | | | | | | | |
| TV | | | | | | | | |
| Name/Logo on all TV media coverage prior to event | x | | | | | | | |
| Name/Logo on TV Media Sponsor | x | | | | | | | |
| RACE VENUE | | | | | | | | |
| Banner at start/finish line | x | x | | | | | | |
| Table wrap banner at water stop | | | | | x | | | |
| Banner at mile marker | | | | | | x | | |
| Logo on 3,000 race and volunteer t-shirts | x | x | | | | | | |
| Booth to showcase products/services, including banner display* | x | | | | | | | |
| Any promo material you offer to be added to runner race packets | x | x | | | | | | |
| Acknowledgement during event by emcee, Benita Zahn plus opportunity for CEO or company representative to voice message | x | x | x | x | x | x | x | x |
| RACE PARTICIPATION | | | | | | | | |
| Complimentary entries to race | 5 | 3 | 2 | 2 | 2 | 2 | 1 | 1 |