

2017

Dear Business Leader,

My life changed four years ago when I received a diagnosis of stage 4 pancreatic cancer. I had an extremely intensive surgery with the intent to remove a tumor on my pancreas. Unfortunately, the cancer had spread and the procedure was aborted. In lieu of the procedure, I continue to receive monthly chemotherapy treatments at the Wilmot Cancer Institute. As someone *living with* pancreatic cancer, I ask for your support in fighting this disease that has changed my life and affected my family – my wife of 37 years, my daughter, son and eleven grandchildren...and possibly someone you know. It is time for hope and optimism to be replaced with a cure.

I am honored to serve as this year's honorary chair of the 8th annual *Step It Up! Cure Pancreatic Cancer 5K and Family Fun Day*. The event will be **Saturday, November 18th, 2017** at RIT's Gordon Field House. I invite you to join me in this effort and welcome your participation as a sponsor of the event. We set a \$100,000 goal to benefit the development of a Pancreatic Cancer Center of Excellence at Wilmot Cancer Institute. It will be the first in this region and it will provide a comprehensive approach to fighting pancreatic cancer. As a sponsor of the *Step It Up! Cure Pancreatic Cancer 5K and Family Fun Day*, your business can be proud knowing you are part of making it happen.

Pancreatic cancer has the worst mortality rate of all major cancers—**3 out of 4** diagnosed **die** within the **first year**; only **8% survive beyond five years**. Yet, research efforts toward early detection, treatments to improve quality of life, and finding a cure continue to be the least funded by the National Cancer Institute with only 2% of their budget expended toward giving patients hope.

Due to lack of funding at the national level, researchers rely on the financial support from community fundraisers like PCAWNY's Step It Up! Cure Pancreatic Cancer 5K & Family Fun Day event. PCAWNY relies on the generosity of businesses like yours to help provide the resources necessary to fund critical research and vital to not only giving hope to those diagnosed with pancreatic cancer, but also to improving their quality of life.

Please join me and PCAWNY in making a difference in the lives of those affected by pancreatic cancer. Over the next several days, one of our committee members will contact you to discuss your participation. However, please email us at anytime at info@pcawny.org if you have any questions.



Thank you in advance for helping to create hope and support a cure.

Sincerely,



Michael S. Crumb
2017 Honorary Chair
Step It Up! Cure Pancreatic Cancer 5K & Family Fun Day

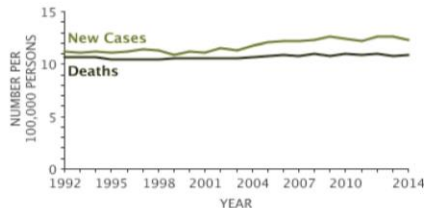
Retired Superintendent of Schools
for the Spencerport Central School District

PANCREATIC CANCER IS VERY AGGRESSIVE; THERE ARE NO EARLY DETECTION METHODS

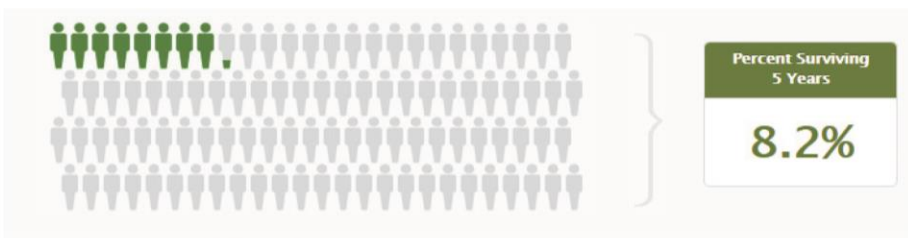
Five-Year Survival Statistics

► At a Glance

Estimated New Cases in 2017	53,670
% of All New Cancer Cases	3.2%
Estimated Deaths in 2017	43,090
% of All Cancer Deaths	7.2%



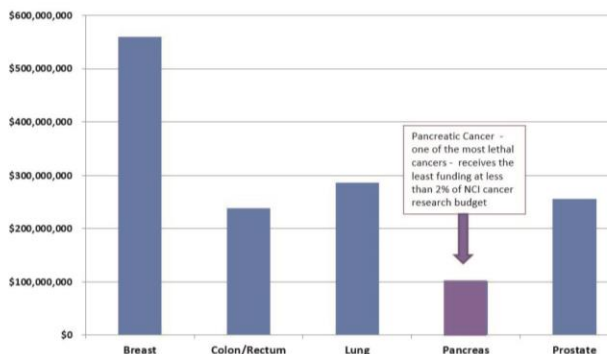
Percent Surviving 5 Years	8.2%
2007-2013	



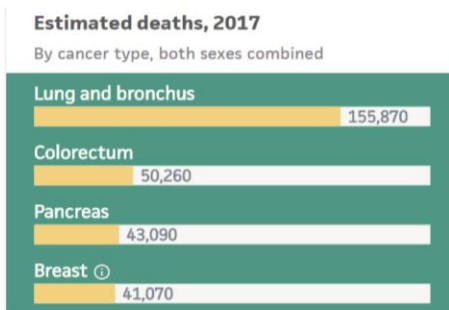
Based on data from SEER 18 2007-2013. Gray figures represent those who have died from pancreas cancer. Green figures represent those who have survived 5 years or more.

- More people die from Pancreatic cancer now than breast cancer. Pancreatic Cancer is third leading cause of cancer deaths in the United States and is anticipated to become the second by 2020.
- 92% of pancreatic cancer patients die within 5 years from their diagnosis; a statistic largely unchanged in the past 40 years.
- Pancreatic cancer is the only one of the top 5 cancer killers that still has a 5-year survival rate in the single digits.
- However, during the same 40-year timeframe, the survival rate for all forms of cancer has risen from 49% to 67%, and some cancer survival rates are now 90% or above.

2013 Data
National Cancer Institute
Total Funded Amount



Pancreatic Cancer continues to be the least funded of all major cancers.



53,670
New
Diagnoses

In 2017

*

3 out of 4
die within
1 Year of
diagnosis

*

5-year
survival rate
only 8.2%

Continues to be the only major cancer with a survival rate in the single digits!

*

Lifetime risk for
Pancreatic cancer
1 in 67

*

Pancreatic Cancer
accounts for
3.2% of
all cancers &
7.2% of all
cancer **deaths**

* Data obtained from <http://seer.cancer.gov/statfacts>, American Cancer Society, the National Cancer Institute's Annual Report to the Nation 1975-2011; www.cancer.gov



STEP IT UP! CURE PANCREATIC CANCER 5K & FAMILY FUN DAY SPONSORSHIP FORM 2017



Company Name: _____

Contact Person: _____

Title: _____ **Phone:** () _____

Mailing Address: _____

City /Town: _____ **State:** _____ **Zip:** _____

Email: _____

Sponsorship Level: \$2,500+ \$1,000+ \$500+ \$250+ Other _____

Donations of any amount as well as gift certificates and merchandise for our raffle are appreciated. PCAWNY is a 501 (c) (3) not-for-profit organization.

Please make checks payable to: Pancreatic Cancer Association of WNY and write "ICI" in the memo area. Mail checks to: PCAWNY, P.O. Box 24580, Rochester, NY 14625-0580.

LOGOS: Please email a high-resolution company logo (**minimum 300dpi JPEG or an EPS file**) to: sponsorship@pcawny.org. *Logos must be received by October 1st.*

QUESTIONS? Email sponsorship@pcawny.org with questions about sponsorship opportunities or about the event.

STEP IT UP 5K WALK SPONSORSHIP BENEFITS	PURPLE PREMIER LEVEL SPONSOR \$2500 and up	GOLD LEVEL SPONSOR \$1000 to \$2499	SILVER LEVEL SPONSOR \$500 to \$999	BRONZE LEVEL SPONSOR \$250 to \$499
WEB PRESENCE				
Company name or logo on website	Logo w/ Hyperlink	Logo w/ Hyperlink	Logo	Name
Pre-event e-mail blasts	X	X		
Exposure on social media	X	X	X	X
EVENT DAY PRESENCE				
Exhibit Space at event	X			
Ability to place your own banner	X			
Recognition from stage	X	X		
On-site signage	Exclusive Signage	Logo	Logo	Name
Inclusion in Video Montage	X	X	X	X
2 complimentary passes for 2017 walk	X	X		
VISIBILITY				
Logo on participant/commemorative promotional giveaway	X			
Logo on event brochure and posters	X			

Together We Are Creating Hope. Supporting A Cure.