

2021

Dear Supporter,

Our 12<sup>th</sup> **Annual Step It Up! Cure Pancreatic Cancer** event is fast approaching. Just as we have done for the past 11 years, we are asking the community to, once again, *Step It Up* with us in the fight against pancreatic cancer!

Given the recent increase in COVID-19 cases, we have made the prudent decision to keep our walk virtual again this year. Even though circumstances have led us to keeping the event virtual, we aren't letting a pandemic stop us from supporting pancreatic cancer patients and their families. We all want to get back to our indoor walk and family fun day when hundreds of people join together in overwhelming support. And, we will return to an indoor event when we believe the risks to the health of participants, and our pancreatic cancer warriors/survivors, is minimized, if not eliminated. However, we are working to organize smaller in-person walks that will also lend themselves to the camaraderie of supporters as well as sponsorship opportunities.

We welcome your participation as a business sponsor of the event (sponsorship levels are attached) or through an in-kind donation for our online auction or participant prizes.

Here's what to expect from this year's event:

- **Virtual Walk** (outdoor, inside, treadmill, stairs, etc.) over a three-week period from **November 1<sup>st</sup> through November 20<sup>th</sup>**.
- **Event Kickoff done through Facebook Live or Zoom Event**
- **Participant Contests** for teams and individuals
- **Virtual celebration concert** with award announcements will close the event on November 20<sup>th</sup>.
- **Sponsorship opportunities** with promotional benefits (*see attached Sponsorship Flyer*)

As we continue to navigate a new "normal" and things continue to change around us, one thing that remains unchanged is the fight against cancer. It is relentless. ***By the end of this year, an estimated 60,430 people will be diagnosed with pancreatic cancer ...48,220 will die ...and sadly just 10% of those diagnosed will live beyond five years.*** During these challenging times, pancreatic cancer patients are faced with additional emotional stress, financial burdens, and health risks as they battle for their lives. With your support, we can help provide critical dollars needed for research that can lead to early detection and improved treatment methods as well as direct patient care support.

Please join me and PCAWNY in making a difference in our community and in the lives of those affected by pancreatic cancer. If you have any questions, I'd be happy to discuss your participation. Email me at the address below anytime.

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

Sincerely,



Mary Ellen Smith  
Executive Director  
mesmith@pcawny.org



**VIRTUAL  
STEP IT UP!**  
Cure Pancreatic Cancer Walk



[pcawny.org/Step\\_It\\_Up\\_5K.html](http://pcawny.org/Step_It_Up_5K.html)

**November 1-20, 2021**

**Walk, run, roll, or stroll**

*Doesn't matter where you walk...Who you walk for matters!*

## SPONSORSHIPS

*Check the box(es) for sponsorship level(s) desired and complete form below.*

*Send Questions & Email Commitment Form to: [sponsorship@pcawny.org](mailto:sponsorship@pcawny.org)*

- VIRTUAL PURPLE RIBBON - \$1,500**  
Sponsorship is for both the virtual kickoff and virtual closing celebration and participation in each. Prominently displayed in event promotions for kickoff and closing celebration and recognition at each; presence on website; acknowledgment in eblasts, and social media recognition.
- WALK WITH A WARRIOR - \$1,000**  
Name/logo on website; acknowledgement at virtual kickoff and closing celebration, eblast acknowledgements, and social media recognition.
- STEPS SPONSOR - \$600**  
Presence on website, social media acknowledgements, recognized in Facebook Event posting; recognition at virtual kickoff and closing celebration; and name/logo prominently displayed on virtual Step Signage for participants to use in their social media showing they walked 60,430 steps. \* Participants who walk 60,430 steps, signifying the number of people diagnosed annually with pancreatic cancer, will be entered into prize drawing.
- WEBSITE - \$500**  
Prominently displayed on website; acknowledged at event's virtual closing celebration; eblasts; social media acknowledgement and recognized in Facebook Event posting.
- TOP FUNDRAISING INDIVIDUAL - \$250**  
Presence on website; social media acknowledgement; listed in Facebook Event posting; and recognition at virtual closing celebration.
- TOP FUNDRAISING TEAM - \$250**  
Presence on website; social media acknowledgement; listed in Facebook Event posting; and recognition at virtual closing celebration.
- TEAM WITH MOST FUNDRAISING MEMBERS - \$250**  
Presence on website; social media acknowledgement; listed in Facebook Event posting; and recognition at virtual closing celebration.
- PHOTO CONTEST - \$150**  
Presence on website; social media acknowledgement; and recognition at virtual closing celebration. \*i.e., best team/individual/kid/pet outfits supporting PCA, best signage for why someone is walking for PCA. Swag bag prize for winners.
- INKIND DONATION** – Products and/or gift cards/certificates are welcome in support of the event. Donating business will be displayed on website. **PLEASE LIST ITEM/VALUE:** \_\_\_\_\_

**NAME:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **ST:** \_\_\_\_\_ **ZIP CODE:** \_\_\_\_\_

**Mail Form with Checks to: Pancreatic Cancer Association of WNY – PO Box 24580, Rochester, NY 14624**