

2016

Dear Member of the Community:

As someone living with pancreatic cancer, I ask for your support in fighting this disease that has impacted my life, thousands of others, and possibly someone you know.

I am honored to serve as this year's honorary chair of the 7th annual **Step It Up! Cure Pancreatic Cancer 5K and Family Fun Day**. The event will be **Saturday, November 19<sup>th</sup>, 2016** at RIT's Gordon Field House. I invite you to join me in this effort and welcome your participation as a corporate sponsor of the event. We set a \$100,000 goal and those dollars will directly benefit local research efforts. Through your support, you will help to significantly impact the health of people in our community.

PCAWNY has committed to donating seed grant dollars—proceeds from our walk over the next five years—toward 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 **7% 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. And we rely on the generosity of businesses like yours to help provide the resources necessary to fund research that is critical to fighting this disease and vital to not only giving hope to those diagnosed with pancreatic cancer, but, also to improving their quality of life.

PCAWNY is an all-volunteer organization comprised of men and women touched by this disease who devote their time to this cause. Please join me and PCAWNY in making a difference in the lives of those also 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](mailto:info@pcawny.org) if you have any questions.

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

Sincerely,



Steven H. Whitman  
2016 Honorary Chair  
Step It Up! Cure Pancreatic Cancer 5K Walk



A CT scan in May of 2010 revealed a perforated colon was causing my acute abdominal pain and diverticulitis. But that wasn't all that the scan showed.

What my doctor said next felt like a punch in the gut. "You have a mass on your pancreas." That can't be, I thought. They have someone's scan. A biopsy of the mass proved to be very late stage neuroendocrine pancreatic cancer (similar to the type Steve Jobs had).

The mass continued to grow. It consumed my pancreas and had grown into the wall of my stomach and affected other organs. The blood supply to my liver was being cut off. Chemo and radiation were not effective for this form of cancer—surgery was my only option. I had been encouraged by doctors to not give up hope and that I was a candidate for pancreas surgery.

Until then I was very healthy and in excellent physical shape from being an avid swimmer. I underwent surgery on June 30, 2010; it was the day of my rebirth. Three years later, small lesions appeared in my liver and I began cancer cell inhibitor infusion treatments, which I continue to receive every three weeks.

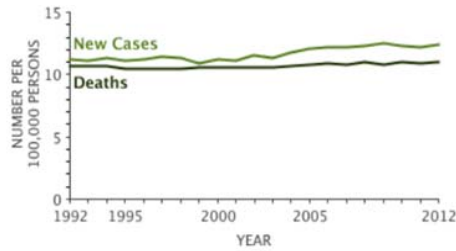
For the past three years, I have learned how to live with cancer.



I will not allow it to stop me from living and enjoying life. I do things I never dreamed of.

**I turn 64 this year and it's also my 5<sup>th</sup> bonus birthday!**  
- Steven H. Whitman

Estimated New Cases in 2015	48,960
% of All New Cancer Cases	3.0%
Estimated Deaths in 2015	40,560
% of All Cancer Deaths	6.9%

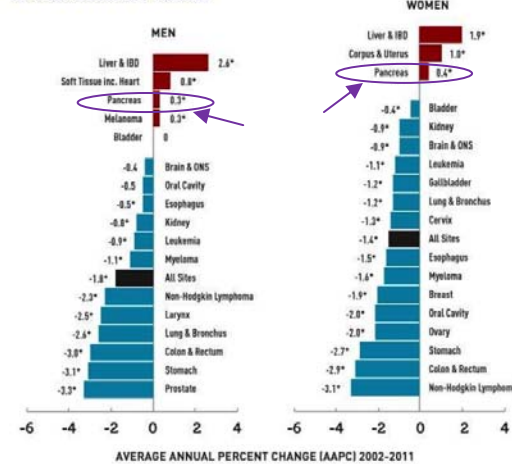


**Number of New Cases and Deaths per 100,000:** The number of new cases of pancreas cancer was 12.4 per 100,000 men and women per year. The number of deaths was 10.9 per 100,000 men and women per year. These rates are age-adjusted and based on 2008-2012 cases and deaths.

**Lifetime Risk of Developing Cancer:** Approximately 1.5 percent of men and women will be diagnosed with pancreas cancer at some point during their lifetime, based on 2010-2012 data.

- Pancreatic cancer is currently the third leading cause of cancer deaths in the United States and is anticipated to become the second by 2020.
- Based on the changing demographics of the U.S. population and changes in the incidence rate and death rate, the number of new cases of pancreatic cancer will increase more than two-fold, and the number of deaths will increase 2.4-fold by the year 2030.
- 93% 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.

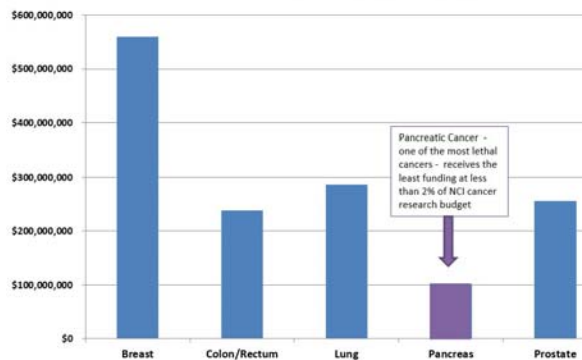
**NATIONAL CANCER INSTITUTE  
10-YEAR MORTALITY TRENDS**



\*AAPC is significantly different from zero (p<.05).

Source: Annual Report to the Nation on the Status of Cancer 1975-2011  
www.cancer.gov

**2013 Data  
National Cancer Institute  
Total Funded Amount**



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

over  
**48,000**  
**Diagnosed**  
Annually

\*

**3 out of 4**  
will **die**  
within **1<sup>st</sup> Year**  
of diagnosis

\*

Lifetime risk for  
Pancreatic cancer  
**1 in 67**

\*

Pancreatic Cancer  
accounts for  
**3%**  
of **all cancers**  
**7%** of all cancer  
**deaths**

\*

**5 year**  
**survival rate**  
**only 7%**  
Continues to be the only  
major cancer with a  
survival rate in the  
single digits!



# STEP IT UP! CURE PANCREATIC CANCER 5K & FAMILY FUN DAY SPONSORSHIP FORM 2016



**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Phone:** (      ) \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City /Town:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsorship Level:**    \$2500+    \$1000+    \$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](mailto:sponsorship@pcawny.org).  
*Logos must be received by September 1st.*

**QUESTIONS?** Email [sponsorship@pcawny.org](mailto: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
<b>WEB PRESENCE</b>				
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
<b>EVENT DAY PRESENCE</b>				
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 2016 walk	X	X		
<b>VISIBILITY</b>				
Logo on participant/commemorative promotional giveaway	X			
Logo on event brochure and posters	X			

## Help Create Hope. Support A Cure.