

February 2010



Dear Sponsor:

Before my wife Jodi Lou died from lung cancer, I made her a promise: to try and never let another child lose their parent to lung cancer. ***Will you help me and the many others affected by lung cancer?***

Please consider sponsoring the **3rd Annual Jodi Lou Lung Cancer 5K Run/Walk** on Saturday June 12, 2010 at Oak Bank in Fitchburg. All proceeds from the run/walk will be donated to the Jodi Lou Lung Cancer Foundation, and in turn support lung cancer research at the UW Carbone Cancer Center.

As you may already know...

- Someone dies from lung cancer every three minutes.
- Lung cancer kills more people every year than do breast cancer, colon cancer, and prostate cancer, combined.
- Like Jodi, fifteen percent of persons diagnosed with lung cancer never smoked. This translates into approximately 33,000 people in the US each year.

Yet, due to the stigma associated with lung cancer as a self-induced disease, research funding for lung cancer is disproportionately low compared to that for other cancers.

Your organization has the chance to make a considerable difference in the fight against lung cancer, the deadliest cancer, by supporting the annual Jodi Lou Run/Walk. More than 700 people have participated in this event the past two years, and our numbers continue to grow, and more importantly we have raised more than \$60,000 to support lung cancer research! But, we need YOUR help to further this cause. We sincerely hope you will partner with us in the fight against lung cancer, the deadliest cancer of all.

Please help me keep my promise to my wife and the many others affected by lung cancer.

Sincerely,

Ray Rickert

President

Jodi Lou Lung Cancer Foundation, Inc.

"I never DREAMT... now I DREAM..."

www.jodilou.org

The Jodi Lou Lung Cancer Foundation is a non-profit organization with section 501(c)(3) status for tax purposes, and is governed by a Board of Directors.



3rd Annual Jodi Lou Lung Cancer 5K Run/Walk Saturday, June 12, 2010 Sponsorship Form



Sponsorship Opportunities:

\$10,000+ Major Sponsorship Level: (Jan 31st deadline)

- Everything below plus major sponsor designation in all media – contact Ray Rickert (608)445-8190 or info@jodilou.org

\$1000 Sponsorship Level:

- Your company logo placed on:
 - Run/walk t-shirts
 - Jodi Lou website
 - Race brochure (Jan 31st deadline)
 - Full page thank you ad in the Wisconsin State Journal's Celebrations section
- Sponsorship plaque to display at your business
- Opportunity to set up display booth at event and distribute promotional items
- Company banner to be displayed at race (you supply)
- Your company will receive two free passes to participate in the run/walk.

\$500 Sponsorship Level:

- Your company logo placed on:
 - Run/walk t-shirts
 - Jodi Lou website
 - Race brochure (Jan 31st deadline)
 - Full page thank you ad in the Wisconsin State Journal's Celebrations section
- Opportunity to set up display booth at event and distribute promotional items(add'l \$100)
- Your company banner to be displayed at race (you supply)
- Your company will receive two free passes to participate in the run/walk.

\$250 Sponsorship Level:

- Your company name placed on:
 - Run/walk t-shirts
 - Jodi Lou website
 - Full page thank you ad in the Wisconsin State Journal's Celebrations section
- Your company will receive two free passes to participate in the run/walk.

Please complete this form and return with contribution to: Jodi Lou Lung Cancer Foundation, PO Box 46526, Madison, WI 53744. (Please make a photocopy of this form for your records.)

SPONSOR LEVEL:

<input type="checkbox"/> Gold: \$1,000	<input type="checkbox"/> Silver: \$500	<input type="checkbox"/> Bronze: \$250
<input type="checkbox"/> Major: \$10,000	<input type="checkbox"/> Silent Auction Donation	<input type="checkbox"/> In Kind

VALUE OF CONTRIBUTION:

- 1. Cash \$ _____
- 2. In-Kind (item/service) \$ _____ (Fair Market Value)
- 3. Silent Auction (item/service) \$ _____ (cash value)
- Total Contribution** \$ _____

Description of item/service (Include size, color, model, dimensions, etc. and attach photo if possible.)

Name of Company, Institution, or Individual: _____

Contact Person: _____ **Title:** _____

Address: _____ **City, State, Zip:** _____

Phone Number: _____ **Fax:** _____

E-Mail: _____

Please make check payable to: **Jodi Lou Lung Cancer Foundation (Full payment is due April 15, 2010)**

Total Payment Enclosed \$ _____ Partial Payment Enclosed \$ _____

Send company logo file (eps or pdf format if possible) to: info@jodilou.org

Your support is sincerely appreciated. Proceeds benefit lung cancer research at the UW Carbone Comprehensive Cancer Center in Madison, WI. Donations are tax deductible to the full extent allowed by law. The Jodi Lou Lung Cancer Foundation is a non-profit organization with section 501(c)(3) status for tax purposes, and is governed by a Board of Directors.

Together, we will continue Jodi's dream and make strides towards lung cancer research. Thank you for supporting the Jodi Lou Foundation and hope to see you on June 12th!

-The Jodi Lou Lung Cancer Foundation