



JOIN US FOR A
SUMMER EVENING CELEBRATION
"BIG TOP AT
THE BOWERY"

HONORING CANCER PATIENTS
SURVIVORS AND THEIR CAREGIVERS

TO BENEFIT CANCER101

TUESDAY, JUNE 30, 2009
THE BOWERY HOTEL
NEW YORK, NEW YORK

CANCER101® Inc., a 501(c)(3) nonprofit

Executive Director: Monica Knoll

250 West 19th Street, Suite 4E, New York, NY 10011

T: (646)638-2202 F: (646)349-3035 E: MKnoll@CANCER101.org W: CANCER101.org

EVENT DESCRIPTION

CANCER101 will kick off the summer with a colorful and joyous cocktail event celebrating cancer survivors and their caregivers. 300+ guests will enjoy specialty cocktails and hors d'oeuvres. An exclusive live and silent auction will be on hand as well. Guests will be able to enjoy the CANCER101 lounge while educating themselves about our cause. Our theme and décor's inspiration comes from the excitement and energy of the circus.

CANCER101's fundraisers are known for their always sold-out, sophisticated and professionally-run events. Photos throughout this sponsorship package represent guests from 2008 and 2007 fundraisers.

Reach: CANCER101 and the Board of Director's philanthropic friends, C-level decision makers and influencers. A strong event committee will ensure our event will have a prominent guest list.

Demographics: Men/Women: 50/50 / Age: 25 to 50 / Average Household Income \$85,000+

Past Event Sponsors: Bowne LLC, Columbus Avenue Consulting, Deutsche bank, EarlyBirdCapital Inc., Genentech, Gerald and May Ritter Foundation, Grant Thornton LLP, Greater New York Hospital Association Ventures, Inc., Life Medical Technologies, Marquis Jets, Martha Stewart Flowers, Tom Ford Fragrance, Lehman Brothers, Mercedes-Benz of Manhattan, NYU Cancer Institute, Schering-Plough Corporation, Vineyard Vines. Moet Hennessey USA, Belvedere Vodka, Heineken and Amstel Light.

Past Auction Donors: Bvlgari, Cartier, David Yurman, Olympic Airways, VIP tickets to Hard Rock Café's private Melissa Etheridge concert, American Idol, J.Crew, Warren-Tricomi Salon, Nu Kitchen, People Magazine, Dr. Copeland Skincare, Completely Bare, Crown Plaza Hotel, POSH salts and many, many more.

We anticipate many of the above sponsors and auction donors will join us again this year.



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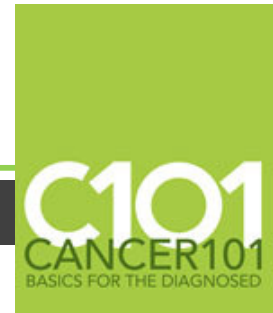
THE DETAILS



Date	Tuesday, June 30, 2009
Location	The Bowery Hotel, New York, NY
Special guests	Hoda Kotb, The Today Show Patrick McMullen, Celebrity Photographer
Sponsors	Amgen, Genentech, The Greater New York Hospital Association <i>Many others pending</i>
Timeline	7:00 PM: Guests arrive 8:30 PM: Speakers / Thank you to our sponsors / Live Auction 11:00 PM: The evening adjourns
Music	D.J.
Tickets	29 year and under: \$125 30 and up: \$150 C101 Friends: \$300
Auction Items to Date	Celine Bag, MoMa package, Private tour for 4 and lunch at the Metropolitan Museum, private tour for four at Sotheby's, Bedding by Hastines, Malia Mills swimsuit and fitting. Many more items to come.
How to purchase tickets	Tickets are available for purchase at www.CANCER101.org or by calling the event hotline: (646)366-8172
Attire	Festive summer cocktail attire

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SPONSORSHIP OPPORTUNITIES

Greatest Sponsor on Earth! \$10,000

68% tax deductible

= **donation of 500 planners to cancer patients and their families**

- Category exclusivity
- Sole sponsor for the CANCER101 Lounge
- Sole logo on tee-shirts for all 350 event guests
- Company logo headlining on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Signage in the C101 lounge
 - Corporate logo on logo loop on prominently placed flat screens
- Logo, link and a 50 word description about your company included on every acknowledgement/thank you note for ticket purchases, auction items or donations resulting from the event.
- **20 Friends of C101 level tickets**
- **Seating in the Ring Master's Lounge**
- Mention in all press releases along with a 50 word description about your company.
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 75)

Three Ring Sponsor \$2,500

68% tax deductible

= **donation of 125 planners to cancer patients and their families**

- Third-tier company name on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Corporate logo on logo loop on prominently placed flat screens
- **6 Friends of C101 level tickets**
- Mention in all press releases
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 75)

Cotton Candy Sponsor \$1,500

68% tax deductible

= **donation of 75 planners to cancer patients and their families**

- **4 Friends of C101 level tickets**
- Logo on logo loop on prominently placed flat screens
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 75)

Big Top Sponsor \$5,000

68% tax deductible

= **donation of 250 planners to cancer patients and their families**

- Second-tier company logo on all event materials to include:
 - E-mail blasts to 8,000 (up to 10 blasts)
 - Prominent on-site signage
 - Signage in the Sponsors' Reception lounge
 - Corporate logo on logo loop on prominently placed flat screens
- Logo, link and a 25 word description about your company included in every automatic e-mail reply to those who purchase the tickets online
- **10 Friends of C101 level tickets**
- **Seating in the Ring Master's Lounge**
- Mention in all press releases plus 25 word description
- Gift bags for all sponsors and their guests
- Give-away opportunity for gift bags (an estimated 75)

In-kind sponsorship opportunities!

Auction and gift bag items: We are seeking sought-after, luxury items for our live and silent auctions as well as items for our 75 gift bags.

Liquor: We are seeking liquor sponsors for 350 guests.

Tee-shirts: We are seeking a company to donate 350 men's and women's tee-shirts (150 each). The tees must be high quality.

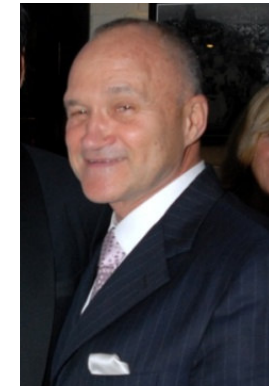
In exchange for your support, your company will receive sponsorship level recognition equivalent to its retail value.

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CANCER101'S FRIENDS AND PRESS

CANCER101's Public Relations is in great hands!

Susan Shin of Shin Advisors, LLC is teaming up with Nichole Wright of Bon Vivant LLC to bring our cause, event and sponsors great exposure. Press outreach will include prominent local and national television, print and internet media.



NYC Police Commissioner Raymond W. Kelly attending CANCER101's 2008 benefit



Monica Knoll and Carl Banks, 2 time Giant's Super Bowl winner at the C101 2008 Golf Classic



Martha Stewart and Monica Knoll on The Martha Stewart Show 2007



Chevy Chase and Monica Knoll at a 2008 benefit



Visit CANCER101.org to see all our recent press

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A LETTER FROM CANCER101'S FOUNDER AND EXECUTIVE DIRECTOR



A few years ago I read a poll in the *New York Post* that asked their readers what were the words they feared hearing the most. The number one response was “you have cancer.”

I am a three-time cancer survivor and I live my life as if my cancer is a chronic disease and not a death sentence. With advances in treatment options, many healthcare professionals and survivors consider **cancer as a part of life** and not the end of life. But in order for us to stay well, we need to take control of our diagnosis and manage our care.

Dr. Harold Benjamin, founder of The Wellness Community, states: “**Patients who participate in their fight** for recovery along with their healthcare team, rather than acting as hopeless, helpless, passive victims of the illness, **will improve the quality of their lives and may enhance the possibility of recovery.**”

Our ten-year planners give patients hope and a feeling of control because they include the tools needed to create and maintain a cancer battle plan. In 2008/9, we gave away over 20,000 free planners to over 400 prominent cancer centers to give to their patients in need. That's a 75% increase over last year! We could not expand this essential resource without the support of our sponsors and donors.



Due to demand, we are expanding our resource to help those with any cancer, not just those with breast cancer.

Your contribution to our spring event (or a direct donation to our program) will benefit cancer patients and their caregivers, those unsung heroes who help their loved-ones battle their cancer.

Thank you for taking the time to review our proposal. We look forward to seeing you at what promises to be a festive kick-off to the summer. On behalf of all those in need of the CANCER101 planner, we thank you in advance for your support.

Executive Director/Founder/Survivor

The CANCER101® (C101) Mission: To empower people with breast cancer, survivors, caregivers and those affected by breast cancer to take control of their diagnoses by providing them with the necessary armor they need to fight this disease: organizational tools and resources that meet their individual needs. We meet patients on the front line and turn what is often a chaotic experience into a calm plan of attack.



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SPONSOR AND DONATION FORM

On behalf of _____ company, I _____ am committed to supporting CANCER101 Inc. with the following:

- Sponsorship level: (please circle one):
 - Greatest Sponsor on Earth \$10,000; Big Top Sponsor \$5,000; Three-Ring Sponsor \$2,500 Cotton-Candy Sponsor \$1,500
- In-kind product/services: _____ equal to a financial contribution of \$ _____
- Auction item: _____ with a retail value of \$ _____
- I would also like to purchase additional tickets: _____ \$300 Friends of C101; _____ \$125 for those 29 and under; _____ \$150 for those 30+
- I can not attend but would like to contribute \$ _____.

I understand my tax-deductible donation will be considered a direct donation to CANCER101, a legal 501(c)(3) nonprofit organization.

<i>Print name:</i>	<i>Signature:</i>	<i>Date:</i>
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Payment options:

- Pay online:** go to CANCER101.org to pay by credit card
- Pay by phone:** Call (646)366-8172 to pay by credit card over the telephone
- Pay by fax:** Fill out the information form below and fax to C101 at 646-349-3035
- Pay by mail:** Fill out the form and mail, along with a check, to CANCER101 Inc.

Deadlines:

- Sponsors: Printed invitations**
- Auction items:** Friday, June 26th

Delivery information: Call 646-638-2202 for address to deliver auction items
Logo requirements: EPS format

E-mail logos to: Aracely at Aracely@CANCER101.org

If mailing a check, it must be received by CANCER101 no later than 6/22/09

Contact name:		Payment amount:	\$
Company name:		A check made payable to CANCER101 Inc. <input type="checkbox"/> is enclosed <input type="checkbox"/> will be mailed	
Street address:		Circle credit card: MasterCard and Visa preferred , AMEX accepted	
Telephone:		Credit Card#:	
Fax:		Expiration date:	
E-mail:		Signature:	

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