



July 2011

Dear potential sponsor and community leader:

We invite you to be a sponsor of our eighth annual "Movin and Groovin 5k" event presented by Anthem Blue Cross and Blue Shield. This 5K run and 2-mile walk for pancreatic cancer will take place on Saturday, August 27, 2011, at Dorey Park in Richmond, Virginia. The purpose of our event is to raise awareness and funds for the fight against pancreatic cancer.

The 2010 Movin'and Groovin' Run/Walk event was a very successful race with 440 participants and over \$12,000 was raised (www.movinandgroovin5k.org). The day included a kids' fun run, as well as entertainment by DJ Luke Gipson, Sheri the Clown, PT Moonwalks and juggler Jonathan Austin.

About Pancreatic Cancer

Pancreatic cancer is the fourth leading cause of cancer death in the U.S., and over 42,470 Americans will be diagnosed with it this year alone. For patients receiving a pancreatic cancer diagnosis, the five-year survival rate is only five percent - the lowest survival rate of all major cancers. Pancreatic cancer is difficult to diagnose and once spotted, there are few treatment options available. Despite these facts, pancreatic cancer receives the least amount of federal research funding among major cancer killers.

In 2010, 930 people died from pancreatic cancer in Virginia. Death rates from pancreatic cancer are still rising, and the main reason is lack of resources to develop proper diagnostic tools and more effective therapies to achieve higher survivability rates, and ultimately, find a cure. Less than 2% of the National Cancer Institute's (NCI) budget is allocated to pancreatic cancer research.

Please join us in our fight and help others in their courageous fight against pancreatic cancer! There are four ways you can help.

Platinum Sponsor (\$1,000)

- Recognition on run/walk t-shirt; (if sponsorship is received by August 1, 2011)
- Recognition on the sponsor banner displayed at the event
- Recognition on the sponsor flyer distributed at the event
- Recognition on the Movin' and Groovin' 5k website
- 2 free event entries for the race

Gold Sponsor (\$500)

- Recognition on run/walk t-shirt; (if sponsorship is received by August 1, 2011)
- Recognition on sponsor banner displayed at the event
- Recognition on the sponsor flyer distributed at the event
- Recognition on the Movin' and Groovin' 5k website

Silver Sponsor (\$250)

- Recognition on sponsor banner displayed at the event;
- Recognition on the sponsor flyer distributed at the event
- Recognition on the Movin' and Groovin' 5k website

In-Kind Donations (printing, bagels, donuts, coffee, tents, tables, water, beverages, food, as well as raffle and door prizes: gift certificates, services and merchandise)

- Recognition on sponsor banner displayed at the event;
- Recognition on the sponsor flyer distributed at the event.
- Recognition on the Movin' and Groovin' 5k website

All sponsorships, whether monetary or in-kind, are tax-deductible to the extent of the law (Movin and Groovin 5k is a 501(c)(3) organization, tax (ID# 27-1703090). Please make checks payable to "Movin and Groovin 5k". The mailing address is Movin & Groovin 5K c/o Douglas Auerbach 10608 Copperfield Place Midlothian, VA 23113.

Join us at the run/walk!

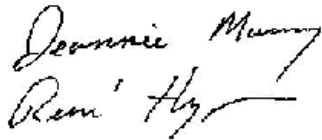
You can participate as a runner, walker, volunteer or vendor. If you would like to participate as a vendor, please call Jeannie Murray at 804-501-5121.

Sign Up Today!

If you would like additional information on sponsoring the walk, contact Rene Hypes @ 804-233-8453 or info@movinandgroovin5k.org.

Thank you very much for your consideration.

Sincerely,



Jeannie Murray (in memory of Bruce Murray)
René Hypes (in memory of Anne Velez)

