



2nd Annual Get Your Rear in Gear 5K Run/Walk

to benefit

21st Century C.A.R.E. & the Colon Cancer Coalition

in Support of Colorectal Cancer

Hammond Stadium, Fort Myers, FL

March 24, 2012

8:00 am

Sponsorship Information

Hosted by:
The Colorectal Institute



Event Chairperson
Janette Gaw, M.D.



Event Co-Chairperson
Vera Owens



A letter from the Physicians of the Colorectal Institute

Dear friends,

Here are the facts:

- Colorectal cancer is the second most common cancer.
- Colorectal cancer is the second leading cause of cancer deaths in the country.
- Colorectal cancer is preventable.
- Colorectal cancer is treatable.

No one should die of colorectal cancer. As colorectal surgeons, we hear it all the time: "But, doc, I eat well, I exercise, I don't have a family history, and I feel great. How can this happen to me?" Others had symptoms but had no resources; they did not seek medical attention.

Our goal is to raise awareness on the importance of screening and also to help patients in our community undergoing treatment for colorectal cancer. We are very fortunate to form a partnership with 21st Century C.A.R.E and with The Colon Cancer Coalition who also share these same goals. Together, we are organizing the Get Your Rear In Gear 5K run/walk in Fort Myers. We thank you for considering a sponsorship of this very important event.

Sincerely,

Valerie Dyke, MD, FACS, FASCRS

Janette Gaw, MD, FACS, FASCRS

Nagesh Ravipati, MD, MS, FRCSEd

Jeff Neale, MD

A letter from the President of 21st Century C.A.R.E.

21st Century C.A.R.E. is an organization dedicated to cancer patients. We were founded in 1996 and have been growing ever since. Our mission is to provide financial assistance to cancer patients in need, provide cancer education at the community level to patients, cancer care providers and the general public, to support cancer research and to conduct cancer screenings.

Every year in Southwest Florida we go into the community to conduct a number of screening programs, including for skin, colorectal, and prostate cancers. We also have a weekly cancer support group and hold an annual lecture series pertaining to cancer for doctors, nurses, social workers, clergy, the public and other interested parties. Our popular financial assistance program provides help for cancer patients in need for expenses such as transportation to their doctor appointments, groceries while under treatment, medical supplies, temporary housing, child care, and other incidental expenses related to cancer care. Our belief is that by not having to worry about these necessities, cancer patients can concentrate on what is really important – beating their disease.

Funds raised from the 1st Annual Get Your Rear in Gear Event has allowed us to provide colorectal cancer screenings, biopsies, surgeries and follow up care to people in Southwest Florida who otherwise would not have been able to afford such care. Together, we can help eradicate colorectal cancer. Thank you for your support!

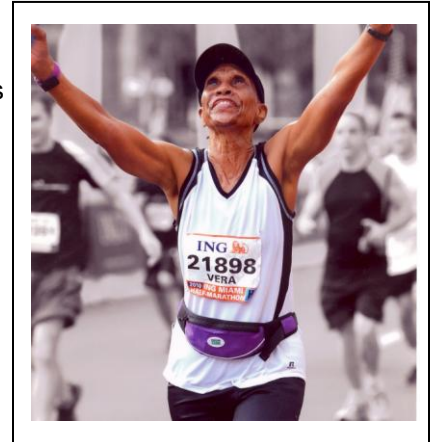
Sincerely,

Solomon Agin, D.D.
President & Chairman of the Board, 21st Century C.A.R.E.

Get Your Rear in Gear in Southwest Florida

The idea for a 5K run in Fort Myers came about when Vera Owens was diagnosed with colon cancer. Vera's mother died of colon cancer, and Vera knew she was at high risk for the disease as well. She had been getting screening colonoscopies every two years, when in 2009 a cancerous tumor was found. She was referred to Dr. Janette Gaw, a board-certified colorectal surgeon with the Colorectal Institute in Fort Myers. Luckily, the cancer was caught early, and after having surgery Vera didn't need chemotherapy or any other kind of further treatment. During her visits with Dr. Gaw, Vera discovered that she and Dr. Gaw had something in common: both are avid runners.

During a conversation in the hallway with Dr. Gaw one day, Vera mentioned to her that she would like to do something to help other colon cancer patients, and the idea for a run was born. Dr. Gaw eagerly agreed to participate as Event Chairperson, saying "I can do both things I love to do: cure colon cancer and run".



Since both Dr. Gaw and Vera know firsthand the value of screening for colorectal cancer, they wanted the funds raised to be used to educate people about colorectal cancer screening and to provide free screenings and follow up care to people in Southwest Florida who otherwise wouldn't be able to afford such care. Most of all, Vera and Dr. Gaw want to use their experiences to help save lives in the local community.

A letter from the founder of Get Your Rear in Gear

Thank you for your interest in supporting the colon Cancer Coalition and Get Your Rear in Gear 5K event. Your support helps us to raise awareness of the nation's number two cancer killer and to provide colon cancer screenings that will save lives. Get Your Rear in Gear events continue to gain significant attention in the media, medical, political and business communities. By partnering with us, you become part of a strong group of community leaders. On both the local and national level, our investment partners are recognized for their support of this important cause.

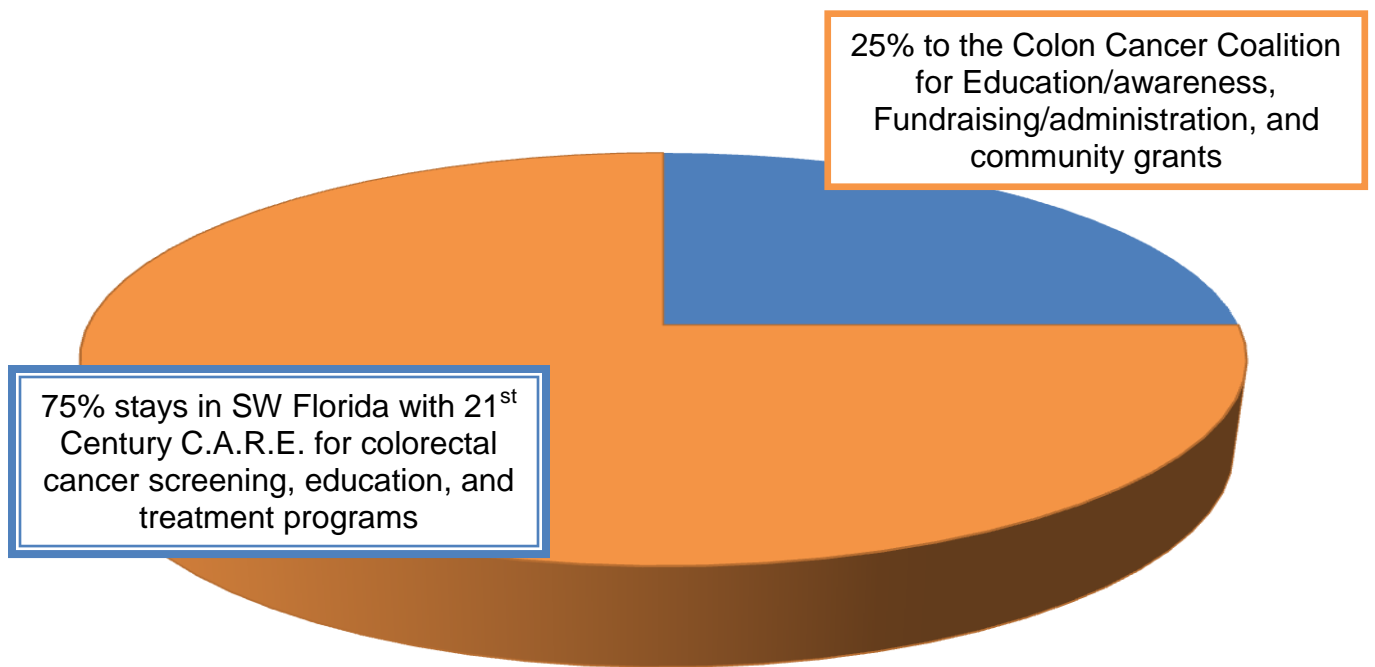
Our goals for each event include maximizing participant numbers through public service announcements, media partnerships and grassroots networking, marketing efforts that include social media such as Facebook, Twitter and YouTube, developing new incentives for team building to increase fundraising dollars and increase event participation, and event invitations to political, medical and business leaders to increase media attention and awareness. Each of these steps helps us to bring an important message to the community: colon cancer screening saves lives. After each event 75% of funds raised stay in the community for treatment, screening or awareness programs. In this way, patients, family members, and residents of the community continue to benefit from the Get Your Rear in Gear event throughout the year.

We can't do any of this important work without the support of our generous sponsors. We hope that you join us in our efforts. Thanks you for your time and consideration and please do not hesitate to contact me if I can provide any further information.

Sincerely,

Kristin Tabor
President and Founder
Get Your Rear in Gear Events

Where the Money Goes



75% stays local

Sponsorship Levels

Platinum sponsor \$5,000

- Platinum Sponsor reference in all press releases and promotional materials
- Participation in start ceremony
- Opportunity to provide participant gift
- Two premium course sponsorships with signage
- Recognition at awards ceremony
- Name and/or logo prominently displayed at the event
- Name and/or logo prominently displayed on our website
- Name and/or logo prominently listed on race t-shirts
- Inside full front or back cover ad in event program booklet

Gold Sponsor \$2,500

- Gold Sponsor reference in selected press releases and promotional materials
- Opportunity to provide player gift
- Two course sponsorships with signage
- Recognition at awards ceremony
- Name and/or logo prominently displayed at the event
- Name and/or logo prominently displayed on our website
- Name and/or logo prominently listed on race t-shirts
- Full page in event program booklet

Silver Sponsor \$1,000

- Silver Sponsor reference in selected press releases and promotional materials
- Opportunity to provide player gift
- One course sponsorship with signage
- Recognition at awards ceremony
- Name and/or logo displayed at the event
- Name and/or logo displayed on our website
- Name and/or logo listed on race t-shirts
- Half page ad in event program booklet

Bronze Sponsor \$500

- One course sponsorship with signage
- Recognition at awards ceremony
- Name and/or logo displayed at the event
- Name and/or logo displayed on our website
- Name listed on race t-shirts
- Quarter page ad in event program booklet

Course Sponsor \$250

- One course sponsorship with signage
- Name and/or logo displayed in the clubhouse
- Name and/or logo displayed on our website
- Quarter page ad in our event program booklet

Breakfast Sponsor \$150

- Name and/or logo displayed at the breakfast table
- Name and/or logo displayed on our website
- Quarter page ad in event program booklet

Participant Gift Sponsor \$150

- Name and/or logo displayed in the clubhouse
- Name and/or logo displayed on our website
- Quarter page ad in event program booklet

Event Program Advertising

- Full page ad **\$250**
- Half page ad **\$150**
- Quarter page ad **\$100**

Vendor Booth \$250

- Space will be provided for a vendor display
- Vendors must provide all materials (tent, table, chairs, etc.)

Deadline for Sponsorships is February 24, 2012

Yes! I would like to contribute to the fight against colorectal cancer

I would like to sponsor the 21st Century C.A.R.E./Get Your Rear in Gear event at the following level:

- | | | | |
|-----------------------------------|---------|--|-------|
| <input type="checkbox"/> Platinum | \$5,000 | <input type="checkbox"/> Breakfast | \$150 |
| <input type="checkbox"/> Gold | \$2,500 | <input type="checkbox"/> Gift | \$150 |
| <input type="checkbox"/> Silver | \$1,000 | <input type="checkbox"/> Full page ad | \$250 |
| <input type="checkbox"/> Bronze | \$500 | <input type="checkbox"/> Half page ad | \$150 |
| <input type="checkbox"/> Course | \$250 | <input type="checkbox"/> Quarter page ad | \$100 |

Vendor booth \$250 Type of vendor (ie. food): _____

In-kind donation: _____

In memory of: _____

Company Name

Contact Name

Address, City, State, Zip

Phone

E-mail address

I would like to pay by:

Check: Please make checks payable to 21st Century C.A.R.E.

Credit card: _____
Credit card number Exp Date Security code

Signature

Please send your ad and/or logo to Rudi Ross at ross@rtsx.com. Phone: (239) 938-9315
All ads and logos are due by February 24, 2012

Please return this form with payment to: 21st Century C.A.R.E.
2234 Colonial Blvd.
Fort Myers, FL 33907
Fax: (239) 938-9399

You can also make a secure on-line donation at www.21stcenturycare.org.

Thank you!

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