



strength. passion. focus.

## Jack H. Marston II Melanoma Fund

P.O. Box 436 Glen Ellyn, IL 60138-0436

[www.jacksfund.org](http://www.jacksfund.org)

July, 2009

We celebrate the 6<sup>th</sup> annual "This Run for Jack" 5k run/walk in Glen Ellyn this year! We invite you to help sponsor this time-honored event of hope and healing in the fight against cancer.

Why will your sponsorship mean so much?

By helping to underwrite the cost of hosting the event, **your contribution will allow 100% of each participant donation to drive vital research and early detection/awareness programs approved or provided by Jack's Fund.** With melanoma cases sharply rising, especially in the demographics of teens and athletes, and the risk of over exposure to the sun affecting each and every one of us, efforts to increase research funding and to develop awareness programs is critical.

Moreover, your support will provide hospitality and a sense of community to families who face this deadly disease each day. Here is an excerpt from a recent note that illustrates the mission and spirit of "This Run's For Jack":

***"My husband, Tim, lost his courageous 2 ½ year battle with melanoma on December 10, 2008. This disease took a 45-year-young husband and father of nine-year-old twin boys. He fought his hardest and faced every treatment with a positive spirit and utmost determination. In our 3<sup>rd</sup> year participating in the "This Run for Jack," Tim made it the whole way that day. He walked about 1 mile of it and then his best friend, Jeff, pushed him in his wheelchair the rest of the way. It's hard to believe that less than two months later he was gone. Through Jack's Run we found Dr. Richard's office. I believe that because of the excellent care Tim received there, we were able to have more than a year longer than we originally thought with Tim. I feel this program and Jack's Run is getting the word out and I applaud all who help with this cause. Melanoma is frightening and aggressive, and early detection and awareness are key. Thank you for all your efforts."***

We realize these are difficult economic times, but we need your support to enable "This Run's for Jack" to continue to play an important role in the local and melanoma communities. Research, prevention, education and awareness saves lives. Your sponsorship will make a difference.

Please review the enclosed overview of Jack's Fund activities and the sponsorship opportunities for this year. We look forward to your participation. Thank you!

With hope,

Sharon A. Marston, President  
and The JHM II MRF Board of Directors

## A Race For Hope and Healing

**6th Annual "This Run's For Jack"**  
October 18, 2009 Glen Ellyn, Illinois

We invite you to help sponsor this time-honored event of hope and healing in the fight against cancer. By helping to underwrite the cost of hosting the event, your contribution will allow 100% of each participant donation to drive vital research and early detection/awareness programs approved or provided by Jack's Fund. With melanoma cases sharply rising, especially in the demographics of teens and athletes, and the risk of over exposure to the sun affecting each and every one of us, effort to increase research funding and to develop awareness programs is critical.

### Race Highlights

- 1700 Runners and Walkers
- 300 Volunteers
- Free Skin Cancer Screenings
- Kids Zone Play Area
- Music and Fun
- ChampionChip Timing



## Unique Opportunities for 2009

### Melanoma Family Tent Host

Every year families who have been affected by melanoma are invited to gather at the melanoma family tent to meet one another, our board members and Dr. Jon Richards, leading melanoma oncologist. The tent serves as a place of respite, offering food, coffee and friendship to those whom melanoma has touched.

In addition to the benefits offered at the Elite Sponsor level recognition includes:

- "Presented by" signage on and inside the tent and on stage banner
- Acknowledgment on Jack's Fund website event page and sponsor page
- Welcomed as a special guest of the Marston family

**Sponsorship amount: \$2500**

### Honor Tribute

Families or businesses wishing to honor a loved one lost to melanoma or celebrate a survivor may choose this sponsorship.

- Identity on back of race shirt
- Listing on Tribute sign at race staging
- Listing on Jack's Fund website memorial & sponsor pages

**Sponsorship amount: \$500 & Up**



### Mile Marker Mania

Show your support of the runners and walkers as they wind through the streets of Glen Ellyn. This is a stand alone sponsorship and includes the following:

- 18" x 24" single color sign at mile marker showing business name and/or identity. (Words of encouragement, in memory of, marriage proposals, etc., considered in addition, at discretion of Race Director)
- Group listing of all mile marker sponsors on signage near the main stage.

**Sponsorship amount: \$500**

### Kids Zone Connection

The Kids Zone is a popular stop for the youngest Jack's Run participants, always a crowd pleaser! This is a stand alone sponsorship and includes the following:

- Signage at kids zone
- Acknowledgement on website

**Sponsorship Amount: \$500**

Research. Awareness. Healing.

### Jack H Marston II Melanoma Fund Success Snapshot

- \$200,000 melanoma research  
Dr. Jon Richards, MD, PhD.  
Advocate Lutheran General Hospital
- \$12,000 to St Jude Children's  
Research Hospital
- Outreach to over 6000 teens
- Du Page High School Sunscreen Initiative
- Free skin cancer screenings for over 500
- Melanoma prevention & education literature
- "Game On" Memorial Scholarship (\$10,000)  
Glenbard West High School
- Comfort to families who have lost  
loved ones to melanoma



Jack H. Marston II Melanoma Research Fund

[www.jacksfund.org](http://www.jacksfund.org)



# “THIS RUN’S FOR JACK”

## Fighting Melanoma Every Step of the Way

### Elite Sponsor (\$2000 +)

- Logo on stage banner
- Logo displayed on print and collateral media recognizing you as an “Elite” sponsor
- Logo prominently displayed on back of race shirt
- Link to website from race site
- Your info made available at t-shirt pick up
- 15 complimentary race t-shirts
- 15 complimentary entries

### Premium Sponsor (\$1000 +)

- Logo displayed on print and collateral media recognizing you as a “Premium” sponsor
- Logo on back of race t-shirts
- Link to website from race site
- Logo on banner at race
- Your info made available at t-shirt pick up
- 10 complimentary race t-shirts
- 10 complimentary entries

### 2009 Sponsorship Guide

SPONSORSHIP	CONTRIBUTION
ELITE	\$2000 & UP
PREMIUM	\$1000 & UP
COMMUNITY	\$500 & UP
SUPPORTING	\$250 & UP
FAMILY TENT HOST	\$2,500
HONOR TRIBUTE	\$500
MILE MARKER	\$500
KIDS ZONE	\$500

For questions please contact: **Carmen Valentino**

(312) 259-0333 TRFJSponsorship@aol.com

Thank you for your support!

Jack H Marston II Melanoma Fund is a 501c3 not-for-profit corp.

### Community Sponsor (\$500+)

- Listing on banner at race
- Listing on print and collateral media recognizing you as a “Community” sponsor
- Logo on back of race t-shirts
- Placement of company name on web site
- Your info made available at t-shirt pick up
- 5 complimentary race t-shirts
- 5 complimentary entries

### Supporting Sponsor (\$250 +)

- Company name listed on signage at race
- Company name listed on race website
- Your info made available at t-shirt pick up
- 2 complimentary race t-shirts
- 2 complimentary entries

# "This Run's For Jack"

*Fighting Melanoma Every Step of the Way*



**6th Annual "This Run's For Jack" 5k Family Run / Walk  
October 18, 2009 - Sponsorship Reply Form**

**It just takes 3 Simple Steps...**

**STEP 1 Complete Sponsor Information** *(please print clearly)*

Sponsor Name \_\_\_\_\_

*(This is the way the sponsorship listing will appear on printed materials unless otherwise indicated.)*

Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**STEP 2 Select Your Contribution and Details** *(please see enclosed sheet for recognition details & check appropriate box)*

Yes! We plan to participate as:

_____ Elite Sponsor	\$2,000 +	_____ Family Tent Host	\$2,500
_____ Premium Sponsor	\$1,000 +	_____ Honor Tribute*	\$500 +
_____ Community Sponsor	\$500 +	_____ Mile Marker	\$500
_____ Supporting Sponsor	\$250 +	_____ Kids Zone	\$500

\*Please print tribute name \_\_\_\_\_

*We are unable to participate at a specified sponsor level, but would like to make a contribution of \$\_\_\_\_\_.*

*We are unable to contribute monetarily, but would like to provide support by donating an in-kind gift of publicity, prize certificate(s), refreshments or other:*

*(Please specify donation and market value.)*

**STEP 3 Method of Payment and Return** *(Tax ID # 51-024-1913)*

Enclosed is a check payable to the Jack's Fund - TRFJ '09 in the amount of \$\_\_\_\_\_

Visa  MC  AMEX Card

# \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

Please mail with payment to: **Jack's Fund, P.O. Box 436, Glen Ellyn, IL 60138**

Questions? Please contact: **Carmen Valentino**  
**312.259.0333**  
**TRFJSponsorship@aol.com**