



Dear Prospective Sponsor,

The Sherie Hildreth Ovarian Cancer (SHOC) Foundation is excited to announce its 7th Annual SHOC Empowerment Day Run & Walk. This year's event will be held on Saturday, August 6 in Gladstone, Oregon during the 2011 Gladstone Chautauqua Festival. We are currently seeking corporate sponsorships.

Event activities include a 10K Run/Walk, 5K Run/Walk and 1-Mile Family Walk, complementary pancake breakfast, an exclusive survivor breakfast, and entertainment from the likes of the Rose City Rollers, the Last Regiment of Syncopated Drummers, the Rose City Hogs, and Kink.fm.

Empowerment Day was created to raise awareness of Ovarian Cancer and to fund research for the disease. Through fundraisers such as Empowerment Day, the SHOC Foundation has donated over \$300,000 in just five years to the gynecologic cancer laboratory at the nationally recognized OHSU Knight Cancer Institute located in Portland, Oregon. Empowerment Day is an opportunity for families, businesses, survivors and supporters from surrounding communities to come together for a common cause. We were fortunate to raise over \$55,500 during last year's event. Our goal for this year is \$70,000.

In October 2004, Sherie Hildreth was diagnosed with Ovarian Cancer and took a leave of absence from teaching to undergo surgery and chemotherapy. Because education was a major part of her life, Sherie felt compelled to understand her disease. The more she learned about Ovarian Cancer, the more determined she was to survive and make a difference in the lives of other survivors, as well as spread education and awareness about Ovarian Cancer to the public at large. This life altering experience motivated Sherie to create the SHOC Foundation, a major monetary contributor and advocate for the prevention and eventual cure of this disease.

Here are some facts:

Ovarian Cancer occurs in 1 out of 65 women.

Approximately 25,000 women were diagnosed with Ovarian Cancer this year in the USA.

Of those 25,000 women, approximately 16,000 are expected to die from this disease—primarily due to late detection.

Please review the enclosed information for sponsorship details. Complete the Sponsorship Level Opportunity Form indicating your desired sponsorship level by way of a monetary or in-kind donation. Feel free to contact the sponsorship committee for any questions or concerns you may have by phone or email. Please return the form to the SHOC Foundation, PO Box 327, Gladstone, OR 97027.

The SHOC Foundation is a 100% volunteer based organization. More than 90% of all proceeds from this event will go toward Ovarian Cancer research; your contribution is tax deductible. The Sherie Hildreth Ovarian Cancer Foundation is a 501(c)3 charitable organization; our Tax ID# is 56-2497219.

Make a difference! Support your community, support the cause, support SHOC. Whatever your motivation or rationale, your contribution is invaluable! Together we can make a difference. On behalf of the Sherie Hildreth Ovarian Cancer Foundation, we thank you for your consideration.



EVENT FACT SHEET

EVENT ACTIVITIES

5K Run/Walk
10K Run/Walk
1-Mile Family Walk

The run and walk take place alongside the Clackamas and Willamette Rivers and throughout the quaint town of Gladstone, OR.

Complimentary pancake breakfast for everyone following the run and walk.
Exclusive Survivor Breakfast for gynecologic cancer survivors.

DATE / TIME / LOCATION

Hosted at: Team Latus Motors Harley Davidson - 870 E. Berkeley St., Gladstone, OR 97027

Friday, August 5, 2011
Noon to 7 pm Early T-Shirt Pickup

Saturday, August 6, 2011
6:30 am Registration/T-Shirt Pickup
7:30 am Opening Ceremony
8:00 am 10K/5K Run
8:15 am 10K/5K Walk
8:30 am 1-Mile Family Walk
9:00 am Entertainment

Pancake & Griddle Breakfast 8 am to 11 am (Donations benefit the SHOC Foundation)

SPONSORSHIP

Sponsorship levels are \$10,000, \$5,000, \$3,000, \$2,000, \$1,500, \$1,000, \$500 and \$250. Individual registration fees are \$30 for adults and \$10 for ages 6-12 prior to July 15. Sponsorship opportunities are available through cash donations, in-kind goods and services and event participation goodie bags. All proceeds from the Sherie Hildreth Ovarian Cancer Empowerment Day go to OHSU Knight Cancer Institute for Ovarian Cancer Research; your contribution is tax deductible. Sherie Hildreth Ovarian Cancer Foundation is a 501(c)3 charitable organization; our Tax ID# is 56-2497219.

SPONSORSHIP LEVEL OPPORTUNITY FORM



CASH / IN-KIND

\$10,000

Teal Ribbon

- Comp. Entries***(8)
- Recognition Plaque
- Logo on T-Shirt
- Logo on Event Banner
- Display of Co. Banner
- VIP Tent
- VIP Parking (1 space)

\$5,000

Diamond

- Comp. Entries*** (4)
- Recognition Plaque
- Logo on T-Shirt
- Logo on Event Banner
- Display of Co. Banner
- VIP Parking (1 space)

\$3,000

Gold

- Comp. Entries*** (3)
- Recognition Plaque
- Logo on T-Shirt
- Logo on Event Banner
- Display of Co. Banner

\$2,000

Silver

- Comp. Entries** (3)
- Recognition Plaque
- Name on T-Shirt
- Name on Event Banner

\$1,500

Emerald

- Comp. Entries** (2)
- Recognition Plaque
- Name on T-Shirt
- Name on Event Banner

\$1,000

Opal

- Comp. Entries** (2)
- Name on T-Shirt
- Name on Event Banner

\$500

Bronze

- Comp. Entry* (2)
- Name on T-Shirt
- Name on Event Banner

\$250

Crystal

- Comp. Entry* (1)
- Name on T-Shirt
- Name on Event Banner

Corporate Name: _____
 Contact Name: _____
 Address: _____
 City, State, Zip Code: _____
 Phone: _____ Fax: _____
 E-mail: _____

Sponsorship Level: _____
 T-Shirt Sizes: _____

A waiver to participate in this event MUST be signed upon receiving your race packet.

In-Kind Donation Value & Description: _____

- Deadline for inclusion of sponsor name on T-Shirt and Banner is July 15, 2011
- A donation of \$100 provides an opportunity to advertise your business in the participant bags

* Includes T-shirt

**Includes T-shirt & Sponsor Goodie Bag

***Includes T-shirt & Deluxe Sponsor Goodie Bag

Please mail completed form to:

SHOC Foundation
 PO Box 327
 Gladstone, OR 97027

Questions?

Lori Dayton
 503.317.3701
 shocfoundation@comcast.net