



The number of young adult cancer patients is growing at an alarming rate. While survival rates for children and older adults have steadily improved, rates for young people between the ages of 15 and 39 have remained virtually unchanged. A recent analysis of National Cancer Institute statistics showed that survival rates for the 25 to 35 year-old age group have not increased since 1975.

RAI is requesting your support to help change this disturbing trend.

## ANNUAL SUPER BOWL BENEFIT

– Proposal for Event Sponsorship –



**Rise Above It (RAI)**

Cancer Support for Adolescents and Young Adults

Charter Member of the LIVESTRONG™ Young Adult Alliance

## RISE ABOVE IT (RAI) – Proposal for Event Sponsorship –

### Mission

*Rise Above It (RAI) creates an immediate positive impact in the lives of adolescents and young adults affected by cancer.*



### About RAI

RAI is 501(c)(3) nonprofit organization that helps in the fight against Adolescent & Young Adult (AYA) cancer. The strength in spirit of its founder, Colin O'Donoghue, guides RAI in its efforts. As a friend, teacher and coach, Colin deeply enriched the lives of others. After his cancer diagnosis, he demonstrated a true passion for the cause of beating cancer in young adults. His sincerity in helping those with cancer, and the transfer of his attitude together resulted in real opportunities for others. RAI continues this practice with the same enthusiasm and vigor Colin brought to every aspect of his life. Colin always believed that enjoying life and embracing a positive attitude were essential components of happiness. Using this principle as inspiration, RAI devises fun and positive events that raise money to accomplish its primary objective: to provide meaningful support to young cancer patients.

Additional fund-raising is achieved by sponsoring endurance athletes and through collaboration with partners in local communities. Using proceeds from events and funding from other sources, RAI provides consultation and financial grants to individuals and families with immediate needs in their fight against cancer. Through financial assistance and personal attention, RAI strives to instill a positive attitude within its recipients, thus allowing them to live each day with faith and a fighting spirit. RAI is a grassroots organization that is making a significant impact and, as a result, is receiving national recognition.

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### Need, Significance and Primary Objective

Each year, nearly 70,000 adolescents and young adults, ages 15 to 39, are diagnosed with cancer. In contrast to patients both younger and older, survival rates for young adults have not improved since the early 1970s. RAI exists to help change this disturbing trend. Lack of progress for the AYA demographic is attributable to many factors, including but not limited to the following:

- Access and Limited Insurance Coverage
- Delayed Diagnosis
- Treatment Practices and Treatment Setting
- Capture of Patients and Patient Data
- Number of Clinical Trials/Participation Levels
- Psychosocial and Supportive Care
- Treatment / Follow-up Care Guidelines
- Prevention and Early Detection Emphasis

RAI helps to address these challenges by raising money to assist AYA cancer patients with their financial and emotional needs while battling cancer. Since its incorporation, RAI has provided financial assistance to over 75 young cancer patients, in total dispersing nearly \$250,000 to support emergency medical situations and other critical survival needs. RAI also provides accurate, relevant and timely access to information to individuals and families with the help of its extensive network of partnering organizations.

As a Charter Member of the LIVESTRONG™ Young Adult Alliance, RAI supports cancer research and fellowships that stimulate the advancement and development of new and necessary approaches for treatment and prevention of AYA cancer.

*.: Please visit [www.raibenefit.org](http://www.raibenefit.org) for more information about RAI's beneficiaries, its work and its mission .:*

## Event Information

- What:** ANNUAL SUPER BOWL BENEFIT
- Where:** The Blind Pig, 1228 West 6<sup>th</sup> Street, Cleveland, OH 44113
- When:** Sunday, February 5, 2012 – 3pm until Close
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## Sponsorship Opportunity

Sponsorships allow for a greater amount of RAI event earnings to be realized as proceeds. Event proceeds are used to directly impact in the lives of young cancer patients through grants and personal consultation, while helping to advance cancer research. Sponsorship opportunities for the 9<sup>th</sup> Annual Super Bowl Benefit include:

### Title Sponsorship | \$2,500

The title sponsor covers the basic costs of the event, including complementary food, promotional materials, and the halftime grand prize of \$500. The sponsor will receive the following recognition in return for its generosity:

- Sponsor recognized as title sponsor on event signage (includes branding, if applicable)
- Branding included on invitation, acknowledged on RAI website and in all event promotional materials
- Branding printed in all event programming
- Media coverage / recognition will be strongly encouraged
- Verbal recognition during opening remarks and throughout event
- Exhibition Floor Space and / or distribution of marketing materials on the day of the event upon request

### Gold Sponsor | \$1,000

The gold sponsor covers RAI's cost for the \$20 Super Bowl squares board. The sponsor will receive the following recognition in return for its generosity:

- Sponsor recognized as proud sponsor on the \$20 squares board (includes branding)
- Sponsor information included on RAI website and in virtual promotional materials
- Media coverage / recognition encouraged
- Verbally acknowledged during the event
- Exhibition Floor Space and / or distribution of marketing materials on the day of the event upon request

### Silver Sponsor | \$500

The silver sponsor covers RAI's cost for the \$10 Super Bowl squares board. The sponsor will receive the following recognition in return for its generosity:

- Sponsor recognized as proud sponsor on the \$10 squares board (includes branding)
- Sponsor information included on RAI website
- Verbally acknowledged during the event
- Exhibition Floor Space and / or distribution of marketing materials on the day of the event upon request

### Bronze Sponsor | \$250

The bronze sponsor covers RAI's cost for the \$5 Super Bowl squares board. The sponsor will receive the following recognition in return for its generosity:

- Sponsor recognized as proud sponsor on the \$5 squares board (includes branding)
- Sponsor information included on RAI website
- Verbally acknowledged during the event

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## 9<sup>th</sup> Annual RAI Super Bowl Benefit | Sponsorship Confirmation

**Sponsorship Level:**  Title  Gold  Silver  Bronze **Amount:** \_\_\_\_\_

**Sponsor Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City / State / Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### **Payment**

*(Please indicate your method of payment)*

- Please invoice
- Check enclosed -- *Please make checks payable to **Rise Above It (RAI)***
- Unable to sponsor at this time; please consider us for future sponsorship opportunities

***Please submit forms and payment to:***

**Rise Above It (RAI)  
PO Box 40054  
Bay Village, OH 44140**

*Rise Above It (RAI) is a 501(c)(3), nonprofit organization. Tax Exemption Number 20-488-23-74*

Questions?... or for more information, please contact

**Brian Burger**  
Event Sponsorships  
Rise Above It (RAI)  
440.773.3486  
brian.burger@raibenefit.org

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## Affiliates and Partnerships

### Lance Armstrong Foundation | [www.livestrong.org](http://www.livestrong.org)

The Lance Armstrong Foundation (LAF) unites people to fight cancer. LAF offers information and services to help cancer survivors live life on their own terms. RAI is a proud member of LAF's Young Adult Alliance and RAI members serve annually as delegates at the LIVESTRONG™ Summit. RAI Founder/President, Ryan O'Donoghue, is a member of the LAF Community Grant Review Committee.

### National Cancer Institute | [www.cancer.gov](http://www.cancer.gov)

The National Cancer Institute coordinates the National Cancer Program, which conducts and supports research, training, health information dissemination, and other programs with respect to the cause, diagnosis, prevention, and treatment of cancer, rehabilitation from cancer, and the continuing care of cancer patients and the families of cancer patients.

### University Hospitals Seidman Cancer Center, Rainbow Babies & Children's Hospital | [www.rainbowbabies.org/hemonc](http://www.rainbowbabies.org/hemonc)

A community-based health care system which serves patients at more than 150 locations throughout Northern Ohio, including seven wholly owned and four affiliated hospitals. **Mission:** *To Heal. To Teach. To Discover.*

### Journey of Hope | [www.johcleveland.org](http://www.johcleveland.org)

Journey of Hope (JOH) is an organization that funds adult cancer patients who are in great need of financial assistance to make payment for basic survival needs. RAI works with JOH to provide financial assistance to patients in the Cleveland area.

### I'm Too Young For This! Cancer Foundation, i[2]y | [www.imtooyoungforthis.org](http://www.imtooyoungforthis.org)

A TIME Magazine Best 50 Website for 2007, the I'm Too Young For This! Cancer Foundation, i[2]y, is a pioneering national, survivor-led advocacy, support and research organization working exclusively on behalf of survivors and care providers under the age of 40.

### MyLifeLine.org | [www.mylifeline.org](http://www.mylifeline.org)

MyLifeLine.org is a 501(c)(3) nonprofit organization that encourages cancer patients and survivors to create free, customized websites. Their mission is to empower patients to build an online support community of family and friends to foster connection, inspiration, and healing.

Visit [www.raibenefit.org](http://www.raibenefit.org) for a complete list of Affiliates and Partnerships

## Accolades



### RAI Awarded Accenture's Volunteer Service Award

Accenture named Rise Above It (RAI) for the Denver area location Volunteer Service Award. A local selection committee chose RAI from many qualified nominees in Denver, as the award recipient for its outstanding work in the Non-Profit community.

### RAI members serve as a delegates at the Lance Armstrong Foundation (LAF) LIVESTRONG™ Summit

In 2006, LAF lead a survivorship movement that will broaden the awareness and impact the unmet physical, emotional and practical needs of people living with cancer. 2006 Summit delegates were inspired and led by the following esteemed conference speakers:



- Cancer survivor and champion cyclist Lance Armstrong
- Antonia C. Novello, Former U.S. Surgeon General
- LaSalle D. Leffall, Jr., M.D., President's Cancer Panel Chair
- Senator John Kerry
- Author Jim Collins
- Michael Milken, FasterCures Chairman

In 2008, the four day summit took place July 24 – 27 at The Ohio State University campus in Columbus, Ohio, and included a Presidential Town Hall on Cancer on July 24. RAI delegates were empowered through hands-on training sessions that included Grassroots Fundraising, Advocacy and Election. 2008 Summit delegates were led by course Grassroots.org track instructors and the following conference leaders:

- Dr. Harold Freeman, The Ralph Lauren Center for Cancer Care and Prevention
- Richard Carmona, Former U.S. Surgeon General
- Stefanie Spielman, Special Fund for Breast Cancer Research – James Cancer Hospital

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## Resources and Infrastructure

RAI does not have paid employees. The organization is **100% volunteer** run, with generous efforts contributed from a growing network of supporters. There are three governing bodies that exist today:

### Board of Directors

Alexis Vinick – Secretary; Patient Services  
James Maday – Public Relations  
Jennifer Wotsch – Donor Relations

Paul O'Donoghue – Founder and Treasurer  
Ryan O'Donoghue – Founder and Chairman  
Sante Ghetti – Medical Community Liaison

### Committee Chairs

Alexis Vinick – Volunteers Coordinator  
Brian Burger – Sponsorships  
Marlo Bernardi – Community Relations

Jennifer Wotsch – Advertising & Marketing  
Jon Demko – Event Hospitality

### General Advisory Board

Bob Fejes – Technology  
Brian Fleming – Creative Design  
Cindy Angell – Patient Services  
Doug Ulman – President/CEO LIVESTRONG™

John J. Letterio, M.D. – Hematology / Oncology  
John Cvetic, C.P.A. – Accounting & Finances  
Kevin Brown – Content Management  
Mike Coyne – Legal Attorney

## Corporate Sponsors

These businesses have generously donated their time and money to help RAI:

Accenture  
[www.accenture.com](http://www.accenture.com)

Aladdin's  
[www.aladdinseatery.com](http://www.aladdinseatery.com)

Arrow Stage Lines  
[www.arrowstagelines.com](http://www.arrowstagelines.com)

Charles Scott  
[www.charlesscott.com](http://www.charlesscott.com)

Classic Diagnostic Imaging  
<http://www.classic-imaging.com/>

Cleveland Browns  
[www.clevelandbrowns.com](http://www.clevelandbrowns.com)

Cleveland Cavaliers  
[www.nba.com/cavaliers](http://www.nba.com/cavaliers)

Cleveland Magazine  
[www.clevelandmagazine.com](http://www.clevelandmagazine.com)

Colorado Ski & Golf  
[www.coloradoskiandgolf.com](http://www.coloradoskiandgolf.com)

cräv SPIRITS  
[www.cravspirits.com](http://www.cravspirits.com)

Dell  
[www.dell.com](http://www.dell.com)

Euphoria Health / Fitness  
[www.euphoriacleveland.com](http://www.euphoriacleveland.com)

Forest City Enterprises  
[www.forestcity.net](http://www.forestcity.net)

F.R. Burger and Associates

Fujitsu  
[www.fujitsu.com](http://www.fujitsu.com)

Gateway Animal Clinic

Georgetown  
[www.guhoyas.com](http://www.guhoyas.com)

Hinkley Lighting  
[www.hinkleylighting.com](http://www.hinkleylighting.com)

Hot Dog Heaven  
[www.hotdogheaven.com](http://www.hotdogheaven.com)

Hyland Software  
[www.hyland.com](http://www.hyland.com)

InterCall  
[www.intercall.com](http://www.intercall.com)

Ironwood Café  
[www.ironwoodcafe.com](http://www.ironwoodcafe.com)

Market and Wine Bar  
[www.marketavenuewinebar.com](http://www.marketavenuewinebar.com)

Nationwide Insurance  
[www.nationwide.com](http://www.nationwide.com)

The O'Brien Law Firm Co., LPA  
[www.obrienlpa.com](http://www.obrienlpa.com)

Precious Cargo Trailways  
[www.pctbus.com](http://www.pctbus.com)

Rainbow Babies & Children's Hospital  
[www.rainbowbabies.org/hemonc](http://www.rainbowbabies.org/hemonc)

Re-Bath  
[www.rebath.com](http://www.rebath.com)

Resource Title Agency  
[www.resourcetitle.com](http://www.resourcetitle.com)

Sherwin Williams  
[www.sherwin-williams.com](http://www.sherwin-williams.com)

Sportstime Ohio  
[www.sportstimeohio.com](http://www.sportstimeohio.com)

Traq Performance Institute  
[www.traqperformance.com](http://www.traqperformance.com)

Vail Resorts and Vail Sports  
[www.snow.com](http://www.snow.com)

Value-Based Solutions  
[www.value-based-solutions.com](http://www.value-based-solutions.com)

Waldheger Coyne  
[www.healthlaw.com](http://www.healthlaw.com)

Your Castle Real Estate  
[www.yourcastle.org](http://www.yourcastle.org)

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