

# “TRI-TO-WIN”

...the fight against melanoma

## 3<sup>rd</sup> Annual Frederick Kids Triathlon

Saturday, May 29, 2010

Frederick High School, Frederick, MD



*Race proceeds benefit The Joanna M. Nicolay Melanoma Foundation  
....the voice for melanoma prevention, detection, care and cure.*

### Race Sponsor Reservation Form

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ REFERRED BY: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

#### **SPONSORSHIP OPPORTUNITIES – Tax Deductible; Sponsor Receipts Provided; Logo on Shirts; Acknowledgement During Race; Email to All Participants Pre/Post-Race & More!**

- BRONZE: \$100 – Aid Station Sponsors:** Business name prominently displayed on event aid station. Business name listed as an official sponsor on race material, website, race shirt and in press release to regional media. Onsite exposure: Beyond the (approx.) 200 youth triathletes, a large base of 200-300 family and friends rally together at the event to support their “Champions,” race participants and sponsors.
- SILVER: \$250 – Finish Line Food & Refreshment Table Sponsors:** Includes all of the \$100 sponsor level benefits **and** business name prominently posted on finisher’s post-race table. **And**, your company name and website hotlink on the JMNMF website and emailed directly post-race to all 200 athletes & families **PROMOTING** your business/service.
- GOLD: \$350 – Event Sponsors:** Includes all of the \$250 sponsor level benefits **and** medium graphic logo on official race t-shirt provided to all participants and volunteers. Camera-ready e-logo required. **Extra Bonus** - Approved company literature inserted in racer goodie bags.
- PLATINUM: \$500 – Event Sponsors:** Includes all of the \$350 sponsor level benefits **and** large graphic logo on official race t-shirt provided to all participants and volunteers. Camera-ready e-logo required. **Extra Bonus** - Approved company literature inserted into racer goodie bags. **DEADLINE FOR RACE SHIRT LOGO/PAYMENT: MAY 14<sup>th</sup>.**

Mail checks payable to:  
The Joanna M. Nicolay Melanoma Foundation  
255 Clifton Blvd., Suite 203  
Westminster, MD 21157  
Phone (410) 857-4890  
Federal Tax ID: 55-0855653

Forward camera ready logo/questions to:  
[fredkids@melanomaresource.org](mailto:fredkids@melanomaresource.org)

\_\_\_\_\_  
Business Representative Signature



Joanna M. Nicolay Melanoma Foundation  
255 Clifton Blvd  
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(410) 857-4890  
jmmmf@carr.org

## Joanna M. Nicolay Melanoma Foundation Accomplishments

The Joanna M. Nicolay Melanoma Foundation is a non-profit public charity founded in January, 2004 to foster education, advocacy and research. In just six-years, the Foundation has grown dramatically to become an influential voice in the melanoma community and is now established as a national, and international, voice for melanoma prevention, detection, care and cure. Melanoma, the most serious and lethal form of skin cancer, is the only cancer for which incidence and mortality are rising unabated, yet only receives 2.5% of the funding provided to other cancer research. During the past ten years, the number of cases of melanoma has increased more rapidly than that of any other cancer and accounts for 79% of all skin cancer deaths. One person dies every hour in the U.S. from melanoma.

Since 2004, the Foundation has organized thousands of volunteers to advance a comprehensive platform of goals and initiatives; and, boasts an extremely active volunteer Board of Directors, in addition to valuable Honorary and Advisory Boards to enable the Foundation's success, expansion and growing visibility. The Joanna M. Nicolay Melanoma Foundation is proud of numerous achievements to date, including:

- Research Scholar Award – annual \$10,000 grants, expanded in 2009 to four medical institutions across the U.S., to conduct melanoma research – Johns Hopkins University (MD); Universities of CA and FL; The Wistar Inst.(PA)
- 2009 Legislative Victory – key testimony for 1<sup>st</sup> in nation total ban on tanning bed use by minors – Howard Co., MD
- High School health curriculum released on melanoma skin cancer – 9,000 students to participate in '09-'10
- May Melanoma Awareness Month – annual national outreach, public awareness and fundraising campaigns
- “Melanoma Monday” annual media event, organizational alliance outreach, student poster awards,
- “Survivor Day” supporting organization with sponsors LifeBridge Health and Alvin & Lois Lapidus Cancer Institute
- 2008 Legislative Victory – Tanning bed “ban” for minors in MD; key testimony for bill requiring parental consent
- August 2008 – launched national initiative to support graduate students in melanoma research at leading institutes
- 2008-2010 – “TRI-TO-WIN” Frederick Kids Triathlon launched & expanded to focus on youth “sun-safety” & health
- 2008-9 Health Agency Outreach program – 25,000+ sunscreen/educational material to hospitals & health agencies
- 2007-2009 ‘TRI-TO-WIN’ Events – Launch of SavageMan Triathlon Festival in '07; Expansion thru '09 – “Savage Races to Fight a Savage Cancer” – 2,500+ triathletes; 30-states & 6 countries. Int'l. acclaim & fundraising success
- Columbia Triathlon 2008 – skin/sun damage awareness exhibit, educational literature and sunscreen distribution
- 2007-2009 Maryland Seafood Festival – Distributed 30,000+ sunscreen bottles, literature & one-on-one education
- 2006-2009 “TRI-TO-WIN” Sprint Triathlon fundraiser in Carroll County, MD attracted racers from 15 counties, eight states and D.C.; 2007 – 2009 event “sell-out/closed” months in advance
- Public Service Announcements released – melanoma survivor Miss Maryland 2006 promoting “sun-safe” practices
- 2006 Winner of Governor’s Volunteer Service Award for initiatives and volunteerism on behalf of MD citizens
- Official United Way designated charity: 2005-2009 for all federal, state and Baltimore employees
- Bay Bridge Walk 2006–Distributed 8,000+ sunscreen bottles;10,000 ready in '07 - event cancelled due to weather
- “Got Skin? Get Checked!” billboard & poster public awareness advertising campaigns: 2005-2008
- Funded \$25,000 of \$50,000 matching grant for melanoma research at Rutgers University
- Co-sponsor Melanoma Symposiums with Melanoma Research Foundation, Johns Hopkins, numerous regional research and medical organizations
- Speaker at Maryland & Virginia Sun Safety Alliance launch of “Mothers and Others Against Skin Cancer”
- 2008 launch of high school awareness campaign to alert youth to dangers of sun exposure and tanning
- Distribute quarterly Foundation newsletter on advocacy, alliances, activities & achievements
- Coordinate educational material outreach to all Maryland hospitals & health departments; multi-state underway
- Provide one-on-one interaction and support to melanoma patients and families
- Ongoing media campaigns through numerous articles and press releases in national, regional and local media
- Comprehensive website as “voice for melanoma prevention, detection, care & cure!”-  
[www.melanomaresource.org](http://www.melanomaresource.org)
- Member of the National Council for Skin Cancer Prevention
- Member of Maryland Association of Non-Profits; IRS status 501(c)(3) non-profit, public charity
- Opened new office in Carroll Non-Profit Center in Westminster – January 2006



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Skin cancer is the #1 cancer in the U.S. and melanoma is the most deadly form. Please consider joining the Joanna M. Nicolay Melanoma Foundation and the community of patients, families, doctors, and concerned individuals to:

- Educate the general public on prevention and the seriousness of melanoma;
- Support medical research that will ultimately lead to a cure for melanoma; and,
- Provide resources for patients and the entire melanoma community

### **GOT SKIN? LEARN THESE ALARMING FACTS:**

- Melanoma is the **most serious** and **lethal** form of skin cancer.
- **One person dies every hour** in the U.S. from melanoma
- Melanoma is the **most common cancer for young adults ages 25-29**; and,
  - **Second most common cancer** in adolescents and young adults **15-29 years old**.
- Over **121,500 new melanoma cases** will be diagnosed in the **U.S. in 2009**; and,
  - **8,650 people are projected to die**.
- The **lifetime risk** of developing melanoma is **1 in 53**.
- Melanoma is the cancer for which **incidence is rising**, yet **only receives approx. 3% of funding** provided by the National Cancer Institute.