

“TRI-TO-WIN”

...the fight against melanoma

5th Annual Frederick Kids Triathlon

Saturday, May 26, 2012

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 9th.**

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

Business Representative Signature



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(410) 857-4890
Email: contact@melanomaresource.org
Web: www.melanomaresource.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 over seven-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 3% of the funding provided by the National Cancer Institute. During the past ten years, the number of cases of melanoma has increased more rapidly than that of any other cancer and accounts for approx. 75% of all skin cancer deaths. One person dies nearly every hour in the U.S. from melanoma.

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

- 2004-2011 Research Scholar Awards – Annual \$10,000 doctoral grants expanded 25% in 2010, AND 40% in 2011 to seven NCI-AACI Comprehensive Cancer Ctrs. in melanoma research: Dartmouth Univ. – Norris Cancer Ctr.; Gerstner Sloan-Kettering; U. of Iowa – Holden Compr. Cancer Ctr.; U. of TX - MD Anderson Cancer Ctr.; U. of WA - Fred Hutchinson Cancer Ctr.; Washington Univ. in St. Louis – Siteman Cancer Ctr.; U of VA Cancer Center
- 2009-2011 “Teen Skin Cancer & Melanoma Awareness” High Sch. curriculum – Expanded 300% in & outside MD
- 2008-2011 Legislative Victories – key testimony and support for 1st in nation - total bans on tanning bed use by minors – state of CA in 2011 & Howard Co., Maryland in 2010; testimony for numerous state & county statutes requiring age restrictions, parental/guardian consent documents and posted “cancer” warnings
- 2008-2011 Health Agency Outreach – 30,000+ educational materials & sunscreen to hospitals & health agencies
- 2010-2011 Team “WIN-THE-FIGHT” – growth of organized training/fundraising teams at “sold-out” sporting events
- 2010-2011 “Park Quest” – “UVR-safe” education for ~2000 families in “fun” outdoors initiative; 20+ state parks
- 2010 FDA Medical Devices Advisory Committee– Vital Fdn. testimony to reclassify tanning beds & ban minors’ use
- 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” annual co-supporting organization with LifeBridge Health and Alvin & Lois Lapidus Cancer Institute
- 2008-2011 Frederick Kids “TRI-TO-WIN” Triathlon; youth sun-safe practices awareness; 2011 record fundraising
- 2007-2011 “TRI-TO-WIN” Events – Launch of SavageMan Triathlon Festival in '07; Expansion thru '11 – “Savage Races to Fight a Savage Cancer” – 2,500+ triathletes; 30+states & 6 countries. Int'l. acclaim & fundraising success
- Columbia Triathlon 2008-2010 – sun-safe awareness exhibit, educational literature and sunscreen distribution
- 2006-2011 “TRI-TO-WIN” Sprint Triathlon education, skin screenings and fundraising in Carroll County, MD; attracted racers from eight states, 15 counties, and D.C.; 2007 – 2011 event “sell-out/closed” months in advance
- 2007-2009 Maryland Seafood Festival – Distributed 30,000+ sunscreen bottles, literature & one-on-one education
- Public Service Announcements released – melanoma survivor Miss Maryland 2006 promoting “UV-safe” practices
- 2006 Winner of Governor’s Volunteer Service Award for initiatives and volunteerism on behalf of MD citizens
- Official United Way designated charity: 2005-2011 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-sponsored symposiums with Melanoma Research Foundation, Johns Hopkins & regional medical orgs.
- Speaker at Maryland & Virginia Sun Safety Alliance launch of “Mothers and Others Against Skin Cancer”
- Distribute quarterly Foundation newsletter on advocacy, alliances, activities & achievements
- Provide one-on-one interaction and advocacy support to melanoma patients, families and entire community
- 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
- Member of the National Council for Skin Cancer Prevention



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The Joanna M. Nicolay Melanoma Foundation is proud of numerous achievements to date, and specifically:

- **Underwriting melanoma research at numerous prestigious cancer centers across the U.S., through the Foundation’s Research Scholarship Awards (RSA) earned by the best and brightest young graduate student scientists, to advance discovery of effective treatments and, ultimately, a cure for melanoma;**
- **Successfully launching and expanding a comprehensive High School health curriculum, “Teen Skin Cancer & Melanoma Awareness,” for the key demographic of students (and their families), to learn the deadly risks of melanoma skin cancer and “UV-safe” preventative and detection practices;**
- **Ongoing targeted initiatives, and multi-channel outreach, to ensure broader national awareness of melanoma prevention and detection by the general public; and,**
- **Providing a broad spectrum of essential advocacy and care 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 and accounts for **75% of all skin cancer deaths**.
- **One person dies nearly 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**.
- In 2011, **70,230 new cases** of melanoma are projected to be diagnosed in the U.S.; and
 - **8790 individuals are expected to die**.
- The **lifetime risk** of developing melanoma is **1 in 52**.
- Melanoma is the cancer for which **incidence is rising**, yet **only receives less than 3% of funding** provided by the National Cancer Institute.