



May 2009

Dear potential sponsor and community leader:

We invite you to be a sponsor of our sixth annual "Movin and Groovin 5k" event. This 5K run and 2-mile walk for pancreatic cancer will take place on Saturday, August 22, 2009, at Dorey Park in Richmond, Virginia. The purpose of our event is to raise awareness and funds for the fight against pancreatic cancer.

The 2008 Movin'and Groovin' Run/Walk event was a very successful race with 296 participants and over \$8000 was raised (www.movinandgroovin5k.org). The day included a kids' fun run, as well as musical entertainment by DJ Luke Gipson and Susan Greenbaum and juggler Jonathan Austin.

About Pancreatic Cancer

Pancreatic cancer is the fourth leading cause of cancer death in the U.S., and over 37,000 Americans will be diagnosed with it this year alone. For patients receiving a pancreatic cancer diagnosis, the five-year survival rate is only five percent - the lowest survival rate of all major cancers. Pancreatic cancer is difficult to diagnose and once spotted, there are few treatment options available. Despite these facts, pancreatic cancer receives the least amount of federal research funding among major cancer killers.

In 2008, pancreatic cancer received only 2 percent of the National Cancer Institute's overall cancer research budget. Death rates from pancreatic cancer are still rising, and the main reason is lack of resources to develop proper diagnostic tools and more effective therapies to achieve higher survivability rates, and ultimately, find a cure.

Please join us in our fight and help others in their courageous fight against pancreatic cancer! There are five ways you can help.

Title Sponsor (\$3,000)

- Sponsor's name in event title
- Reserved booth for the event
- Recognition on two exclusive banners
- Recognition on run/walk t-shirt; (if sponsorship is received by July 1, 2009)
- Recognition on the Movin' and Groovin' 5k website
- Up to 5 free event entries for the race

Platinum Sponsor (\$1,000)

- Recognition on run/walk t-shirt; (if sponsorship is received by July 1, 2009)
- Recognition on the sponsor banner displayed at the event
- Recognition on the sponsor flyer distributed at the event
- Recognition on the Movin' and Groovin' 5k website
- 2 free event entries for the race

Gold Sponsor (\$500)

- Recognition on run/walk t-shirt; (if sponsorship is received by July 1, 2009)
- Recognition on sponsor banner displayed at the event
- Recognition on the sponsor flyer distributed at the event
- Recognition on the Movin' and Groovin' 5k website

Silver Sponsor (\$250)

- Recognition on the sponsor flyer distributed at the event
- Recognition on the Movin' and Groovin' 5k website

In-Kind Donations (printing, bagels, donuts, coffee, tents, tables, water, beverages, food, as well as raffle and door prizes: gift certificates, services and merchandise)

- Recognition on sponsor banner displayed at the event;
- Recognition on the sponsor flyer distributed at the event.
- Recognition on the Movin' and Groovin' 5k website

All sponsorships, whether monetary or in-kind, are tax-deductible to the extent of the law (Tri-Cities Roadrunners is a 501(c)(3) organization, tax ID# 74-2233853). Please make checks payable to "TCRR-Movin and Groovin 5k". The mailing address is Movin & Groovin 5K c/o Douglas Auerbach 10608 Copperfield Place Midlothian, VA 23113.

Join us at the run/walk!

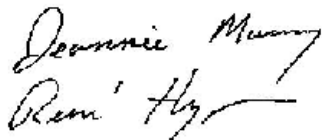
You can participate as a runner/walker, or set up a table to pass out information on your business.

Sign Up Today!

If you would like additional information on sponsoring the walk, contact Rene Hypes @ 804-233-8453 or info@movinandgroovin5k.org.

Thank you very much for your consideration,

Sincerely,

Handwritten signatures of Jeannie Murray and René Hypes. The signature for Jeannie Murray is written in cursive and appears to be 'Jeannie Murray'. The signature for René Hypes is also in cursive and appears to be 'René Hypes'.

Jeannie Murray (in memory of Bruce Murray)

René Hypes (in memory of Anne Velez)