10th Annual
SCOPE for HOPE
5K Run, 2-Mile Walk, and Kids’ Fun Run

March 7, 2020 • 8am • Registration opens at 7am
Century Link Sports Complex at Hammond Stadium
14100 Six Mile Cypress Parkway, Fort Myers, FL

SPONSORSHIP PACKAGE
JOIN US IN A RACE AGAINST COLON & RECTAL CANCER

Funds raised will benefit the nonprofit 21st Century C.A.R.E. and will be used for colorectal cancer education, screening, and treatment in Southwest Florida.

The first 100 people registered by February 14, 2020 will receive a race t-shirt and gift bag.

Colorectal cancer is the second leading cause of cancer deaths in the country. Colorectal cancer is preventable. Colorectal cancer is treatable. Colorectal cancer is beatable.

21ST CENTURY C.A.R.E
A Foundation for Cancer Assistance, Research & Education
Fighting cancer together with 21st Century Oncology, one patient at a time.

For more information visit:
www.21stCenturyCare.org or call (239) 936-3756
A letter from the Physicians of the Colorectal Institute

Dear friends, Here are the facts:

- Colorectal cancer is the second most common cancer.
- Colorectal cancer is the second leading cause of cancer deaths in the country.
- Colorectal cancer is preventable.
- Colorectal cancer is treatable.

No one should die of colorectal cancer. As colorectal surgeons, we hear it all the time: “But, doc, I eat well, I exercise, I don’t have a family history, and I feel great. How can this happen to me?” Others had symptoms but had no resources; they did not seek medical attention. Our goal is to raise awareness on the importance of screening and also to help patients in our community undergoing treatment for colorectal cancer. We are very fortunate to form a partnership with 21st Century C.A.R.E. who shares these same goals. Together, we are organizing the Scope for Hope 5K run and 2-mile walk in Fort Myers to support colorectal cancer programs. We thank you for considering a sponsorship of this very important event.

Sincerely,

Valerie Dyke, MD, FACS, FASCRS
Janette Gaw, MD, FACS, FASCRS
Nagesh Ravipati, MD, MS, FRCSEd
Jeff Neale, MD, FACS, FASCRS

A letter from the President of 21st Century C.A.R.E.

21st Century C.A.R.E. is an organization dedicated to cancer patients. We were founded in 1996 and have been growing ever since. Our mission is to provide financial assistance to cancer patients in need, provide cancer education at the community level to patients, cancer care providers and the general public, to support cancer research and to conduct cancer screenings.

Every year in Southwest Florida we go into the community to conduct a number of screening programs, including for skin, colorectal, head & neck, and prostate cancers. We also have a weekly cancer support group and hold an annual lecture series pertaining to cancer for doctors, nurses, social workers, clergy, the public and other interested parties. Our popular financial assistance program provides help for cancer patients in need for expenses such as transportation to their doctor appointments, groceries while under treatment, medical supplies, temporary housing, child care, and other incidental expenses related to cancer care. Our belief is that by not having to worry about these necessities, cancer patients can concentrate on what is really important – beating their disease.

Funds raised from Scope for Hope Events have allowed us to provide colorectal cancer screenings, biopsies, surgeries, and follow up care to people in need of assistance in SWFL. Together, we can help eradicate colorectal cancer. Thank you for your support!

Sincerely,

Solomon Agin, D.D.
President & Chairman of the Board, 21st Century C.A.R.E.
Scope for Hope in Southwest Florida

The idea for a 5K run in Fort Myers came about when a patient was diagnosed with colon cancer. The patient’s mother died of colon cancer, and she knew she was at high risk for the disease as well. She had been getting screening colonoscopies every two years, when in 2009 a cancerous tumor was found. She was referred to Dr. Janette Gaw, a board-certified colorectal surgeon with the Colorectal Institute in Fort Myers. Luckily, the cancer was caught early, and after having surgery the patient didn’t need chemotherapy or any other kind of further treatment. During her visits with Dr. Gaw, the patient discovered that she and Dr. Gaw had something in common: both are avid runners.

During a conversation in the hallway with Dr. Gaw one day, the patient mentioned to her that she would like to do something to help other colon cancer patients, and the idea for a run was born. Dr. Gaw eagerly agreed to participate as Event Chairperson, saying “I can do both things I love to do: cure colon cancer and run”. Since both Dr. Gaw and the patient know firsthand the value of screening for colorectal cancer, they wanted the funds raised to be used to educate people about colorectal cancer screening and to provide free screenings and follow up care to people in Southwest Florida who otherwise wouldn’t be able to afford such care. Most of all, the patient and Dr. Gaw want to use their experiences to help save lives in the local community.

Where Does the Money Go?

100% of funds raised will be used in southwest Florida for colorectal cancer programs, including screening, treatment, and educational programs.

Sponsorship Levels

**Platinum sponsor $5,000**
- Complimentary registration for 6 participants with 6 T-shirts
- Platinum Sponsor reference in all press releases and promotional materials
- Participation in start ceremony
- Opportunity to provide participant gift
- Two premium course sponsorships with signage (18” x 24”)
- Recognition at awards ceremony
- Name and/or logo prominently displayed at the event
- Name and/or logo prominently displayed on our website
- Name and/or logo prominently listed on race t-shirts
- Inside full front or back cover ad in event program booklet

**Gold Sponsor $2,500**
- Complimentary registration for 3 participants with 3 T-shirts
- Gold Sponsor reference in selected press releases and promotional materials
- Opportunity to provide player gift
- One course sponsorships with signage (18” x 24”)
- Recognition at awards ceremony
- Name and/or logo prominently displayed at the event
- Name and/or logo prominently displayed on our website
- Name and/or logo prominently listed on race t-shirts
- Full page ad in event program booklet
Silver Sponsor $1,000
- Silver Sponsor reference in selected press releases and promotional materials
- Complimentary registration for 2 participants with 2 T-shirts
- Opportunity to provide player gift
- One course sponsorship with signage (18” x 24”)
- Recognition at awards ceremony
- Name and/or logo displayed at the event
- Name and/or logo displayed on our website
- Name and/or logo listed on race t-shirts
- Half page ad in event program booklet

Bronze Sponsor $500
- One course sponsorship with signage (18” x 24”)
- Complimentary registration for 2 participants with 2 T-shirts
- Recognition at awards ceremony
- Name and/or logo displayed at the event
- Name and/or logo displayed on our website
- Name listed on race t-shirts
- Quarter page ad in event program booklet

Course Sponsor $250
- One course sponsorship with signage (18” x 24”)
- Name and/or logo displayed at the event
- Name and/or logo displayed on our website
- Quarter page ad in our event program booklet

Breakfast Sponsor $150
- Name and/or logo displayed at the breakfast table
- Name and/or logo displayed on our website
- Quarter page ad in event program booklet

Event Program Advertising
- Full page ad $250
- Half page ad $150
- Quarter page ad $100

Vendor Booth $250
- Space will be provided for a vendor display
- Vendors must provide all supplies (tent, table, chairs, etc.)

In memory/honor of signage $100
- One course sign (18” x 24”) with name of loved one

Donation of door and chance drawing prizes and in-kind donations
- Promotional considerations commensurate with the value of the donation
Yes! I would like to contribute to the fight against colorectal cancer

I would like to sponsor the 21st Century C.A.R.E. Scope for Hope event at the following:

- Platinum: $5,000
- Gold: $2,500
- Silver: $1,000
- Bronze: $500
- Course: $250
- Breakfast: $150
- Full page ad: $250
- Half page ad: $150
- Quarter page ad: $100
- Vendor Booth: $250
- Memory/Honor Sign: $100

Type of Vendor: _______________________
In Memory of: ___________ or in honor of ___________

Name of loved one: ________________________________________________________________

In-kind/prize donation: ___________________________ Value: ________________________

Company Name (if applicable) ___________________________ Contact Name _______

Address, City, State, Zip _______________________________________________________

Phone ___________________________ E-mail Address ___________________________

You may make a secure on-line contribution at www.21stcenturycare.org or complete this form and mail or fax it to us.

I would like to pay by:

- Check: Please make checks payable to 21st Century C.A.R.E.
- Credit Card: ___________________________ ___________________________ ____________

Signature ________________________________________________________________

For your protection, please do not send us credit card information by email

Deadline: All ads, logos and sponsorships are due by February 14, 2020.

Please send your ad and/or logo to: Rudi Ross Rudi.Ross@21co.com - Phone: (239) 938-9313

Please return completed form with payment to:
21st Century C.A.R.E. 2234 Colonial Boulevard | Fort Myers, Florida 33907 Fax: 239-938-9399

Thank You!

21st Century C.A.R.E. is a 501(c)(3) nonprofit and your donation may qualify as a charitable deduction for federal income tax purposes. You should consult with your tax advisers or the IRS to determine whether this contribution is deductible. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. Our registration number in Florida is CH22668.