

BECAUSE SHE SHOULD KNOW!

a campaign to empower and educate women about risk, prevention, and treatment of gynecologic cancers



WORD
2007 - 2008
sponsorship opportunities

FEATURED EVENT

Our first event of this campaign is focused on Central Indiana at the Conesco Conference Center just off Pennsylvania Avenue in Carmel, Indiana. In cooperation with Congressman Dan Burton, we are hosting a health forum for women to ask questions of medical professionals and cancer survivors. Your donation to the campaign or to this particular event allows for the life-saving information to be published and to be used for this event and for events in months to come. There are also plans for events in northern Indiana, southern Indiana, as well as another event in central Indiana. If your organization is interested in sponsoring any type of event, please contact us today!



Your logo could be here

	TEAL (CAMPAIGN)	GOLD (CAMPAIGN)	SILVER (CAMPAIGN)	BRONZE (CAMPAIGN)	GOLD (EVENT)	SILVER (EVENT)	BRONZE (EVENT)
	\$25,000	\$20,000	15,000	10,000	5,000	\$2,500	1,000
Logo on posters							
Logo on flyers							
Logo in event program							
Exclusive Logo/Link on event web ADVERTISEMENT							
Logo on Event Advertising							
Permanent Logo/Link on CAMPAIGN Web site							
Booth Space Available at Event(s)							
Logo on Welcome Banner							
45 second promo "spot" at events							
Logo on informational brochures							
Logo on promotional flyers							
Name on Formal Letterhead							
Information in Grass Roots Boxes							
Listing in event follow-up material							

Notes:

1. Campaign sponsorship "benefits" are true for all events during the campaign. For example, if you sponsor at the Gold (Campaign) level your logo would apply on all event flyers throughout the campaign from the sponsorship time on.
2. If you choose to sponsor just an individual event, you can still become a campaign sponsor by donating the difference between the event sponsorship and the amount for the campaign sponsorship.
3. When making your donation, you will be notified of the current printing cycle and when your logos will appear on publications.

Contact WORD anytime about this campaign

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WORD Mission:

WORD is a nonprofit foundation dedicated to helping women conquer gynecologic cancers through coordinating innovative scientific and clinical research resulting in practical and empowering education for women and medical personnel about proper prevention, diagnosis, and treatment.



Campaign Mission:

To inform thousands of women about signs, symptoms, treatments AND prevention of gynecologic cancer!



Campaign Vision:

To launch a movement of grass roots events throughout Indiana focused on enlightening women to become their own advocate for better gynecologic health.

Dear WORD Supporter,

In 2005 Women's Oncology Research & Development (WORD) was founded by compassionate physicians who want to be the preeminent Midwestern center of gynecologic cancer research and education. WORD is proud to announce the "Because She Should Know!" Campaign to spread the WORD about prevention, signs, symptoms, and treatments of gynecologic cancers. This campaign will be a complete program with large forums, grass roots events, relevant publications, all geared to empower women to become more aware of gynecologic cancers.

On Saturday, May 12, the day before Mother's Day, in cooperation with Congressman Dan Burton, WORD is hosting the first of many "Because She Should Know!" health forums. This event is being hosted at Conesco Conference Center in Carmel, Indiana. Our hope is that we will not only educate thousands of women through this event, but also continue to ignite a grass roots movement of health forums throughout the state of Indiana.

WORD is looking for sponsors of the May 12 event, as well as sponsors of the "Because She Should Know" women's health campaign. Our goal is to provide 250,000 women with life-saving information in 2007 and 2008, through seminars, brochures, videos, and word of mouth.

Please consider becoming an event or campaign sponsor. The information included in this brochure will help you decide what level of support is right for you or your organization. In the next week, a volunteer of the "Because She Should Know!" campaign will contact you by phone about this opportunity. If you have questions or would like additional information, please contact me at the e-mail address or phone number below.

In the Battle,

Nathan Manahan
Director of Development & Communications
c. 317.385.3589
e. nate@wordoncancer.org



Campaign Initiatives

Grass Roots events:

In order for WORD to reach our goal of presenting 250,000 women with life saving information in two years, we need to rely on more than just the "larger" events to get the word out. Our vision is to see women hosting other women in their homes to present this very important information. WORD will create "HOST" boxes full of information (print, audio, and video) about how women can become their own advocate for women's cancer prevention, detection, and treatment.

Regional Health Forums:

Held in larger populated areas throughout the state, these events are constructed around one goal "Spread the WORD!" Each event will be unique to its situation and location. Currently WORD has plans to do a minimum of five forums in northern, central, and southern Indiana.

Health - Educational Publications

To begin, WORD is ready to produce the following full-color publications:

- WORD on Ovarian Cancer - A full-color, tri-fold publication about the signs, symptoms, and treatment of one of the deadliest cancers.
- WORD on Cervical Cancer - More than just hype, this brochure tells the truth about the new HPV vaccine, the signs and symptoms of cervical cancer, and how to prevent it.
- WORD on Genetic Testing - Everyday, doctors learn more about the importance of genetic testing in preventing cancer. This brochure gives a brief overview of the ins and outs of cancer genetic testing and the links between gynecologic cancers and breast cancer and other cancers.
- 5 Things Every Woman Should Know - This is the foundational brochure describing the basics of empowering women to know their bodies and know how to prevent and treat cancer.

Informational Website -

WORD is publishing "becausesheshouldknow.org" and plans on creating a web site that will be a clearinghouse of information on events, gynecologic cancer education, and exclusive sponsors' links.

Educational Podcast (audio and video)

WORD plans on producing no less than five audio and/or video podcasts (downloadable audio/video) that will help women gain more information about greater gynecologic health in a variety of formats.

What are gynecologic cancers?

In 2007, it is estimated that over 78,000 women will be newly diagnosed with a gynecologic cancer and nearly 28,000 women will die due to complications associated with this cancer. In the State of Indiana, only 63% of those diagnosed with cancer will survive five years or longer. The five-year survival rate for those with ovarian cancer is only 41%. Ovarian cancer causes more deaths than any other cancer of the female reproductive system. One in three ovarian cancer patients in the U.S. fails to receive the recommended comprehensive surgical treatment, according to a study in *CANCER*, a peer-reviewed journal of the American Cancer Society. In Indiana, less than fifty percent of gynecologic cancers are cared for by specialists with training in gynecologic cancer. With proper funding and an aggressive intervention strategy, many of these lives can and will be saved.

Campaign Examples



because she should know

Specific Campaign Goals

- 250,000 printed and distributed health informational brochures
- 20 grass roots events
- 5-10 large health forums held throughout the state of Indiana
- 500,000 unique visits to our web site

Tax Information

IRS regulations require that registration fees and ticket prices are deducted from sponsorship totals for tax purposes. To comply with new IRS requirements, we wish to advise you that the tax-deductible amount of your contribution for Federal income tax purposes is limited to the excess of the amount of money plus the value of any non-cash property contributed by you over the value of the goods and services provided by the Women's Oncology Research & Development.

In-kind Goods & Services

In-kind contributions are encouraged for goods and services that the campaign committee deems essential to the success of a particular event or the success of the campaign. In-kind contributions are credited to sponsorship according to the value of the goods or services provided to the campaign. For purposes of determining sponsorship levels, in some cases, in-kind donations may be valued at one-half their retail value. For tax purposes, the contributor of the in-kind goods/ services determines the value of the in-kind items. Campaign management and sponsors will determine and agree to the value of in-kind contributions and level of sponsorship. The campaign sponsorship team will be happy to discuss proposed in-kind contributions and value of said contributions.

What are some of the cross promotional opportunities?

Advertising in Brochures

WORD is producing four tri-fold, full color brochures through funds raised in this campaign. Sponsor logos at Gold and higher levels will appear on these publications.

Advertising on web site

Logos can and will be placed with links on both the event web advertisement as well as the campaign web site.

Logo on Event Posters

All events will have posters printed. Campaign sponsors' logos will be placed on all posters, event sponsors' logos will be placed on posters 11in X 17in and larger.

Listed in follow-up

Teal Campaign sponsors can expect to have their organization featured in follow-up material.

Inclusion in Grass roots boxes

Top-level campaign sponsors can have their corporate information placed in grass roots boxes.

