

Radiothon August 26th 2010



*Teaming up to save lives through
early cancer-detection research*

Presented by



**FRED HUTCHINSON
CANCER RESEARCH CENTER**

A LIFE OF SCIENCE



THE MOYER FOUNDATION
Helping Children in Distress

Warm 106.9 fm
Today's Soft Favorites



WHAT IS CATCH A CURE FOR CANCER™?

- Together, The Moyer Foundation and Fred Hutchinson Cancer Research Center created the annual fundraising effort called Catch a Cure for Cancer™ (CACFC) to support The Gregory Fund®
- In May 2003, The Moyer Foundation, founded by World Series champion and MLB All Star pitcher Jamie Moyer and his wife Karen, created The Gregory Fund, a new initiative to raise awareness and funds for **early cancer detection research** at world-renowned Fred Hutchinson Cancer Research Center. Karen and Jamie Moyer named the Fund in honor of long-time friend, Gregory Chaya. Jamie met Gregory while playing for the Orioles in Baltimore, Maryland. Jamie and Gregory developed a special bond through Gregory's battle with leukemia, and continued to stay in touch after Gregory's life-saving transplant at the Hutchinson Center. Jamie was inspired by Gregory's brave spirit and positive attitude amidst such adversity. Being a part of Gregory's story and his struggle was a life changing experience for both Jamie and his wife Karen—inspiring them to establish The Gregory Fund to support early cancer detection research.
- Throughout August and September, The Moyer Foundation encourages and supports the community to team up with us to help Catch a Cure. Through the annual CACFC radiothon, partner events and individual grassroots fundraising, The Moyer Foundation's Catch a Cure for Cancer efforts have raised over \$1,800,000 for The Gregory Fund.

"The Gregory Fund was inspired by Gregory Chaya, a cancer survivor I met in 1995. The Hutch saved Gregory's life with a second bone marrow transplant and continues to save thousands of lives today. Establishing this fund in Gregory's name to support early detection is a dream come true."

- JAMIE MOYER
FOUNDER AND PRESIDENT
THE MOYER FOUNDATION



Karen and Jamie Moyer with Gregory Chaya.

About the Radiothon



- August 26, 2010
- Hosted by WARM 106.9 with Karen Moyer, Co-Founder of The Moyer Foundation
- **WARM 106.9 – THE top station in Seattle**
- Volunteer-lead and supported
- Inspirational stories from cancer survivors, celebrities and live calls
- Hourly sponsorship provides an excellent promotional value and opportunity for exposure



RADIOTHON SPONSORSHIP BENEFITS

Grand Slam Sponsorship: \$10,000

- One game at The Moyer Foundation Suite at Safeco Field – 22 tickets and 4 parking passes (on a mutually agreeable date and time)
- Six (6) tickets to attend a special Catch a Cure for Cancer benefit dinner event at Morton's Steakhouse August 25th
- Dedicated sponsorship of (2) two hours during WARM 106.9 radiothon- multiple mentions throughout the hours
 - > Includes “Catch Match” opportunity encouraging listeners to donate during a limited window of time recognizing that all donations will be matched by your company (up to the level of your sponsorship commitment).
- **Recognition in 60 streaming spots to WARM 106.9 captive at-work audience of 17,000 people.**
- Opportunity to attend the radiothon and present donation on air – pre-recorded or live
- Recognition in The Moyer Foundation collateral
 - > newsletter sent to the entire database (over 10,000)
 - > Annual Report
- Recognition on All CACFC partner web sites:
 - > Fred Hutchinson Cancer Research Center:
 - > WARM 106.9
 - > The Moyer Foundation: www.moyerfoundation.org
- Two invitations to a Fred Hutchinson Cancer Research Center science education event.
- One personalized baseball –autographed by Jamie Moyer



And...knowing that your support is helping to save many lives by supporting advanced early cancer detection research!

RADIOTHON SPONSORSHIP BENEFITS

Home Run Sponsorship: \$5,000

- Four (4) tickets to attend a special Catch a Cure for Cancer benefit dinner event at Morton's Steakhouse August 25th
- Dedicated sponsorship of one hour during WARM 106.9 radiothon- multiple mentions throughout the hour
 - > Includes "Catch Match" opportunity encouraging listeners to donate during a limited window of time recognizing that all donations will be matched by your company (up to the level of your sponsorship commitment).
- **Recognition in 60 streaming spots to WARM 106.9 captive at-work audience of 17,000 people.**
- Opportunity to attend the radiothon and present donation on air – pre-recorded or live
- Recognition in The Moyer Foundation collateral
 - > newsletter sent to the entire database (over 10,000)
 - > Annual Report
- 10 "What Cancer Cannot Do" 2011 calendars autographed by Jamie Moyer
- Recognition on All CACFC partner web sites:
 - > Fred Hutchinson Cancer Research Center:
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RADIOTHON SPONSORSHIP BENEFITS

Perfect Game Sponsorship: \$2,500

- Dedicated sponsorship of one hour during WARM 106.9 radiothon- multiple mentions throughout the hour
 - > Includes “Catch Match” opportunity encouraging listeners to donate during a limited window of time recognizing that all donations will be matched by your company (up to the level of your sponsorship commitment).
- **Recognition in 60 streaming spots to WARM 106.9 captive at-work audience of 17,000 people.**
- Opportunity to attend the radiothon and present donation on air – pre-recorded or live
- Recognition in The Moyer Foundation collateral
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