# First Pitch Celebrity Gala November 19th, 2011



"When I founded the Strike 3
Foundation in 2008, I did so with the compelling inspiration to reciprocate my good fortune. Privileged by a healthy and prosperous upbringing, yet forever touched by the childhood cancer of my sister, I now seek to raise awareness and support for this devastating disease."

-Major League Pitcher Craig Breslow President/Founder Strike 3 Foundation

## Making a pitch for our future



# Event Details

November 19, 2011

Hilton Hotel, Stamford CT
Cocktails & Silent Auction 6:30pm
Dinner 8:00pm

Host, President/Founder, & MLB Pitcher Craig Breslow Co-Host, Chief Operating Officer Joe Lizza

Celebrity Emcees Bobby Valentine and Karl Ravech

#### Isaias Valentin Award & Sponsor Recognition

Diamond Elite Merchant Services, Texas Liquids, E\*Trade, Aptuit, Sony Playstation

Celebrate Strike 3 and enjoy an exciting night of dinner, auctions, and celebrity mingling with...

Andrew Bailey, Jack Cust, Rajai Davis, Vin Mazzaro, Kevin Slowey, WWE Superstars, Suzyn Waldman, and many more

**Special Surprise Entertainment** 



# STRIES FOUNDATION

Jagger is Lesley Breslow Palange's 18 month old son.
Lesley is an 18 year childhood cancer survivor.
Lesley survived in part to your donation to cancer research.
I guess that makes Jagger a survivor too.



And when her younger brother, MLB Pitcher Craig Breslow, looks into the crowd from the mound, he sees an all-star in the making, Jagger, cheering him on.



When your donation funds research, the chance of a child surviving cancer improves... 65% over the past 30 years to be exact.





www.strike3foundation.org/donate



#### Childhood cancers are

- ...the #1 diseases that claim the lives of our children.
- ...responsible for more deaths from ages 1-19 than asthma, diabetes, cystic fibrosis, and AIDS combined.
- ...the diagnosis for roughly 2 average size classrooms (35-46 kids) each school day. That's ~10,500 children under age 15 and 3,700 adolescents ages 15-19 annually.
- ...detected in about 1 in 300 boys and 1 in 333 girls before the age of 20.
- ...the cause of  $\sim$ 150,000 potential life years to be lost annually.

For every 6 research dollars per patient with AIDS and every 1 research dollar per patient with breast cancer, a child with cancer receives 30 cents

#### **Believe that Childhood Cancers are Curable**

- Mortality from pediatric cancer has been steadily decreasing (due to improved supportive care and clinical trials).
- In December 2007, the CDC reported a 20% decline in the pediatric cancer death rate between 1990 and 2004.
- Overall survival from pediatric cancer is estimated to be 75%-80% and the majority of these are considered "cured" (In the early 1950s <10%, and in the 1970s <50% of children with cancer could be cured).

It is estimated that 1 in every 450 adults is a childhood cancer survivor

# Sponsorship

#### **Perfect Game Sponsor** \$56,000

• Exclusive rights to all items below. No other sponsorships sold.

### Full Event Sponsor \$30,000 DIAMOND ELITE

- Exclusive naming rights: The Strike 3 Foundation First Pitch Celebrity Gala sponsored by your Company in all signage, media outlets, press releases, interviews, invitations, logos, etc.
- Full page front inside cover color advertisement in event program for your Company.
- Company logo at coat check, projected on screens, and on all bars.
- 4 tables for your Company guests.
- Award recognizing participation at event.
- Company logo projected on 9' screens throughout the evening.

### Entertainment Sponsor

- Audible recognition for sponsorship of headline act.
- The Strike 3 Foundation, Full Event Sponsor, and your Company present: ie in 2010, The Strike 3 Foundation and Texas Liquids presented "Sister Hazel".
- Full page color advertisement in event program for your Company.
- 2 tables for your Company guests.
- Recognition on invitation as sponsor of entertainment.

#### Cocktail Hour Sponsor \$12,500

#### **PlayStation**<sub>™</sub>

- Company logo on all bars.
- Full page color advertisement in event program for your Company.
- 2 tables for your Company guests.
- Recognition on invitation of Cocktail Hour Sponsorship.

#### Coat Check Sponsor \$7,500

#### **E**\*TRADE

- Company logo at coat check station high volume area and excellent visibility.
- Full page color advertisement in event program for your Company.
- 1 table for your Company guests.

#### Full Table with Current MLB Player \$2,850

- 10 tickets for your Company guests.
- 1 Current MLB Player at your table.
- Full page advertisement in event program.

#### **Full Table \$2,250**

- 10 tickets for your Company guests.
- Full page advertisement in event program for your Company.

#### **Individual Tickets** \$250

• A small number of individual tickets will be released for public purchase on October 25<sup>th</sup> (pending availability).

### Support the Strike 3 Foundation, our honorees, our event chairs, or clients, with a congratulatory ad in our program

Full Page \$2000
Quarter Page \$750
Half Page \$1000
Business Card \$500

As a sponsor for the First Pitch Celebrity Gala, <u>YOU</u> will be contributing to advancements in pediatric oncology treatment and research



#### Who We Are

The Strike 3 Foundation was founded by MLB pitcher Craig Breslow as a charitable agency that heightens awareness, mobilizes support, and raises funding for childhood cancer research.

#### The Institutions We Serve



#### Yale-New Haven Children's Hospital www.ynhch.com

YALE-NEW HAVEN CHILDREN'S HOSPITAL Strike 3 provides direct funding to Yale New Haven Children's Hospital as a founding sponsor of Connecticut's first pediatric bone marrow transplantation program. We are now in the 3<sup>rd</sup> year of our 5 year, \$500,000 pledge to the hospital. Our current financial reserve has us positioned to undoubtedly meet our pledge in full, and to date have donated \$200,000.



#### Connecticut Children's Medical Center www.connecticutchildrens.org

Strike 3 provides direct funding to Connecticut Children's Medical Center as ground is broken on an innovative comprehensive pediatric oncology and hematology center, and to date has donated \$27,500.



#### American Society of Clinical Oncology http://www.asco.org

2011 will represent the first year that Strike 3 sponsors an American Society of Clinical Oncology Young Investigator's Award. The award provides funding to promising investigators to encourage and promote quality research in clinical oncology. Strike 3 will make a one-year grant totaling \$50,000, to a physician who is currently within the last two years of his/her final subspecialty training at an academic medical institution at the time of grant submission. This year, Sarah Tasian, MD from Children's Hospital of Philadelphia, is the fellow who will be receiving this grant. Dr. Tasian's project title is "Predicting Biochemical and Genetic Responses to JAK Inhibitor Therapy in Patients with CRLF2-Overexpressing Acute Lymphoblastic Leukemia".



#### The Children's Hospital of Philadelphia <a href="http://www.chop.edu">http://www.chop.edu</a>

The Center for Childhood Cancer Research (CCCR) at The Children's Hospital of Philadelphia is focused on curing all forms of childhood cancer through an integrated program of basic, translational and clinical research. The CCCR represents a bold research enterprise that provides CHOP patients access to a wide range of clinical trials—both proven and investigational therapies, many of which were discovered at CHOP. With more than 30 scientists primarily focused on cancer research and one of the country's largest and most renowned clinical operations, CHOP is uniquely capable to make critical discoveries throughout the spectrum of pediatric oncology.

#### **How We Work**

The Strike 3 Foundation acts as a fundraising engine for beneficiary organizations who share our mission of childhood cancer treatment and eradication. We have partnered with nationally recognized healthcare facilities as well as clinical research organizations to ensure that the donations that we raise, and then distribute, are getting directly into the hands of those professionals who are positioned to put the funds to their best possible uses.



# The Gal

#### 2010 First Pitch Celebrity Gala

On November 13, 2010 over 450 people converged on the Stamford Hilton Hotel in support of the Strike 3 Foundation's First Pitch Celebrity Gala. MLB Pitcher Craig Breslow was joined by celebrities: Andrew Bailey, Boof Bonser, Rajai Davis, Vin Mazzaro, Kevin Slowey, Howard Finkel, Sergeant Slaughter, Suzyn Waldman, and Ed Randall, at a gala hosted by Bobby Valentine and Karl Ravech.





Sister Hazel provided entertainment for the evening, and Andre Norman served as the keynote speaker. The event raised \$210,000 and invaluable awareness for pediatric cancer research and treatment centers, including a 5 year pledge to Yale New Haven Children's Hospital as a founding sponsor of the region's first pediatric bone marrow transplantation program. ESPN's Baseball Tonight Anchor Karl Ravech called the night "rewarding and inspiring".

Twelve-year-old Daniel Trainor received the Isaias Valentin Award for Courage. Trainor, diagnosed with brain tumors 3 years ago, has endured 12+ brain surgeries and had this to say: "The First Pitch Gala was an awesome evening that I will never forget. I want to thank the Strike 3 Foundation and Yale Children's Hospital for the award I received. A special thanks to Craig Breslow and all his efforts to raise so much money for pediatric cancer. It means a lot to me and all of the other kids and families who are dealing with this disease".





Steve Montovano was honored with an Outstanding Service Award. Montovano said, "Receiving the Outstanding Service Award was not only a surprise and honor but more importantly reflects the gratitude of Craig, Joe and the entire Strike 3 Foundation of my efforts. Although I try to remain anonymous in these efforts, receiving this award and the gratitude it came with will remain with me the rest of my life".

Steve Montovano

Strike 3 Founder Craig Breslow said "2010 has been a year marked by tremendous progress, and I think we saw the culmination of that growth tonight. We may have outsized many of the banquet facilities in the area, but that's a good problem to have". Chief Operator Joe Lizza added "The night can be viewed as nothing other than a complete success. Thanks to the generosity of many people, we will be able to fulfill our pledge of \$100,000 to Yale Children's Hospital as well as award satellite grants



Craig Breslow and Joe Lizza

for the first time. I can't wait to head into the office on Monday and try to figure out what we can do for next year".

An extended cocktail reception highlighted by appetizers from Kona Grill, Wilson's BBQ, and Saugatuck Kitchens, and a wine tasting presented by Dovalle presented the backdrop to an extensive auction list that included a trip to



Maui, front row Elton John concert tickets, a Chanel watch, and tickets to the Yankees vs Red Sox game at Fenway Park, including field passes and name in lights. Dessert represented another grand display, featuring a cake from Carlo's Bakery, gourmet coffee from North Star Fine Coffees, sundae bar, and fried treats.

Humility and generosity were pervasive themes; first time Gala attendee Kevin Kulinowski challenged the crowd to match his \$2,000 pledge resulting in an additional \$12,000 in revenue, and topping the \$210,000 mark. Pharmaceutical company Aptuit CEO, Tim Tyson, spoke to the importance of development and research in cancer treating drugs, and Andre Norman, former felon, captivated the audience with his coming of age story. Presenting sponsor Diamond Elite joined Texas Liquids, Manfredi Jewels, Aptuit, Playstation, E\*Trade, and Moffly Media in helping create the most profitable night in Strike 3 history.









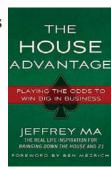




### 2010 Events

#### What's the Count?

An evening of blackjack lessons by the MIT Blackjack Team at the Anchor Steam Brewery in San Francisco. Jeff Ma of the feature film, "21", and author of *The House Advantage* was the guest speaker.



#### **San Francisco Wine Tasting**



An evening of art and wine from Carlisle Winery and Bedrock Wine Co. at the Cottage Industry Painting Salon.

#### **Inaugural NYY Steakhouse Luncheon**

Held on September 1, 2010, at Yankee Stadium, the intimate luncheon featured a lavish menu and dining with celebrity guests such as NYY Pitcher Joba Chamberlain and Oakland A's





players Craig Breslow, Andrew Bailey, Dallas Braden, Ben Sheets, Kurt Suzuki, and Brad Ziegler.



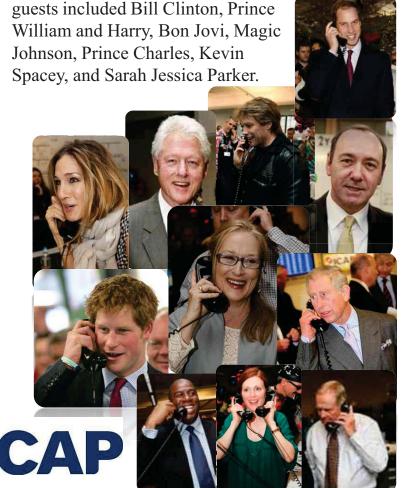
#### **Oakland A's Community Fund Golf Classic**

Staged at Castlewood Country Club in Pleasanton on June 24, raised more than \$100,000 for the A's Community Fund through the tournament, and silent and live auctions. Strike 3 was the beneficiary of a portion

of the proceeds raised at this year's Golf Classic.

#### ICAP Charity Day

One day each year ICAP (the world's premier voice and electronic interdealer broker) donates 100% of the firm's revenue to charity. As part of the day's activities, ICAP hosts several of the charities' celebrity spokespeople to rally employee enthusiasm and interact with clients to boost trading volumes. Strike 3, Craig Breslow, and Andrew Bailey were selected a beneficiary of ICAP's 2010 Charity Day. Other celebrity

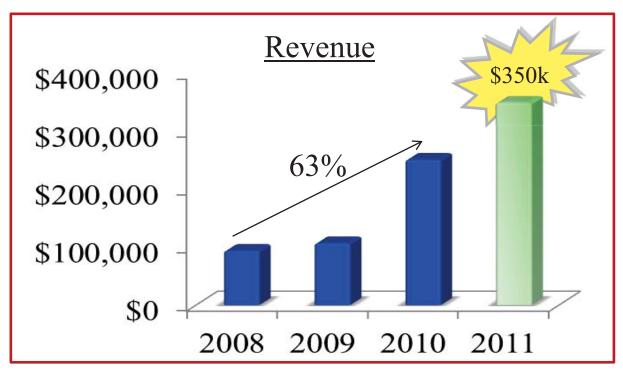




#### **Overall Funding**

The Strike 3 Foundation is proud that nearly all our funding goes directly to support those children, families, medical professionals, and research institutions that we serve. Strike 3 values every contribution and pledges to maximize the impact of each gift.





• Targeting a \$100k increase in revenue in 2011 from previous year

#### **Gala Funding**

Each year, 100% of all money raised at our annual gala directly supports those that we serve. As The Strike 3 Foundation approaches its 4<sup>th</sup> year, making us officially eligible to be rated by external sources, our focus has expanded to not only include revenue growth, but also expense containment. We recognize the importance of being a trusted partner to our benefactors, particularly with the recent decline in the average size of donations being made to health organizations. We also believe that our year-over-year positive trending revenue, during an economic period reporting a 40% decline of charitable contributions, is due to our financial transparency.

# Message from Craig

There is an obvious enthusiasm and excitement surrounding the 2011 First Pitch Celebrity Gala, Strike 3 Foundation's fourth installment of this signature fundraiser. The 2010 version represented marked growth in revenue and attendance, and the event committee is resigned to sustaining this momentum.

As event co-chair, I have the privilege of spearheading this novel fundraising campaign. In the coming months, our staff will revisit previous corporate sponsors, solicit new partners, and brainstorm new and exciting ideas to keep our audience engaged. From hidden gourmet dessert bars to surprise musical acts, the event boasts character that shatters the mold of the typical charity fundraiser. However, the true mission of Strike 3, is very much resonant through the bestowment of such honors as the Isaias Valentin Courage Award, named after a boy who passed away of leukemia just days before his 10th birthday. Those who attended last year's event were warmed by the touching message of Daniel Trainor, a twelve-year-old brain cancer patient who insisted that despite 12 brain surgeries, chemotherapy, and countless hours of rehabilitation and physical therapy, he was just a normal kid trying to get back to soccer practice. Similarly poignant was the Outstanding Service Award acceptance remarks by Steve Montovano, a steadfast supporter of Strike 3 from its inception, who himself was diagnosed with cancer nearly 10 months ago, and continues to beat the odds.

Economists and financial experts agree that charitable giving has been affected by the economic downturn of the last 3 years. However, the Strike 3 Foundation continues to welcome the challenge of increasing revenue during this period. As this packet details, Strike 3 has shown remarkable resilience and growth, nearly doubling its revenue from 2009 to 2010, and we anticipate similar trending in 2011.

This momentum gained is unequivocally the result of generous contributions from our donor base. Individuals and corporations have increased the magnitudes of their pledges, and the strengths of their commitments. Strike 3 would not be able to boast year over year revenue growth and a seamless transition into year 3 of a 5 year \$500,000 cumulative gift to Yale Children's Hospital, or be able to announce its support of an American Society for Clinical Oncology Young Investigator's Award without the generosity and unwavering support of its benefactors. Please accept my most sincere appreciation for your support, and for giving consideration to continuing to support this meaningful cause.

As the face of the Strike 3 Foundation, I am lucky to receive much of the accolades for the work we do. However, I am neither alone in my devotion nor unaccompanied in responsibility. Chief Operating Officer Joe Lizza often undertakes thankless tasks and has shown himself to be a tireless and loyal officer, and Andrew Bailey has taken on the responsibilities of Director of Development with aplomb.

While a retrospective look back confirms that our organization is moving in the right direction, there is still work left unfinished. By aggressively pursuing additional corporate sponsors, implementing measures to retain our existing donor base, maintaining absolute financial transparency, and diligently monitoring expenses, we can continue our progress toward conquering this devastating disease. I remember distinctly what it felt like to learn that my sister had cancer. My hope is that someday in our lifetime, that diagnosis will never have to be given again.

Sincerely,

Craig Breslow



# Contact Us

Website: <a href="http://www.strike3foundation.org">http://www.strike3foundation.org</a>

**Email:** <u>info@strike3foundation.org</u>

**Phone:** 203-502-0007

**Address:** Strike 3 Foundation

PO Box 91

Monroe, CT 06468



| <b>Board Position</b>          | Name                        | Email                                 |
|--------------------------------|-----------------------------|---------------------------------------|
| President/Founder              | Craig Breslow               | CBreslow@Strike3Foundation.org        |
| Vice President                 | Abe Breslow                 |                                       |
| <b>Chief Operating Officer</b> | Joe Lizza                   | JLizza@Strike3Foundation.org          |
| Director of Development        | Andrew Bailey               | ABailey@Strike3Foundation.org         |
| General Counsel                | Robert Baratta, Tim Baratta |                                       |
| Medical Advisor                | Dr. Katherine Van Loon      | KVanLoon@Strike3Foundation.org        |
| Board Member                   | Timothy C. Tyson            |                                       |
| Director of Player Outreach    | Cameron Maybin              |                                       |
| Treasurer                      | Elizabeth Upton             |                                       |
| Director of PR                 | Ashley Voss                 | PublicRelations@Strike3Foundation.org |
| New Media Director             | Bill Chin                   | Webmaster@Strike3Foundation.org       |



Follow @CraigBreslow on Twitter



Follow Strike3Foundation on Facebook www.facebook.com/Strike3Foundation



A special thank you to those who have already made generous contributions to the

## 2011 First Pitch Celebrity Gala









DONATE







#### **Product Donations**

David Yurman, Manfredi Jewels, Topps, Tootsie Roll, Kona Grill, Akadema Professional, Phiten, Ice Matters, Diageo, Wilson BBQ, Do Valle Wine Importers The easiest way for you to contribute and make a difference in the life of a child is to make a donation. On behalf of every child with cancer, cancer survivor, and their families, we offer our deepest gratitude for your generosity.

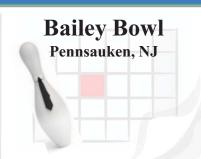
## **Donate Today!**

www.strike3foundation.org/donate

# STRIESFOUNDATION

2011 SCHEDULE

#### January 2012



#### **February**

Awareness Event
Phoenix, AZ

#### March

Celebrity
Bartending Night
Scottsdale, AZ

#### **April**



#### May

Online Fundraiser
Pledge for Strikes
Global

#### June

Young Investigator
Award
Chicago, IL
ASCO

### July



#### August

Wine Tasting
San Francisco, CA

### September

Awareness Event
San Francisco, CA

#### October



#### November

First Pitch
Celebrity Gala
Stamford, CT

#### December

Yale Hospital Visit
New Haven, CT

YALE-NEW HAVEN
CHILDREN'S HOSPITAL

# STRIES FOUNDATION

### **All-Star Team Roster**

The Strike 3 Foundation All - Star Team is an advisory panel consisting exclusively of active Major League Players who have donated their time and services to further the mission of this organization. These players have served as invaluable resources and made steadfast commitments to spreading awareness about the Strike 3 Foundation in their respective Major League cities. Strike 3 has undertaken the initiative of securing an "All-Star" on each of the 30 Major League teams by 2013, to serve as a liaison among the respective Major League Team, local children's hospitals, and this organization. Through this feat, Strike 3 can maintain a presence in every Major League city.

| Player | Profile  | Player | Profile  |
|--------|--|--------|--|
|        | #56 Craig Breslow, P: Oakland A's From Trumbull, CT. Holds a degree in Molecular Biophysics and Biochemistry from Yale. Ranked #1 Smartest Athlete by Sporting News Magazine. WSJ has labeled him "The Smartest Man in Baseball" |        | #7 Joe Mauer, C: Minnesota Twins From St. Paul, MN. Host to "Mauer's Quickswing Camp" held every winter in St. Paul, MN to teach youth the basics of batting skills. Only catcher in Major League history to win 3 batting titles. |
| As     | #40 Andrew Bailey, P: Oakland A's From Voorhees Township, NJ. Holds a degree in Finance from Wagner College. Named '09 AL Rookie of the Year. 2009 & 2010 All-Star Team.   |        | #24 Cameron Maybin, CF: SD Padres From Asheville, NC. As a Detroit Tiger, he picked up his 1st career hit (a single) and 1st career home run off Roger Clemens. Father of 1 son named Trenton.                                     |
| W      | #62 Joba Chamberlain, P: NY Yankees From Lincoln, NE. Wears #62 because the numbers add up to 8 as a tribute to a childhood friend who died of brain cancer when Joba was 12 and wore #8.  |        | #59 Kevin Slowey, P: Minnesota Twins From Conroe, TX. Attended Winthrop University on an academic scholarship after receiving a 1420 on his SAT.   |
| As     | #57 Brian Fuentes, P: Oakland A's From Merced, CA. Graduate of Merced Junior College. Married and has 4 children: Giovanni, Benicio & Gabriella (twins), and Farrah.   |        | #53 David Aardsma, P: Seattle Mariners From Denver, CO. Attended Rice University. David and his wife welcomed a baby boy in June 2010. He is the first player listed alphabetically in baseball history.                           |





### Gala Sponsor Registration



| Name.                         |  |                                       |  |
|-------------------------------|--|---------------------------------------|--|
| Company:                      |  |                                       |  |
| Address:                      |  |                                       |  |
| City, State, Zip:             |  |                                       |  |
| Phone:                        | e, Zip:Fax:  |                                       |  |
| Email:                        |  |                                       |  |
| SPONSORSHIP COMMIT            | MENT   |                                       |  |
| We would be honored to parti  | cipate in the gala event in the follo                          | owing manner(s):                      |  |
| Perfect Game Spons            | or:  | \$56,000                              |  |
| Full Event Sponsor:           |  | \$30,000                              |  |
| Entertainment Spons           | sor:   | \$15,000                              |  |
| Cocktail Hour Spons           |  | \$12,500                              |  |
| Coat Check Sponsor            |  | \$10,000                              |  |
| Full Table with Curr          | ent MLB Player:  | \$ 2,850                              |  |
| Full Table:                   | •  | \$ 2,250                              |  |
| Individual Ticket:            |  | \$ 250                                |  |
|                               | \$2000 Half Page \$1000 Quarter Page \$750 Business Card \$500 | \$                                    |  |
| Contact us to discuss         | s custom sponsorship package                                   |                                       |  |
| We are unable to attend the   | event, but would like to make a                                | fully tax-deductible gift             |  |
|                               | Donation Amount: \$  | •                                     |  |
| PAYMENT METHOD                |  |                                       |  |
| Enclosed is a check for \$    | made payable to The Strike 3 Foundation                        |                                       |  |
| Please charge the following c | redit card in the amount of \$                                 |                                       |  |
| CC #:                         | Expiration Date:   | Security Code:                        |  |
| Billing Address:              |  |                                       |  |
| Name on Card:                 |  | · · · · · · · · · · · · · · · · · · · |  |
|                               |  |                                       |  |

The Strike 3 Foundation is a not-for-profit public charitable agency recognized by the IRS under 501(c)(3). The mission of the Foundation is to heighten awareness, mobilize support, and raise funding for childhood cancer research.

Online donations can be made at http://www.strike3foundation.org/donate

The Strike 3 Foundation, PO Box 191, Monroe, CT 06468



### **Auction Donation Form**



| Donor Name:              |   |  |  |
|--------------------------|---|--|--|
| Address:                 |   |  |  |
| City, State, Zip:        |   |  |  |
| Contact Person:          |   |  |  |
| Phone:                   | Fax:  |  |  |
| Email:                   |   |  |  |
| Donate Item:             | Gift Certificate Item   |  |  |
| Detailed Description     | on (Include size, color, dimensions, etc.)  |  |  |
| Restrictions, If An      | y: (Expiration Dates of Items, Specific Use, Etc.)  |  |  |
|                          | ed within one year unless otherwise specified   |  |  |
| Estimate Market V        | falue of Item: \$   |  |  |
| Item will be:            | Dropped off/mailed to the Strike 3 Foundation Picked up -Please indicate date/time for pick up: |  |  |
| Donor's Signature: Date: |   |  |  |
| Donation Solicited       | By:   |  |  |
| Phone:                   |   |  |  |
| Return Form to:          | The Strike 3 Foundation PO Box 191 Monroe, CT 06468   |  |  |

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