2012 Bailey Bowl



"As professional athletes, we have a greater purpose than success on the athletic fields. I see the opportunity to make an impact in the community as a unique benefit of my career as a Major League Baseball Player. I hope you will join me in supporting the Strike 3 Foundation, as we aim to strike out pediatric cancer. "

-Andrew Bailey, MLB Pitcher,
2009 Rookie of the Year, MLB All-Star '09/'10,
Strike 3 Foundation Director of Development



January 7, 2012

Pinsetter Bar & Bowl
7111 Maple Ave, Pennsauken, NJ

Host, Director of Business Development,
2009 Rookie of the Year, 2009 & 2010 MLB All-Star

Andrew Bailey

Co hostesses, Amanda Bailey and Lori Bailey

Sponsor Recognition

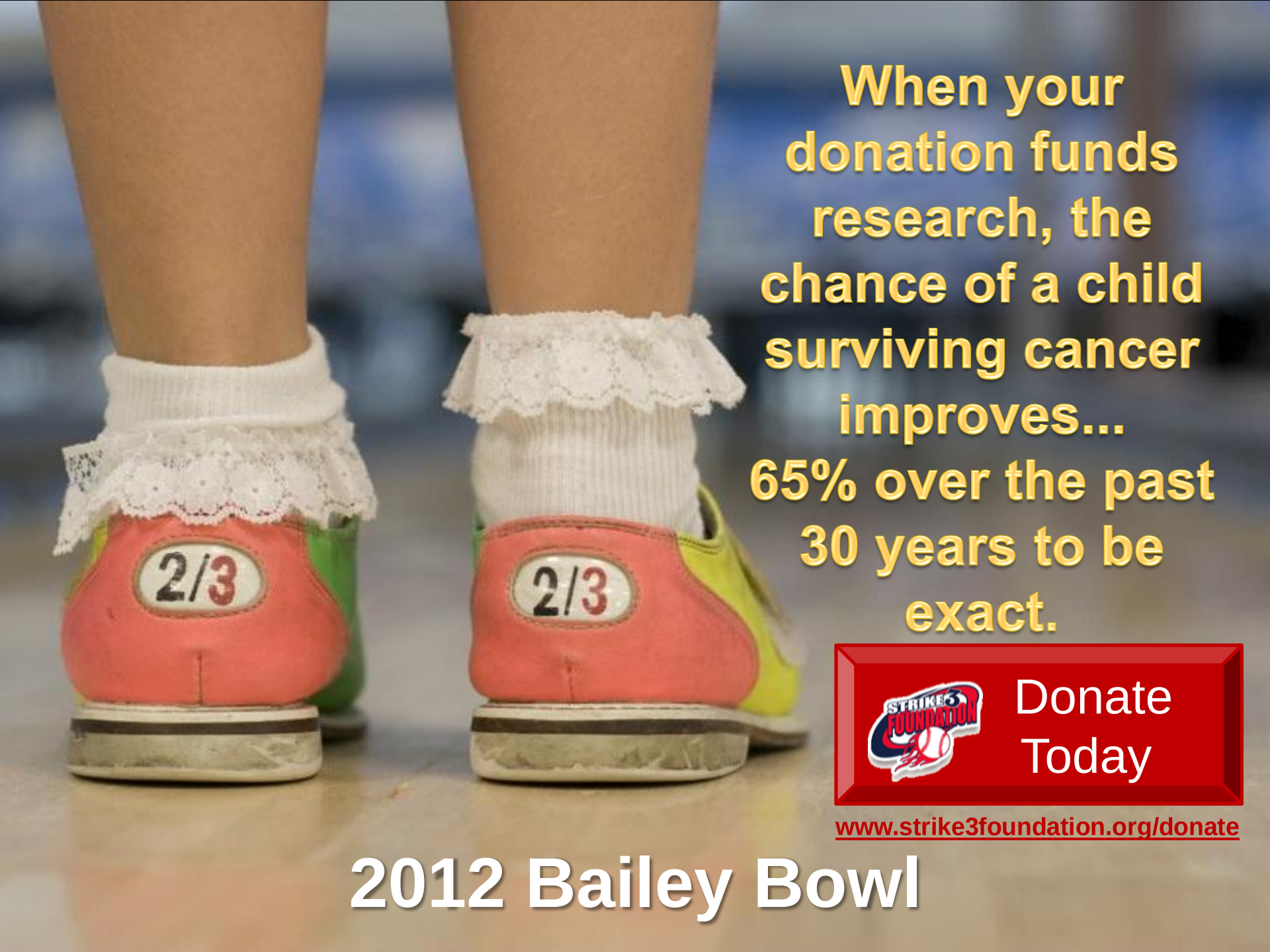
Wilson, Hendricks Sports Management,
Joe Canal's Liquor, and Texas Liquids

Awards

Celebrate Strike 3 and enjoy a night of bowling, food, drinks, auctions, prizes, and celebrity mingling



www.strike3foundation.org


When your donation funds research, the chance of a child surviving cancer improves... 65% over the past 30 years to be exact.
Donate Today
www.strike3foundation.org/donate
2012 Bailey Bowl

The Facts

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 ~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

World Series Sponsor $50,000

Signage & Visibility

- Exclusive House Sponsor: "The Strike 3 Foundation 2012 Bailey Bowl presented by Company Name & Logo"
- Full-page back cover event program and premium logo placement on screens and signage throughout event
- House Sponsor listing in press releases, public service announcements, event publicity, Facebook, Twitter, and The Strike 3 Foundation website

Hospitality

- VIP bowling accommodations for 30 and 30 non-bowling guests
- Celebrity Bowler
- One group photo with Andrew Bailey and Craig Breslow
- 60 unique autographed Andrew Bailey memorabilia items
- Complimentary gifts for all 60 guests
- Opportunity to include approved promotional items in VIP and regular gift bags

Perfect Game Sponsor $25,000

- VIP bowling accommodations for 18 and 18 non-bowling guests
- Celebrity Bowler
- Meet & Greet for 36 with Andrew Bailey and Craig Breslow
- One group photo with Andrew Bailey and Craig Breslow
- 36 unique autographed Andrew Bailey memorabilia items
- Full-page event program ad and prime logo placement on screens and signage throughout event
- Perfect Game Sponsor listing in press-release, public service announcements, event publicity, Facebook, Twitter, and The Strike 3 Foundation website
- Acknowledgement during the Bailey Bowl
- Opportunity to include approved promotional items in VIP and regular gift bags
- Complimentary gifts for all 36 guests
- Wait staff service at lanes for your 36 guests

As a sponsor of the Bailey Bowl, <u>YOU</u> will be contributing to advancements in pediatric oncology treatment and research



Sponsorship

No-Hitter Sponsor $10,000

- Bowling Lane for 12 bowlers and 6 non-bowling guests
- Celebrity Bowler
- 18 unique autographed Andrew Bailey memorabilia items
- Full-page Event Program ad and premiere logo placement on screens and signage throughout event
- No-Hitter Sponsor listing in press releases, public service announcements, event publicity, Facebook, Twitter, and The Strike 3 Foundation website
- Complimentary gifts for all guests
- Wait staff service at lane for guests

Shut-Out Sponsor $5,000

- Premier bowling Lane for 6 and 6 non-bowling guests
- 12 autographed Andrew Bailey photographs
- Celebrity Bowler
- Half-page Shut-Out Sponsor Ad in event program, and sponsor listing throughout event and screens
- Shut-Out Sponsor listing in press release, public service announcements, Facebook, Twitter, event publicity and The Strike 3 Foundation website
- Opportunity to include approved promotional items in gift bags
- Complimentary gifts for all guests
- Wait staff service at lane



Strike Out Sponsor $2,500

- Bowling Lane for 6 guests
- Listing in the event program and sponsor listing throughout event and screens
- Complimentary gifts for all guests

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

• **Full Page**	$1000
• **Half Page**	$500
• **Quarter Page**	$250
• **Business Card**	$100

Deadline for inclusion in the invite is October 1, 2011. Deadline for inclusion in the program is December 1, 2011.

About Us

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

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 3rd 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 http://www.chop.edu

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

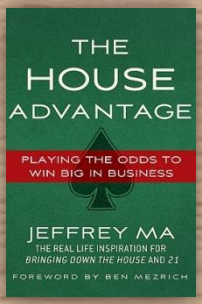
The Strike 3 Foundation acts as a fundraising engine for beneficiary organizations who share our mission of childhood cancer treatment and eradication. We have partnered with nationally recognized healthcare facilities as well as clinical research organizations to ensure that the donations that we raise,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



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 guests included Bill Clinton, Prince William and Harry, Bon Jovi, Magic Johnson, Prince Charles, Kevin Spacey, and Sarah Jessica Parker.



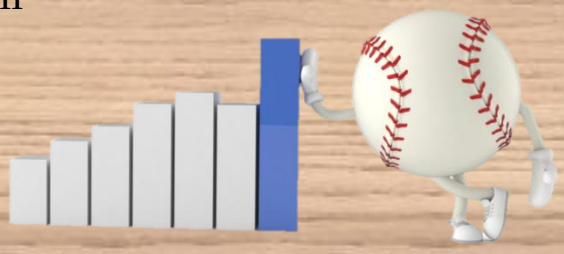


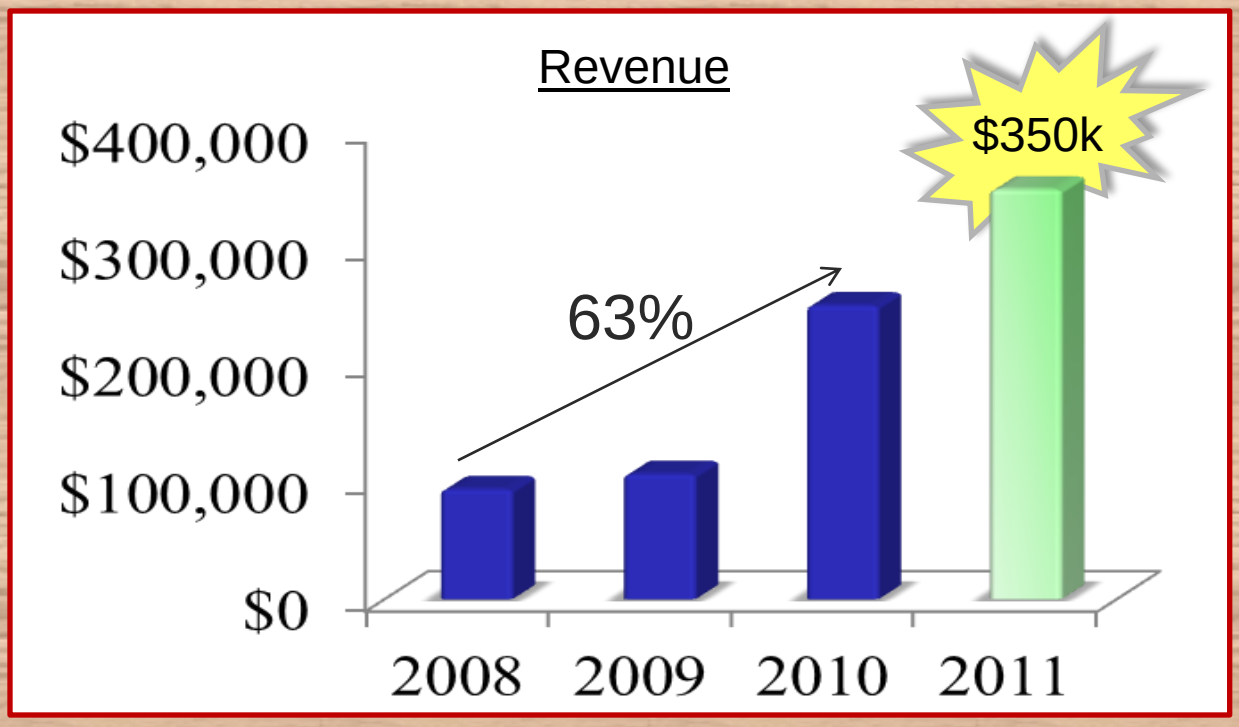
ICAP

Financials

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.





Bailey Bowl Funding

100% of all money raised at the Bailey Bowl directly supports those that we serve. As The Strike 3 Foundation approaches its 4th 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 Andrew

Traveling the country playing Major League Baseball has always been a dream of mine. In conjunction with that comes an off the field goal of mine, one that with your help, can become a reality. After establishing my career as Major League Pitcher I decided to join the Strike 3 Foundation to help support, heighten awareness, and raise funds for pediatric cancer research.

The Strike 3 Foundation was founded by my friend, teammate, and Yale graduate Craig Breslow. Craig's motivation behind his foundation is his sister Lesley, who is an 18 year pediatric thyroid cancer survivor. In 2009 I decided to join Craig and his fight against pediatric cancer. Since then, we have visited numerous children in hospitals awaiting debilitating cancer treatments. Every child that I have encountered has inspired me. The thrill they receive by meeting a Major League baseball player is trumped by the courage and resilience they show me. My hope is that one day these kids will be able to fulfill their hopes and dreams in the same way that I am currently fulfilling mine.

Working with the Strike 3 Foundation has been a very fulfilling experience for me. Initially, my support was financial, however, after committing more of my time, I was appointed the Director of Development. By focusing on spreading the impact of the charity and establishing a nationwide presence, I have helped Strike 3 grow rapidly. To date, The Strike 3 Foundation has distributed over $350,000, which has been raised through a variety of fundraising activities.

2012 will mark the first Bailey Bowl. The Strike 3 Foundation believes strongly in supporting the communities within which it fundraises. The Children's Hospital of Philadelphia shall serve as the primary beneficiary to this novel event. This is a great opportunity for me to establish a Strike 3 Foundation presence and maintain charitable efforts in South Jersey, a place I will always call home. My hope is that the 2012 Bailey Bowl is the first in a long line of fundraisers in South Jersey/Philadelphia, creating an indelible presence in the area.

There is nothing that outshines the smiles on the children's' faces when I am able to visit with a group of players on behalf of Strike 3. Being able to have a positive impact on each child's life is something that The Strike 3 Foundation will always strive to accomplish. Reality tempers us though, and we understand that eliminating pediatric cancer is a battle that we can fight on our own, and that your support is imperative in hastening the arrival of the day when no child will be told that he has cancer.

Thank you for all of your support,
Andrew Bailey



Contact Us

Website: http://www.strike3foundation.org

Email: info@strike3foundation.org

Phone: 203-502-0007

Address: Strike 3 Foundation
PO Box 91
Monroe, CT 06468



Board Position	Name	Email
President/Founder	Craig Breslow	CBreslow@Strike3Foundation.org
Vice President	Abe Breslow	
Chief Operating Officer	Joe Lizza	JLizza@Strike3Foundation.org
Director of Development	Andrew Bailey	ABailey@Strike3Foundation.org
General Counsels	Robert Baratta, Tim Baratta	
Medical Advisor	Dr. Katherine Van Loon	KVanLoon@Strike3Foundation.org
Board Member	Timothy C. Tyson	
Associate 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

Thank You

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

2012 Bailey Bowl

Sponsors

Wilson

Oakland Athletics

Hendricks Sports Management

Texas Liquids

Joe Canal's

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

STRIKE 3 FOUNDATION

2011 SCHEDULE

January 2012

Bailey Bowl
Pennsauken, NJ



February

Awareness Event
Phoenix, AZ



March

Celebrity Bartending Night
Scottsdale, AZ



April

Awareness Event
Oakland, CA



May

Online Fundraiser
Pledge for Strikes
Global

June

Young Investigator Award
Chicago, IL

ASCO

July

NYY Steak Luncheon
New York, NY

NYY STEAK

August

Wine Tasting
San Francisco, CA



September

Awareness Event
San Francisco, CA



October

Hartford Marathon
Hartford, CT



November

First Pitch Celebrity Gala
Stamford, CT



December

Awareness Event
New Haven, CT





STRIKE 3 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
	**#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"
	**#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.
	**#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.
	**#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.

Player	Profile
	**#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.
	**#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.
	**#59 Kevin Slowey, P: Minnesota Twins** From Conroe, TX. Attended Winthrop University on an academic scholarship after receiving a 1420 on his SAT.
	**#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.



Bailey Bowl

Sponsor Registration



Name:_____

Company:_____

Address:_____

City, State, Zip: _____

Phone:_____Fax:_____

Email: _____

SPONSORSHIP COMMITMENT

We would be honored to participate in the gala event in the following manner(s):

____ World Series Sponsor:	$50,000
____ Perfect Game Sponsor:	$25,000
____ No-Hitter Sponsor:	$10,000
____ Shut-Out Sponsor:	$ 5,000
____ Strike Out Sponsor:	$ 2,500
____ Advertisements **Full Page** $1000 **Half Page** $500 **Quarter Page** $250 **Business Card** $100	$_____
____ Contact us to discuss custom sponsorship package	

We are unable to attend the event, but would like to make a fully tax-deductible gift to the Strike 3 Foundation. Donation Amount: $_____

PAYMENT METHOD

Enclosed is a check for $_____made payable to The Strike 3 Foundation

Please charge the following credit card in the amount of $_____

CC #: _____Expiration Date:_____Security Code:_____

Billing Address:_____

Name on Card:_____

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

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

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.

Thank you for you support!!!

Auction Donation Form



Donor Name:_____

Address:_____

City, State, Zip:_____

Contact Person:_____

Phone:_____Fax:_____

Email:_____

Donate Item: ☐ Gift Certificate ☐ Item

Detailed Description (Include size, color, dimensions, etc.) _____

_____

_____

_____

Restrictions, If Any: (Expiration Dates of Items, Specific Use, Etc.) _____

_____

_____

Note: Service must be used within one year unless otherwise specified

Estimate Market Value 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: _____Email: _____

Return Form to: The Strike 3 Foundation
PO Box 191
Monroe, CT 06468

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