



Corporate Sponsorship Package

Craig's Cause

Pancreatic Cancer Awareness Maritime Bike Tour

July 27th, 2011 — August 1st, 2011



What is Craig's Cause?

Craig's Cause Pancreatic Cancer Society was created by the friends and family of Craig Schurman Condon. Craig passed away at the age of 63, 8 weeks after being diagnosed with pancreatic cancer. Craig was an exceptional man who was respected by all who knew him. As a father, he taught the importance of never giving up, emphasizing that to overcome obstacles and challenges you need to believe in your ability to pick yourself up, dust yourself off and push ahead.

Craig's Cause Maritime Bike Tour July 27th-August 1st

On July 27th, 2011, 25+ cyclists will leave Halifax, Nova Scotia and embark on an amazing adventure, touring the Maritime Provinces. Cyclists will have the opportunity to cycle through three provinces known for their rugged coastlines and distinct Maritime culture. The bike tour will start at the QEII Health Sciences Centre, in Halifax on July 27th and return to Halifax on August 1st, participating in the Natal Day Parade.

Cyclists will complete this bike tour, relay style. Each cyclist will be part of a team and will be responsible for completing approximately 100 km's per day. Each team will cycle together and a support vehicle will be supplied. As part of the bike tour, cyclists will attend media events planned at 11 hospitals throughout the Maritimes.

Our first Maritime Bike tour in July 2010, raised \$45,000 for Pancreatic cancer research. The cyclists visited 8 hospitals and spoke about Pancreatic Cancer awareness, care, treatment options and left patient educational pamphlets and DVD's.

Why the Maritime Bike Tour ?

- 1 To raise awareness about pancreatic cancer across the Maritimes in the form of a bike tour.
- 2 To educate the public about pancreatic cancer, care and treatment options.
- 3 To promote community involvement in the support of pancreatic cancer research, education and awareness.
- 4 To raise funds for pancreatic cancer research projects including an Atlantic Provinces Pancreatic Cancer Familial Registry.

Bike Tour Details

Tentative Hospital Locations

Nova Scotia Hospitals

Halifax	QEII Health Sciences Centre
Kentville	Valley Regional Hospital
Bridgewater	South Shore Regional Hospital
Yarmouth	Yarmouth Regional Hospital
Antigonish	St. Martha's Regional Hospital
Sydney	Cape Breton Regional Hospital

New Brunswick Hospitals

Moncton	Moncton City Hospital
Saint John	Saint John Regional Hospital
Fredericton	Dr. Everett Chalmers Hospital
Miramichi	Miramichi Regional Hospital

Prince Edward Island Hospital

Charlottetown	Queen Elizabeth Hospital
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Audience

Maritime Province's populations affected by pancreatic cancer

Patients, caregivers

Health professionals (physicians, nurses, cancer care navigators, social workers, cancer researchers, medical students)

Media (television, radio, newspapers)

General Public

How Can I Get Involved?

Become a Sponsor

	Title	Tour	Supporting
Value	\$10,000	\$5,000	\$1,000
Benefits			
Signage at each hospital, where each awareness campaign is held	(Prominently displayed)	●	
Corporate logo on support vehicles	(3' wide)	(1' wide)	(6" wide)
Corporate logo on cyclists jerseys	(1/2 space on back)	(1/4 space on front)	●
Logo on website	(Prominently displayed)	●	●
Link to corporate business on website	(Prominently displayed)	●	●
Corporate logo on all promotional cards in all bike stores and hospitals	(Prominently displayed)	●	●
Corporate logo on promotional posters, throughout the Maritimes	(Prominently displayed)	●	●
Corporate logo in newspaper ad	●	●	●
Corporate name recognition, during each awareness campaign at all hospitals	●	●	
Corporate name recognition in radio commercials (both paid and PSA)	●	●	

Media Event Details

The main purpose of the Maritime Bike Tour is to raise awareness about pancreatic cancer across the Maritimes. At these media events we will be educating the public about pancreatic cancer disease, care, treatment options and promoting community involvement in the support of pancreatic cancer research and education. These events will include speeches by physicians, patients, caregivers and members of the Craig's Cause Pancreatic Cancer Society. Local newspaper, radio and television will be invited to each event, with PSA announcements 2 weeks prior to the awareness campaign. Media events are tentatively planned at the following hospitals.

Nova Scotia Hospitals

Halifax	QEII Health Sciences Centre
Kentville	Valley Regional Hospital
Bridgewater	South Shore Regional Hospital
Yarmouth	Yarmouth Regional Hospital
Antigonish	St. Martha's Regional Hospital
Sydney	Cape Breton Regional Hospital

New Brunswick Hospitals

Moncton	Moncton City Hospital
Saint John	Saint John Regional Hospital
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What is Pancreatic Cancer?

Pancreatic cancer does not discriminate by age, gender, or race.

Each year 4,000 Canadians are diagnosed with pancreatic cancer.

Each year 3,900 Canadians die from pancreatic cancer.

62% of people diagnosed with cancer will survive 5+yrs,

4% of people diagnosed with pancreatic cancer will survive 5+ yrs.

Over 75% of patients diagnosed with pancreatic cancer will survive only 3-9 months from diagnosis.

In 2006 the Canadian Cancer Society and the National Cancer Institute of Canada published its annual report; pancreatic cancer remains one of the deadliest cancers.

Over 70% of surgical candidates are not offered surgery for pancreatic cancer.

Pancreatic cancer is an aggressive cancer which can be asymptomatic (patients show no signs or symptoms) for many months before patients are aware of any health concerns.

Very few medical advancements, no effective early detection methods, minimal treatment options, and limited research funding make the urgency of this particular research fund all that more significant.

Pancreatic cancer remains one of the lowest research funded cancers to date with less than 1% of research funds available to Canadian researchers.

“4% of people diagnosed with pancreatic cancer will survive 5+ yrs.”

Craig's Cause Pancreatic Cancer Society:

- one of two organizations in Canada providing current information, education, awareness and support to patients with pancreatic cancer.
- fundraises in support of the Pancreatic Cancer Research Fund at the QEII Foundation.
- \$300,000 has been raised by Craig's Cause Pancreatic Cancer Society in the past three years.
- operated 100% by volunteers.
- created a network of support throughout Canada for patients and caregivers.
- created an educational website — www.craigsc ause.ca
- supported the creation of an educational video and booklet distributed to patients and caregivers, free of charge.
- has received the support of researchers and surgeons, who willingly respond to questions through our website.

Craig's Cause Pancreatic Cancer Society operates with the support of the QEII Foundation. All net proceeds from this event are donated to the Pancreatic Cancer Research Fund at the QEII Foundation. This fund supports research at the QEII Health Sciences Centre.



What is the Route?



For More Information

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