

WORDS TO LIVE BY.

THE IMPACT OF YOUR SPONSORSHIP

11.10.21

Despite incredible advances in detection and treatment for other types of cancers, pancreatic cancer continues to pose a particular challenge to physicians and patients because it often doesn't have obvious early symptoms. By the time the disease is found, it is typically quite advanced, complicating treatment and leading to poorer patient outcomes.

For the past five years, Van Andel Institute's Dr. Brian Haab and Mercy Health St. Mary's Dr. J. Bradley Morrow have worked together to shift this paradigm. Their goal? To develop improved tests that allow physicians to diagnose pancreatic cancer earlier and to differentiate between cancers that will respond to treatment versus those that won't.

Together, Drs. Haab and Morrow are working right here in Grand Rapids to validate a pair of experimental tests designed to detect specific markers produced by pancreatic cancer cells. If successful, these tests could be powerful new tools to help physicians and patients make the best care decisions possible.

PANCREATIC CANCER FACTS

60,430

estimated new cases in 2021¹



87,777

people living with pancreatic cancer as of 2018¹



RISK FACTORS INCLUDE

- Smoking
- Obesity
- A family history of pancreatic cancer or pancreatitis, a condition in which the pancreas is inflamed
- A personal history of pancreatitis or chronic pancreatic cysts
- Certain hereditary conditions²

Sources: ¹National Cancer Institute Surveillance, Epidemiology, and End Results Program. (2021). Cancer Stat Facts: Pancreatic Cancer. <https://seer.cancer.gov/statfacts/html/pancreas.html>

²National Cancer Institute. (2020, December 11). Pancreatic Cancer Treatment (Adult) — Patient Version. <https://www.cancer.gov/types/pancreatic/patient/pancreatic-treatment-pdq>

A CONVERSATION ABOUT PANCREATIC CANCER

Hosted by Carol Van Andel

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SPONSORSHIP BENEFITS

11.10.21

CONVERSATION SPONSORSHIP \$10,000

EXCLUSIVE SPONSORSHIP AVAILABLE

- Five reserved tables at event (seats 50)
- Opportunity to give welcome remarks at the beginning of the event
- Full-page advertisement on the inside back cover of the event program
- Company name or color logo on all the invites sent out to the Grand Rapids community
- Company name or logo listed on VAI's website
- Company name or logo displayed on plasma screens and auditorium main screen during the event
- Company name or logo used in all promotional material to promote to the Grand Rapids community
- Company name or logo used in all print signage for the event
- Company name listed in VAI's annual report and Highlights of Hope donor newsletter

DISCUSSION SPONSORSHIP \$5,000

SEVERAL AVAILABLE

- Three reserved tables at event (seats 30)
- Half-page advertisement on the back cover of the event program
- Company name or color logo on all the invites sent out to the Grand Rapids community
- Company name or logo listed on VAI's website
- Company name or logo displayed on plasma screens and auditorium main screen during the event
- Company name or logo used in all promotional material to promote to the Grand Rapids community
- Company name or logo used in all print signage for the event
- Company name listed in VAI's annual report and Highlights of Hope donor newsletter

DISCOURSE SPONSORSHIP \$3,000

SEVERAL AVAILABLE

- Two reserved tables at event (seats 20)
- Quarter-page advertisement on the back cover of the event program
- Company name or color logo on all the invites sent out to the Grand Rapids community
- Company name or logo listed on VAI's website
- Company name or logo displayed on plasma screens and auditorium main screen during the event
- Company name or logo used in all promotional material to promote to the Grand Rapids community
- Company name or logo used in all print signage for the event
- Company name listed in VAI's annual report and Highlights of Hope donor newsletter

STATEMENT SPONSORSHIP \$1,500

SEVERAL AVAILABLE

- One reserved table at event (seats 10)
- Eighth-page advertisement on the back cover of the event program
- Company name or color logo on all the invites sent out to the Grand Rapids community
- Company name or logo listed on VAI's website
- Company name or logo displayed on plasma screens and auditorium main screen during the event
- Company name or logo used in all promotional material to promote to the Grand Rapids community
- Company name or logo used in all print signage for the event
- Company name listed in VAI's annual report and Highlights of Hope donor newsletter

Proceeds Benefiting



Conversation Sponsor



QUESTIONS

For questions regarding sponsorship, please contact Sarah Rollman at 616.234.5712 or sarah.rollman@vai.org.

A CONVERSATION ABOUT PANCREATIC CANCER

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SPONSORSHIP COMMITMENT

11.10.21

WE WOULD LOVE TO SPONSOR AT THE FOLLOWING LEVEL:

SOLD OUT Conversation Sponsorship \$10,000

_____ Discourse Sponsorship \$3,000

_____ Discussion Sponsorship \$5,000

_____ Statement Sponsorship \$1,500

Company Name (as you would like it to appear in printed materials)

Contact Name

Address

City | State | Zip

Phone

Fax

Email

Our check is enclosed and made payable to Van Andel Institute

Please invoice us at the above address on _____

Date

Signature

Please return your gift and this completed form to:
Van Andel Institute
c/o A Conversation About Pancreatic Cancer
333 Bostwick Ave. NE
Grand Rapids, MI 49503

or email your response to
sarah.rollman@vai.org.

Email your high-resolution logo to

sarah.rollman@vai.org.

*(Please provide .eps and .png file formats
in color and black and white if possible.)*

For more information please contact

Sarah Rollman at 616.234.5712.

This form is due **November 2, 2021.**

Proceeds Benefiting



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