



**SUPPORTING PANCREATIC CANCER RESEARCH  
ONE STEP AT A TIME**

**2023 SPONSORSHIP OPPORTUNITIES**

**TGEN'S 5K  
STEP N OUT  
PANCREATIC CANCER RESEARCH**

**In Person + Virtual Event  
Sunday, November 5, 2023**

# RACE AT A GLANCE

*Dear friends,*

**WHEN:** Sunday, November 5, 2023

**WHERE:** Arizona Boardwalk  
9500 E Via de Ventura, Scottsdale, AZ 85256  
Or virtually from anywhere you choose.

## **SUPPORT OUR CAUSE:**

In partnership with TGen, the business community helps advance TGen's research and mission through its support. Step-N-Out 5K is an excellent opportunity for you to showcase your company while engaging customers, clients and partners in a meaningful way as they give back to their community.

## **COME RUN WITH US:**

We invite you to join us by becoming a 2023 event sponsor, creating a corporate team, personal team, or registering as an individual runner. Forming a team is another great way for your organization to build camaraderie in the workplace through healthy, happy employees. Sponsorships for Step-N-Out 5K range from \$2,000 to \$10,000. You can check out more information at [tgen.org/step](http://tgen.org/step).

## **VENDORS:**

We also have vendor booths available for a small fee. This is a great way to promote your brand, and get out into the community. It will also provide you with an opportunity to meet customers in person, helping you to forge personal connections and establish a rapport. In a world where an increasing number of sales transactions take place anonymously through online merchants, this event is a great way to personalize your brand, help build awareness, and generate sales leads. Hosting a vendor booth will be one of the most effective networking opportunities you'll find. This year we are located in a prime location which will have traffic from our event participants, but will also draw foot traffic from various attractions at the Arizona Boardwalk. If you are interested in hosting a vendor booth at the Step-N-Out event, please call or office for an application at 602-343-8502 or email [alay@tgen.org](mailto:alay@tgen.org)

We are excited to invite you to our Annual Step-N-Out 5K walk/run, a family-friendly event on Sunday, November 5, 2023. This year we are thrilled to announce our partnership with the Arizona Boardwalk, which will be our new location in Scottsdale, AZ.

Be sure to bring the whole family, as the day will be filled with lots of fun and excitement as we come together both in-person and virtually to help raise awareness and funds for pancreatic cancer research.

We invite you to join our fundraising efforts by becoming a 2023 Step-N-Out event sponsor, creating a corporate team and/or making an in-kind contribution to be featured in our event. Step-N-Out is an excellent opportunity for you to showcase your company while demonstrating your commitment to the community and beyond. Thanks to the generosity of our sponsors and participants from around the country, last year's event was a great success. We all gathered both in-person and virtually and raised over \$130,000.

**Proceeds from Step-N-Out directly support pancreatic cancer research at the Translational Genomics Research Institute (TGen), part of City of Hope.**

Moving forward, our Step-N-Out 5K will continue to be a hybrid event, which means it will take place in-person and virtually from anywhere you choose. We are delighted to expand our reach nationally and have the opportunity to come together no matter the distance in our fight to end pancreatic cancer.

Join hundreds of supporters from across the country as they hit the pavement to put an end to pancreatic cancer. The 2023 event plans to raise more than \$150,000 to support TGen's commitment to deliver more effective treatments to patients and ultimately a cure for pancreatic cancer.

Thank you for your consideration of support. It is an honor to stand alongside you in the fight to end pancreatic cancer. We look forward to building a strong long-standing partnership into the future.

Sincerely  
The Step-N-Out 2023 Committee

# HOPE FUELED BY SCIENCE

TGen scientists use a patient's unique DNA blueprint to find the genetic causes of complex diseases and develop smarter, more-effective treatments for them.

Currently, in the U.S pancreatic cancer is the third leading cause of cancer death. It is one of the few cancers for which survival has not improved substantially over nearly 40 years. Pancreatic cancer has been underfunded for decades and receives less than 2% of overall cancer research funding.

Since 1990, only 5 of 44 clinical trials for advanced pancreatic cancer have extended patients' lives – TGen led four of those. Our track record in pancreatic cancer is truly unsurpassed:

- Developed the current standard of care for pancreatic cancer chemotherapy
- Led two international Stand Up to Cancer Pancreatic Cancer Dream Teams
- First to perform whole-genome sequencing to inform cancer treatment (2008)
- Received Food and Drug Administration approvals for five new cancer treatments

At TGen, a global-leader in groundbreaking research, our faculty and physicians are conducting clinical trials here in Arizona and around the world to improve quality of life for pancreatic cancer patients. Step-N-Out 5K has played a critical role in funding this research.

With your support, TGen is poised to continue to make rapid breakthroughs; saving lives of patients.



**PROMISE**

ONE MORNING. ONE MISSION. UNITING TO END PANCREATIC CANCER.



**COURAGE**

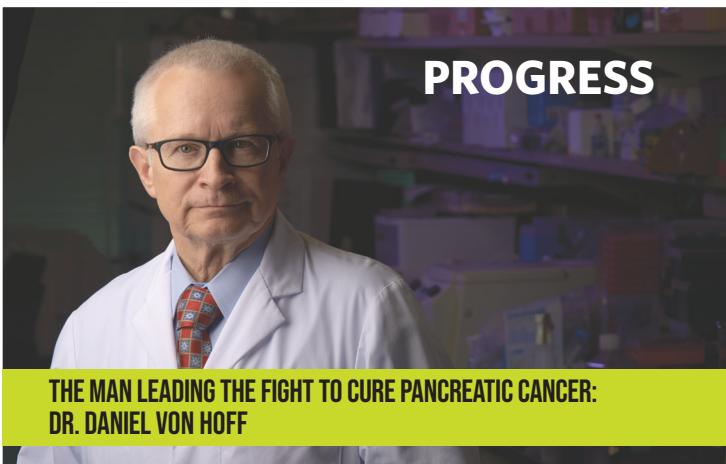
**SURVIVOR**

STEP-N-OUT TO SUPPORT OUR COURAGEOUS PATIENTS AND SURVIVORS



**HOPE**

DR. ERKUT BORAZANCI, LEADING ONCOLOGIST –  
MAKING A DIFFERENCE IN PATIENTS LIVES.



**PROGRESS**

THE MAN LEADING THE FIGHT TO CURE PANCREATIC CANCER:  
DR. DANIEL VON HOFF

# SALUTE TO SURVIVORS

Last November, hundreds of individuals participated both in person and virtually from all across the country for the single purpose: *to end pancreatic cancer.*

All of them did it for those who have fought pancreatic cancer and won, those who have fought it and lost and those who hope they will never have to fight it at all. Their determination over the years has helped raise over **2 million dollars to fight pancreatic cancer.**

## HAVE A STORY?

Are you a survivor, or have a loved one who has battled pancreatic cancer? We would love to hear from you. Contact us at [alay@tgen.org](mailto:alay@tgen.org) or 602-343-8502.



Some of them *ran*  
Some of them *walked*  
Some of them *dashed*

The Translational Genomics Research Institute (TGen), part of City of Hope, is an Arizona-based, nonprofit medical research institute dedicated to conducting ground breaking research with life-changing results. TGen is focused on helping patients with cancer, neurological disorders and diabetes, through cutting edge translational research (the process of rapidly moving research towards patient benefit). TGen physicians and scientists work to unravel the genetic components of both common and rare complex diseases in adults and children. Working with collaborators in the scientific and medical communities literally worldwide, TGen makes a substantial contribution to help our patients through efficiency and effectiveness of the translational process. For more information, visit: [www.tgen.org](http://www.tgen.org).

**TGen Foundation**  
445 N. Fifth Street, Suite 120  
Phoenix, Arizona 85004  
Phone: 602-343-8411 • Fax: 602-343-8441

# SPONSORSHIP OPPORTUNITIES & BENEFITS

**64,000+**  
people will be diagnosed  
with pancreatic cancer  
this year



**Deadline for inclusion of Race T-shirt is September 25, 2023**

## **Presenting Sponsor - \$10,000** (One opportunity available)

- 30-complimentary participant entries toward your corporate team in the Run/Walk (\$750 value)
- Company name/logo listed as "Presented by" on all communications and event marketing\*
- Opportunity to provide a 60 second video to highlight your organization and support for Step-N-Out
- Industry exclusivity, first right of refusal for subsequent years
- Logo recognition on social media and Step-N-Out web site with link back to your organization's site
- Logo recognition on participant t-shirts
- Acknowledgment in 2023 Step-N-Out press release
- Name recognition in the TGen Today Foundation magazine (Distribution of 18,000+)
- Acknowledgment in Step-N-Out emails
- Logo recognition displayed on event signage along race path
- Acknowledgment by Master of Ceremonies
- Opportunity to provide promotional item for participants

## **Gold - \$7,500**

- 25-complimentary participant entries toward your corporate team in the Run/Walk (\$750 value)
- Logo recognition as Gold Sponsor on Step-N-Out race day collateral
- Logo recognition on social media and Step-N-Out web site with link back to your organization's site
- Logo recognition on participant t-shirts
- Acknowledgment in 2023 Step-N-Out press release
- Name recognition in the TGen Today Foundation magazine (Distribution of 18,000+)
- Acknowledgement in Step-N-Out emails
- Logo recognition displayed on event signage along race path
- Acknowledgment by Master of Ceremonies
- Opportunity to provide promotional item for participants

## **Silver - \$5,000**

- 20-complimentary participant entries toward your corporate team in the Run/Walk (\$600 value)
- Logo recognition as Silver Sponsor on Step-n-Out race day collateral
- Logo recognition on social media and Step-N-Out web site with link back to your organization's site
- Logo recognition on participant t-shirts
- Acknowledgement in Step-N-Out emails
- Logo recognition displayed on event signage along race path
- Opportunity to provide promotional item for participants
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## **Bronze - \$3,000**

- 15-complimentary participant entries toward your corporate team in the Run/Walk (\$450 value)
- Logo recognition on social media and Step-N-Out web site with link back to your organization's site
- Logo recognition on participant t-shirts
- Acknowledgement in Step-N-Out emails
- Logo recognition displayed on event signage along race path
- Opportunity to provide promotional item for participants

## **Copper - \$2,000**

- 10-complimentary participant entries toward your corporate team in the Run/Walk (\$300 value)
- Logo recognition on social media and Step-N-Out web site
- Logo recognition on participant t-shirts
- Opportunity to provide promotional item for participants

## **Participants Demographics**

**59% Female, 41% Male**  
**Average age 44**

# IN-KIND & UNDERWRITING OPPORTUNITIES

## Unable to be a sponsor but still want to participate?

The following are other ways you can participate and help support your community in the fight to end pancreatic cancer. Our goal is to underwrite race expenses through both cash and in-kind contributions. This ensures that more money goes to research in the fight against pancreatic cancer. Despite mandatory increases in expenses, in recent years we have managed to keep expenses, on an average, less than 11% of the revenue – a tremendous accomplishment!

## UNDERWRITING OPPORTUNITIES

If you are looking for ways to maximize your exposure with *Step-N-Out 5K*, there are plenty of opportunities. Our specialized targeted underwriting sponsorships allow our partners to take full advantage of their sponsorship/marketing dollars to concentrate on a specific area of interest at the race. These targeted sponsorships give partners additional benefits and recognition that make the race unique to their needs and provide special benefits to *Step-N-Out 5K*.

### T-Shirt Sponsor - \$5000

Available to one sponsor

Special placement of logo on race shirts (sleeve)

### Race Bid Sponsor - \$2500

Available to three sponsors

Logo on all 5K race bibs

### Food and Beverage Sponsor - \$1500

Logo prominently displayed at food and beverage station

## SUGGESTED IN-KIND ITEMS



### Food & Beverage

- Fruit
- Bagels
- Granola Bars
- Water
- Sport Drinks



### Raffle Items

Examples include:

- Event tickets
- Adventure packages
- Theme park tickets
- Restaurant gift cards
- Tickets to sporting events
- Golf Certificates
- Games and Toys
- Subscriptions
- Visa gift cards



### Volunteer Services

- Professional Photographer
- Registered Nurse
- Day of event volunteers

Sign up for any of these opportunities at [tgen.org/step](http://tgen.org/step)

## ASK

For any questions or information enclosed in this packet please contact Amiee Lay at (602) 343-8502 or [alay@tgen.org](mailto:alay@tgen.org).

# TEAM SPIRIT



TEAM FRANCIS



TEAM BABA'S MEATBALLS



TEAM CATHY'S CREW



TEAM ARIZONA HEALTH EXECUTIVES

**Share in the spirit** - form a fundraising team today! There is no minimum number of members and team members can be anyone - family, friends and co-workers. Men, women and children are all welcome to participate.

## FAMILY & FRIENDS

Family teams are the heart of our event. Gather friends and family to celebrate, honor or remember a loved one whose life has been touched by pancreatic cancer - or just because you want to get the group together for a good cause. Participating in Step-N-Out is a great opportunity to host family or invite friends to town for a visit.

## COMPANY

Calling all co-workers! Get your organization involved with a cause that affects the health of your community. Build a better sense of team as you work together to help end pancreatic cancer. From senior management to individual team members, everyone in your organization can feel good about helping out. Participating as a company team creates a special camaraderie that transfers into the workplace.

*Corporations may increase participation by:*

- Paying all or part of the entry fees for employees
- Providing matching funds for the dollars employees raise for the Race
- Volunteering on Race Day

## TEAM RACE PACKET PICK-UP

Team Captains will be emailed additional packet pick-up details.

*Teams who achieve or exceed \$2,000 goal receive:*

- Team photo
- 10x10 tent, 1 table and 6 chairs

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Recognition: \_\_\_\_\_

Please be specific about how you wish to be recognized or if you wish your gift to be anonymous.

Please keep my contribution anonymous

Would your company be willing to display or distribute promotional material?  Yes  No

**SPONSORSHIP:**

Presenting Sponsor - **\$10,000**  Gold - **\$7,500**  Silver - **\$5,000**  Bronze - **\$3,000**  Copper - **\$2,000**

In-Kind, Value & Description: \_\_\_\_\_

We are unable to sponsor these levels: please accept our donation \$\_\_\_\_\_

**PAYMENT INFORMATION:**

I have enclosed a check. Please make checks payable to TGen Foundation.

Please send me an invoice.

Please call for credit card information.

I authorize the Translational Genomics Research Institute (TGen) Foundation to charge the credit card below for a one-time transaction.  Visa  MasterCard  American Express  Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name as it appears on the Credit Card \_\_\_\_\_

3-Digit/4-Digit Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

We appreciate your support and remind you that **a portion of your donation is TAX DEDUCTIBLE**. For your records, the tax ID number for TGen Foundation is 33-1092191. Please consult your tax advisor for specific tax deductibility.

Please return the completed form by  
**September 25, 2023** to ensure receipt of all sponsor benefits.

MAIL TO: TGen Foundation - **STEP-N-OUT 5K FUNdraiser**  
 445 N. Fifth Street, Suite 120, Phoenix, Arizona 85004  
 Phone: 602-343-8411 • Fax: 602-343-8441