



Chesapeake Urology Associates is the largest urology practice in Maryland and the Mid-Atlantic Region. Our 50+ physicians deliver the highest quality, most innovative urology care available with compassion and dignity. Chesapeake Urology provides the convenience of 16 urology centers and 14 surgical centers throughout the greater Baltimore, Maryland area for men, women and children with urologic conditions.

We take great pride in giving back to our communities and in 2007, led by our CEO, Dr. Sanford Siegel, Chesapeake Urology founded the Great Prostate Cancer Challenge. Since the first 5K Run in 2007, and now in its fifth year, the Great Prostate Cancer Challenge of Baltimore has raised more than \$700,000 for prostate cancer research, awareness and free screenings. Part of these funds have been used to provide more than 3,500 free screenings to men in need.

With the GPCC quickly becoming the preeminent national event aimed at ending prostate cancer, the goal of the GPCC is to bring widespread attention and awareness to prostate cancer in the same way that organizations like The Susan G. Komen Foundation have brought attention to breast cancer and women's health issues. We are thrilled that the GPCC has grown to 20 cities across the nation to date.

For more information go to [www.GPCCBaltimore.com](http://www.GPCCBaltimore.com)



Proceeds from the Great Prostate Cancer Challenge benefit ZERO–The Project to End Prostate Cancer.

At ZERO–The Project to End Prostate Cancer, we commit ourselves not only to reduce prostate cancer or alleviate the pain from the disease but to end it. We see a future where all men who have been diagnosed with prostate cancer will be cured or manage their illness with good quality of life, with the support they need to minimize physical and emotional suffering and to cope effectively throughout their cancer journeys. To accomplish our goal, we provide comprehensive treatment information to patients, education to those at risk and we conduct thousands of free screenings each year. We fund research in the pursuit of a better test for the disease.

For more information, go to [www.ZeroCancer.org](http://www.ZeroCancer.org)



[www.GPCCBaltimore.com](http://www.GPCCBaltimore.com)  
[www.GreatProstateCancerChallenge.com](http://www.GreatProstateCancerChallenge.com)

# 5K RUN AND 1 MILE FUN WALK

## Sponsorship Opportunities



**Sunday, September 25, 2011, 8:30 a.m.**  
**Johnny Unitas Stadium at Towson University**

Sponsored by  
 Chesapeake Urology Associates  
 ZERO–The Project to End Prostate Cancer

Honorary Chairperson  
 Lenny Moore, Former Colts Player and Hall of Famer



The fifth annual Great Prostate Cancer Challenge® of Baltimore will be held on Sunday, September 25, at 8:30 a.m. We are thrilled to return to the fantastic Johnny Unitas Stadium at Towson University! On behalf of all of us working toward ending prostate cancer through research, awareness and free screenings, we invite you to join us in supporting this important cause.

The GPCC is a very special community event that brings together athletes, cancer survivors, physicians, caretakers, family members, friends and more. Over the past four years the GPCC has grown to include 20 cities, over 15,000 participants and has raised over \$1 million toward prostate cancer research! In Baltimore alone, we have raised over a half million dollars to help end prostate cancer.

Join us in making the 2011 Great Prostate Cancer Challenge of Baltimore a great success! Proceeds to benefit the non-profit organization, ZERO—The Project to End Prostate Cancer.

### Sponsorship Opportunities:

| Company Visibility  | Baltimore Presenting Sponsor \$50,000 | Platinum Sponsor \$25,000 | Gold Sponsor \$10,000 | Silver Sponsor \$5,000 | Bronze Sponsor \$2,500 | Blue Ribbon Sponsor \$1,000 |
|---|---------------------------------------|---------------------------|-----------------------|------------------------|------------------------|-----------------------------|
| <b>Branding</b>   |                                       |                           |                       |                        |                        |                             |
| Logo/Name 1,500 Race Shirts   | Logo                                  | Logo                      | Logo                  | Name                   | Name                   | Name                        |
| Logo/Name 30,000 Entry Forms  | Logo                                  | Logo                      | Logo                  | Name                   |                        |                             |
| Registration Site   | Logo                                  | Logo                      | Logo                  | Name                   |                        |                             |
| Logo/Name TV/Radio Spots, Marketing Materials, Signs & Banners                      | Logo                                  | Name                      |                       |                        |                        |                             |
| Logo/Name and Link on Website   | Logo                                  | Logo                      | Logo                  | Name                   | Name                   |                             |
| Logo on Race Bib and Sleeve of High Performance Race Shirt (1,500)                  | X                                     |                           |                       |                        |                        |                             |
| Logo on Sleeve of High Performance Race Shirt                                       |                                       | X                         |                       |                        |                        |                             |
| Right to use "Proud Sponsor of the Great Prostate Cancer Challenge" logo            | X                                     | X                         | X                     | X                      |                        |                             |
| Inclusion of Company Name in Press Release  | X                                     | X                         |                       |                        |                        |                             |
| <b>Race Day Recognition</b>   |                                       |                           |                       |                        |                        |                             |
| Company Representative on Podium, Start Race  | X                                     |                           |                       |                        |                        |                             |
| 5 Minute "Commercial" on Video Board at Johnny Unitas Stadium                       | X                                     |                           |                       |                        |                        |                             |
| 2 Minute "Commercial" on Video Board at Johnny Unitas Stadium                       |                                       | X                         |                       |                        |                        |                             |
| Logo/Name on Banners  | Logo                                  | Name                      |                       |                        |                        |                             |
| Table Top Display—Prime Location  | X                                     | X                         | X                     | X                      | X                      |                             |
| Table Top Display   |                                       |                           |                       |                        |                        | X                           |
| Public Announcements on Race Day  | X                                     | X                         | X                     |                        |                        |                             |
| Branding on Promotional Flyers and Table at GPCC Prostate Cancer Screenings in 2011 | X                                     | X                         |                       |                        |                        |                             |
| <b>Company Participation</b>  |                                       |                           |                       |                        |                        |                             |
| Complimentary Entries   | 20                                    | 15                        | 5                     |                        |                        |                             |
| Complimentary T-Shirts  | 50                                    | 25                        | 20                    | 10                     | 5                      | 1                           |

All contributions are fully tax deductible.

### Other Ways to Help:

#### Race Day Volunteers

If you or any member of your organization would like to volunteer at the race, please call Nancy Cromwell at 443-738-8185 or email ncromwell@cua.md.

#### Door Prize Donations

A drawing will be held for all runners. If your organization is interested in providing a prize donation, please call 443-738-8185. We will recognize you at the event!



### Organization Information

Organization name \_\_\_\_\_

Contact name \_\_\_\_\_

Business address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business phone \_\_\_\_\_

Business email \_\_\_\_\_

### Sponsorship Sign Up

Presenting Sponsor \$50,000

Platinum Sponsor \$25,000

Gold Sponsor \$10,000

Silver Sponsor \$5,000

Bronze Sponsor \$2,500

Blue Ribbon Sponsor \$1,000

Donated prizes for drawings

Contributions benefit ZERO. Gifts to ZERO qualify as charitable contributions to an IRS Section 501(c)(3) public charity for federal income, estate and gift tax purposes. Your contribution is deductible to the fullest extent allowed by law. ZERO Tax ID # 59-3400922.

### Payment Details

Please charge \$ \_\_\_\_\_ to my:

Visa  MC  AMEX  Discover

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_ 3 or 4-digit SWN (on back of card)

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Please make checks payable to **ZERO—Baltimore**

Mail check along with this form to:  
**Baltimore – GPCC**  
**P.O. Box 320753**  
**Alexandria, Virginia 22320**