JOIN THE VOICES

"We've Lost Great Minds To Brain Cancer. Use Yours To Help Us Find The Cure Today."

- Mario Lichtenstein, Founder, Voices Against Brain Cancer
OUR MISSION

Voices Against Brain Cancer’s (VABC) mission is to find a cure for brain cancer and brain tumors by advancing scientific research, increasing awareness, creating a brain cancer and tumor community, and supporting patients, their families and caregivers afflicted with this devastating disease.

About Voices Against Brain Cancer

Voices Against Brain Cancer is the personal brainchild of a family who lost their son to brain cancer.

“WE FEEL IT. WE KNOW IT. WE LIVE IT. WE GET IT.”
Mario Lichtenstein, Founder Of VABC

VABC was founded in loving memory of Gary Lichtenstein who at 24 years old lost his battle with brain cancer on October 1, 2003. Gary was living in Chicago and working as an options trader at Wolverine Trading when he was diagnosed with a brain tumor on March 4, 2003. After three months Gary slipped into a coma from which he did not recover. Soon after his passing, Gary’s family started Voices Against Brain Cancer to raise money and awareness for the fight against this devastating disease.

“I couldn’t save the life of my son, but perhaps I can save the life of others.”
Mario Lichtenstein, Founder Of VABC

Remembering
Fighting
Caregivers
Join The Voices!

Children Of VABC
Community
Think Tank
Brain Cancer Coach
2018
JOIN THE VOICES

28 Events

Rock 'n' Roll Running Series
Tough Mudder Series

February
Feb. 1, 2018 - Orlando
Feb. 17, 2018 - Charleston

March
March 18, 2018 - LA Marathon Team
March 26, 2018 - Central Texas Half Marathon Team
March 28, 2018 - Atlanta, GA

April
April 14, 2018 - Columbus
April 21, 2018 - KCI Bike Ride
April 20, 2018 - JTV Long Island
April 22, 2018 - Mid-MO

May
May 5, 2018 - North Texas
May 12, 2018 - JTV Los Angeles
May 20, 2018 - Ohio Valley
May 26, 2018 - North Carolina
May 27, 2018 - Gray Day Worldwide

June
June 1, 2018 - Bacton Summit
June 2, 2018 - New York City
June 10, 2018 - JTV New York City

July
July 7, 2018 - New York City

August
August 4, 2018 - Cincinnati
August 10, 2018 - Raleigh
August 18, 2018 - JTV New York City
August 26, 2018 - Kansas City

September
Sept. 7, 2018 - North Carolina
Sept. 8, 2018 - NC Triangle
Sept. 14, 2018 - Detroit
Sept. 22, 2018 - San Antonio
Sept. 22, 2018 - JTV New York City

October
Oct. 5, 2018 - Cleveland
Oct. 13, 2018 - Houston
Oct. 20, 2017 - Chicago

November
Nov. 3, 2018 - Million Dollar Marathon
Nov. 4, 2018 - New York Marathon
Nov. 5, 2018 - JTV San Francisco

December
Dec. 3, 2018 - Margolis Cup / Lacrosse Tournament, NJ

Other Cities To Follow: Oklahoma City / Phoenix / Portland, Oregon / San Diego

Millions of Voices
2018

National Sponsorship Opportunities

ANGELS | $250,000

The Official National Title Sponsor for VABC’s Join The Voices! Multi-City National Tour.
Ensures funding for a two-year research grant for brain cancer.

- **Title sponsorship of all 2018 run/walk events:** The event “Brought to you by...”
- **20 x 20 dedicated informational tent**
- **On-stage announcement by master of ceremonies; minimum of five (5) mentions per city/event**
- **A Branded Award on your company’s behalf “Brought to you by...”**
- **A Branded Research grant**
- **Logo inclusion in all on-the-ground marketing initiatives:**
  - T-Shirts
  - Finish and start lines banners
  - Registration signage
  - Directional leafs and signage
- **Logo inclusion in all digital and social marketing initiatives:**
  - Join The Voices! Website: homepage and each event page
  - National email blasts to over 100,000 targeted emails per event
  - Geo-demo targeted email blast per zip codes around each city to over 180,000 emails per event
  - Facebook event page banner inclusion
  - Facebook Ads banner inclusion for 6 weeks prior to each event
  - National multi-media newswire distribution through PR Newswire (requires brand approval)
  - Appearance in Times Square media screen (requires brand approval)
- **Logo inclusion in all Public Relations and Media Reach out initiatives:**
  - Include brand in all press release and media pitching
- **A dedicated VIP area with food/beverage for your invited guests**
- **Admission for 250 participants to each event**
HEALERS | $100,000

National Sponsor: Ensures funding for a one-year research grant for brain cancer.

- National sponsorship of all 2016 run/walk events:
- 10 x 10 dedicated informational tent
- On-stage announcement by master of ceremonies; minimum of three (3) mentions per city/event
- A Branded Research grant
- Sponsor of The Family Fun Area: “Brought to you by...”
- Logo inclusion in on-the-ground marketing initiative:
  - T-Shirts
- Logo inclusion in all digital and social marketing initiatives:
  - Join The Voices! Website: homepage and each event page
  - National email blasts to over 100,000 targeted emails per event
  - Geo-demo targeted email blast per zip codes around each city to over 100,000 emails per event
  - Facebook event page banner inclusion
  - Facebook Ads banner inclusion for 6 weeks prior to each event
  - National multi-media newswire distribution through PR Newswire (requires brand approval)
  - Appearance in Times Square media screen (requires brand approval)
- Logo inclusion in all Public Relations and Media Reach out initiatives:
  - Include brand in all press release and media pitching
- Admission for 100 participants to each event


RESEARCHERS | $50,000

Ensures funding for one year of clinical trials for brain cancer.

- Presenting sponsor for ten (10) cities/events
- On-stage announcement by master of ceremonies; minimum of two (2) mentions per city/event
- A Branded Research grant
- Two (2) dedicated information tables at each event
- Logo inclusion in on-the-ground marketing initiative:
  - T-Shirts
- Logo inclusion in all digital and social marketing initiatives:
  - Join The Voices! Website: homepage and each event page
  - National email blasts to over 100,000 targeted emails per event
  - Geo-demo targeted email blast per zip codes around each city to over 180,000 emails per event
  - Facebook event page banner inclusion
  - Facebook Ads banner inclusion for 6 weeks prior to each event
  - National multi-media newswire distribution through PR Newswire (requires brand approval)
  - Appearance in Times Square media screen (requires brand approval)
- Logo inclusion in all Public Relations and Media Reach out initiatives:
  - Include brand in all press release and media pitching
- Admission for 50 participants to each event
EDUCATORS | $25,000

Ensures funding of support groups for families and caregivers of brain cancer patients.

- Presenting sponsor for five (5) cities/events
- On-stage announcement by master of ceremonies; minimum of one (1) mention per city/event
- One (1) dedicated information table at the event
- Logo inclusion in on-the-ground marketing initiative:
  - T-Shirts
- Logo inclusion in all digital and social marketing initiatives:
  - Join The Voices! Website: homepage and each event page
  - National email blasts to over 100,000 targeted emails per event
  - Geo-demo targeted email blast per zip codes around each city to over 100,000 emails per event
  - Facebook event page banner inclusion
  - Facebook Ads banner inclusion for 6 weeks prior to each event
  - National multi-media newswire distribution through PR Newswire (requires brand approval)
  - Appearance in Times Square media screen (requires brand approval)
- Logo inclusion in all Public Relations and Media Reach out initiatives:
  - Include brand in all press release and media pitching
- Admission for 25 participants to each event.
SUPPORTERS | $10,000

Ensures expansion of the Young Investigators Program, which creates a space for new and innovative research in brain cancer for medical students.

- Presenting sponsor for three (3) cities/events
- Logo inclusion in all digital and social marketing initiatives:
  - Join The Voices! Website: homepage and each event page
  - National email blasts to over 100,000 targeted emails per event
  - Geo-demo targeted email blast per zip codes around each city to over 180,000 emails per event
  - Facebook event page banner inclusion
  - Facebook Ads banner inclusion for 6 weeks prior to each event
- Admission for 10 participants to each event

For additional information or for expanded opportunities, please reach out to Mario Lichtenstein, Founder at (212) 340-1340 or mariolichtenstein@voicesagainstbraincancer.org
2018
National Sponsorship Form

Please return this form to Mario Lichtenstein, Founder, via email at mariolichtenstein@voicesagainstbraincancer.org
or mail to:

Voices Against Brain Cancer
c/o Mario Lichtenstein
254 West 31st 6th Floor
New York, NY 10001

Company Name: ____________________________
Contact Name: ____________________________
Street Address: ____________________________
City: ____________________________ State: _______ Zip: ____________
Mobile Phone: (_____) _____-__________
Email: ____________________________

Level of National Sponsorship          Get Involved

- o Angels       $250,000          -
- o Healers      $100,000          -
- o Researchers $50,000           -
- o Educators    $25,000           -
- o Supporters   $10,000           -
- o Other amount  $___________      -

- I would like to learn more about forming corporate teams within my company.
- I would like to learn more about underwriting part of the event.
- I would like to inform my contacts at other companies about the event.

☐ Credit Card: ☐ Visa  ☐ MasterCard  ☐ AmEx
Credit Card Number: ____________________________ Expiration Date: ____________
Security Code: ____________ Signature: ____________________________

☐ Donor wishes to remain anonymous.

Check: Please make your check payable to Voices Against Brain Cancer.