JOINTHEVOICES



"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 VABC

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

















CANCER/TUMORS

BRAIN FACTS

Did You Know?

- Each year more than 300,000 people in the world are diagnosed with a brain tumor.
- Brain tumors are the leading cause of solid tumor cancer death in children under the age of 20.
- There are over 120 different types of brain tumors.
- There are currently no known causes of brain tumors.
- Brain tumors have no socio-economic boundaries and do not discriminate among gender or ethnicity.

THE VABC WAY

How do we **EDUCATE** about brain cancer?

How do we **FIGHT** it?

How do we **INSPIRE** through it?

How do we **CARRY** the millions afflicted by it?

How do we **FUND** it?

How do we **PUSH** it to the front?

How do we push it **AWAY**?

The answer to all is in our VOICES!

Our COMMUNITY.

Our PEOPLE.

The ones who FIGHT.

The ones who CARE.

The ones who LOST.

The ones who EDUCATE.

Through our COMMUNITY we will accomplish everything there is to do, and through our VOICES, their PAIN, KNOWLEDGE, and PASSION we will SCREAM to the world and WAKE IT UP!

VABC'S 10COMMANDMENTS

1. **OPEN THE GATES TO THE WORLD.** Engage the international community in brain cancer research. Fund research worldwide.
2. **OPEN OUR MIND** to NEW, INNOVATIVE, nontraditional ways to find the cure, including the use of cannabis for healing and the impact of wireless communications on our brain. WE NEED TO TURN EVERY STONE IN OUR GLOBAL SEARCH FOR A CURE.
3. **WORK TOGETHER. FIGHT TOGETHER.** Use all of our combined resources, MINDS and VOICES to make a difference. Create our own THINK TANK for Brain Cancer.
4. **GIVE.** Step out of the FUNDRAISING MACHINE and into our COMMUNITY. 78% of the foundation's raised funds go for the fight against brain cancer and for finding a cure.
5. **COMMUNITY.** Help our voices navigate the system. Get down and dirty. Get INVOLVED. Be a VABC Brain Cancer Coach.
6. **RAISE OUR VOICE FOR AWARENESS.** Drive awareness and make brain cancer top of mind beyond our community by joining our Advocacy & Public Policy efforts! Make a GRAY DAY EVERY DAY!
7. **CONNECT.** Find and help every single person afflicted by this devastating disease. Join our social media, marketing & public relations efforts.
8. **USE OUR HEAD.** Find doctors around the world to help us research and FIND A CURE.
9. **HEAL.** Engage the community in THERAPUTIC HEALING ways through our Family Initiatives programs and support groups.
10. **UNLIMIT.** Look in addition and beyond conventional ways into complimentary alternative medicine to find a cure and beat brain cancer.

JOINTHEVOICES

OVERVIEW

Let's conquer brain cancer together!

Join The Voices! Against Brain Cancer events unites thousands of patients, survivors, caregivers, doctors, nurses, social workers and community members across the country to raise money to support cutting-edge research and support programs.

Funds raised are earmarked for research at institutions in local communities. Fundraising efforts also sponsor support groups for brain cancer patients, their families and caregivers.





JOINTHEVOICES



Funds raised from Join *The Voices!* events have funded research and programs that will have a monumental impact on the diagnosis and treatment of brain cancer at institutions, including: **Baylor University / Houston, Boston Children's Hospital / Harvard, Brain Tumor Biotech Center / Feinstein Institute / North Shore LIJ Health System, Brookhaven National Laboratory, Central Brain Tumor Registry Of The United States, Children's Hospital Of Philadelphia / University Of Pennsylvania, Cleveland Clinic / Case Western Reserve University, Columbia, Cornell, Dana Farber / Harvard, DIPG Collaborative, Duke, The Feinstein Institute / North Shore LIJ Health System, Greehey Children's Cancer Research Institute / University Of Texas Health Science At San Antonio, Harvard, Hofstra / North Shore LIJ School Of Medicine, Johns Hopkins, Lenox Hill Hospital / North Shore LIJ Health System, Long Island Brain Tumor Center NY, Lurie Children's Hospital / Northwestern, Massachusetts General Hospital / Harvard, MD Anderson, Memorial Sloan Kettering, New York University, Nicklaus Children's Hospital / Miami Children's Health System, Northwestern University, Ohio State University, Rush University, Stony Brook University, University Of California Davis, University Of California Irvine, University Of California Los Angeles, University Of California San Diego, University Of California San Francisco, University Of Chicago, University Of Miami, University Of Michigan, University Of Pittsburgh, University Of Texas San Antonio, University Of Utah, University Of Virginia, University Of Washington, Vanderbilt University, Wake Forest, Washington University In St Louis , Yale** and more.

2018

Last year VABC reached over

991 million

media and social media impressions!





VOICES The ones we LOST, the ones who CARE (caregivers), the ones who NEED TO KNOW (the public), the ones who can HELP US find the cure, and the ones who FIGHT.

AGAINST What are we going against? An EVIL disease. An under publicized KILLER. We are going against the PAIN, the FEAR, the STRUGGLE, the LOSS that brain cancer brings on us.

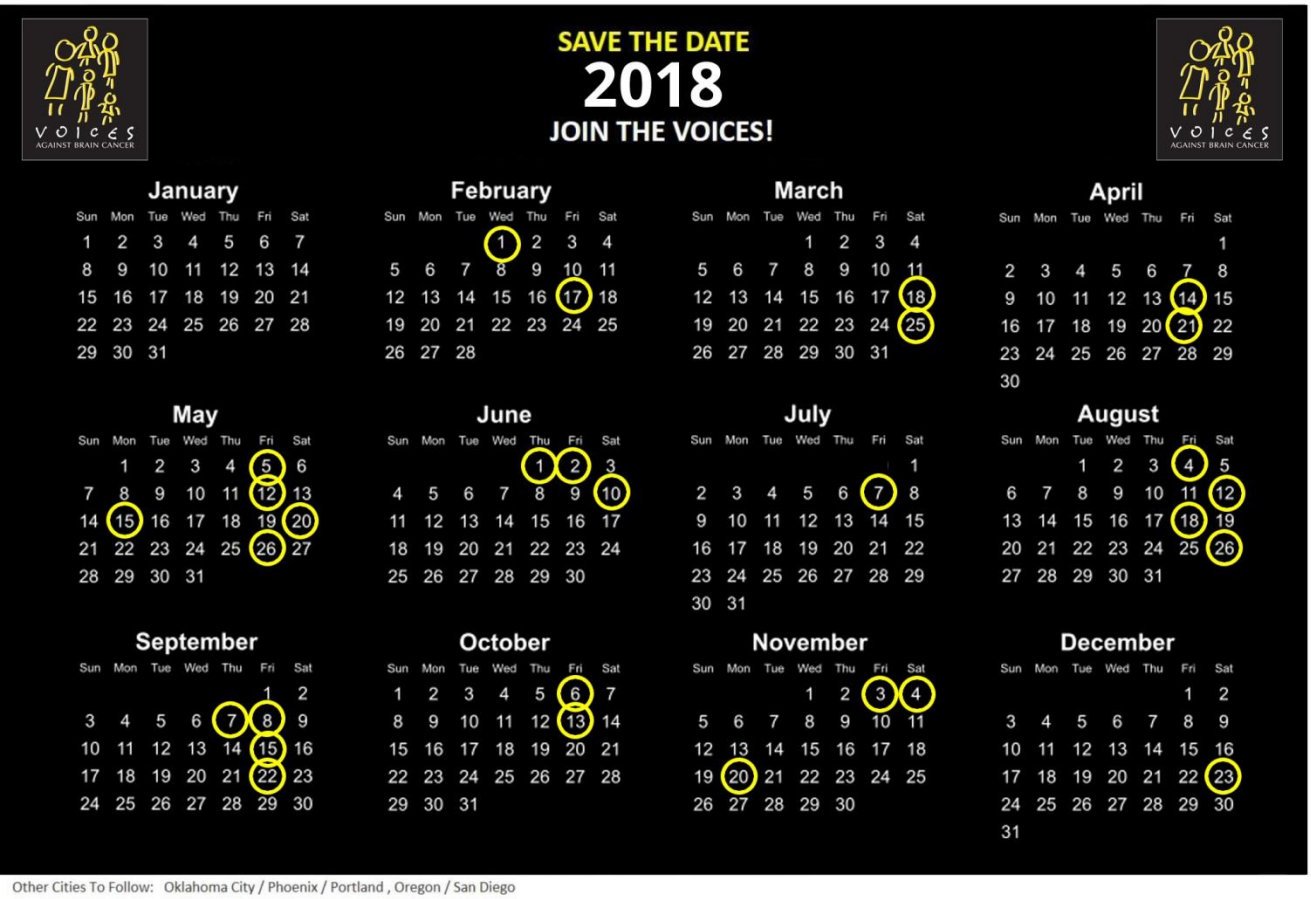
BRAIN Our EMOTIONAL BANK, IDEAS, IMAGINATION, INSPIRATION, MEMORIES, MIND, THOUGHTS, WISDOM. Our source of COMMUNICATION, FEELINGS, HUMAN BODY FUNCTION, HUMAN INTERACTION, HUMAN MOBILITY, MOVEMENT, SPEECH. LIFE.

CANCER Our LIFE TAKER. Our ENEMY. Our biggest ENIGMA.

Our biggest FEAR.

2018
JOINTHEVOICES

28 Events



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

Rock 'n' Roll Running Series Team
Tough Mudder Series

February

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

March

March 18, 2018 - LA Marathon Team
March 18, 2018 - New York City Half Marathon Team
March 25, 2018 - Central Texzs

April

April 14, 2018 - Columbos
April 21, 2018 - KC Bike Ride
April 21, 2018 - JTV Long Island
April 29, 2018 - Mid-MO

May

May 5, 2018 - North Texas
May 12, 2018 - JTV Los Angeles
May 15, 2018 - NY
May 20, 2018 - Des Moines
May 26, 2018 - North Carolina Pete's Ride Motorcycles
May 27, 2017 - Gray Day Worldwide

June

June 1, 2018 - Biotect Summit New York City
June 2, 2018 - JTV Atlanta
June 10, 2018 - JTV New Jersey

July

July 7, 2018 - New York Pete's Ride Motorcycles

August

August 4, 2018 - Cincinnati Pete's Ride Motorcycles
August 12, 2018 - Jackson
August 18, 2018 - Soccer Tournament, NYC
August 26, 2018 - KC

September

Sept. 7, 2018 - North Carolina
Sept. 8, 2018 - NC Triangle
Sept. 15, 2018 - Detroit
Sept. 22, 2018 - San Antonio
Sept. 22, 2018 - JTV New York

October

Oct. 6, 2018 - Cleveland
Oct. 13, 2018 - Houston
Oct. 20, 2017 - Chicago

November

Nov. 1, 2018 - El Paso
Nov. 4, 2018 - New York Marathon Team
Nov. 3, 2018 - JTV San Francisco
Nov. 11, 2018 - Miami

December

Dec. 23, 2018 - Margolis Cup / Lacrosse Tournament, NJ

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

Voices Against Brain Cancer is a not-for-profit public charity recognized by the IRS under 501(c)(3). VABC's Tax ID is 20-2872778.
All donations are tax-deductible to the fullest extent allowed by law and a tax receipt will be sent following the event.

2018

National Sponsorship Opportunities

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

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2018

National Sponsorship Opportunities

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

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2018

National Sponsorship Opportunities

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.

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2018

National Sponsorship Opportunities

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

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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.**

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Voices Against Brain Cancer's EIN/Tax ID is 20-2872778.

VOICES
AGAINST BRAIN CANCER



THANK YOU!