

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



2018 JOINTHEVOICES

28 Events



SAVE THE DATE
2018
JOIN THE VOICES!



January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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23	24	25	26	27	28	29
30	31					

August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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 Texas

April

April 14, 2018 - Columbus
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 - Biofect 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

2018

National Sponsorship Opportunities

HEALERS | \$100,000

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

- ***National sponsorship of all 2018 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

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

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.

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

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

- ☐ Angels \$250,000 _____
- ☐ Healers \$100,000 _____
- ☐ Researchers \$50,000 _____
- ☐ Educators \$25,000 _____
- ☐ Supporters \$10,000 _____
- ☐ Other amount \$ _____

Get Involved

- ☐ 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**.



THANK
YOU!

