

**YES!** I would like to sponsor "The Heather Ridley-Fleeman Battle for HOPE" on May 2, 2009

- Platinum Level (\$10,000)
- Gold Level (\$7,500)
- Silver Level (\$5,000)
- Bronze Level (\$2,500)
- HOPE Level (1,000)
- Friend Level (\$500)
- Supporter (\$250)

Enclosed is my check of \$ \_\_\_\_\_

**NO**, we are unable to participate this year, but please accept our contribution of \$\_\_\_\_\_ to help make "The Heather Ridley-Fleeman Battle for HOPE" a success.

**In-Kind Donation** (please list type and retail value) \_\_\_\_\_  
\_\_\_\_\_

Business Name \_\_\_\_\_  
(Please print exactly as it should appear in publications)

Contact Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail/ Website: \_\_\_\_\_

Please return to:  
HOPE, Inc.  
2949 Point Circle, Suite 1  
Fayetteville, AR 72704  
Fax 479.443.6001

## COLON CANCER FACTS

- Colon Cancer, also known as Colorectal Cancer or CRC, is the #2 cancer killer of men and women in the U.S., second only to lung cancer.
- There are approximately 150,000 new cases and over 56,000 deaths from CRC each year.
- The lifetime risk for an American to get CRC is 1 in 17 for men and 1 in 18 for women.
- Annual screening with a proven Fecal Occult Blood Test (FOBT) can lead to the detection and removal of polyps and reduce the risk of getting CRC by 20%.
- Annual screening by FOBT can reduce deaths from CRC by 37%.
- The five-year survival rate from CRC is about 90% when the disease is detected early, compared to only 8% when it is detected in a later stage.
- Annual screening with a proven FOBT can detect 90% of CRC cases in average risk individuals; i.e., those who are age 50 and older and have no symptoms.

Many people are embarrassed to talk about this disease and there are many myths about colorectal cancer that need to be discussed openly. Please visit the National Cancer Institute's Web Site for more information at <http://www.nci.nih.gov/>



HOPE's mission is to help oncology patients excel through financial and emotional support and through the development and promotion of clinical trials research.

## "Win the Battle – Crush Colon Cancer"



**MAY 2, 2009**  
**BENTONVILLE, AR**

BENEFITING

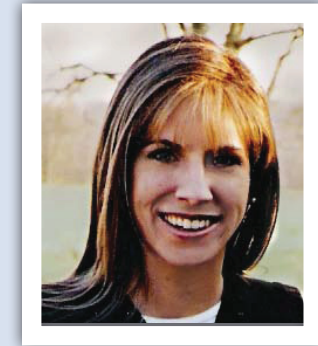


The National Symbol for Colon Cancer Awareness

## SPONSOR BENEFITS

	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	HOPE \$1,000	Friend \$500	Supporter \$250
Exclusively Recognised as Event Presenting Sponsor	★						
Table at Event	★	★	★				
Company Name and/or Logo in Press Releases	★	★	★	★			
Media Broadcast and Print Promotion	★	★	★	★	★		
Logo on Back of Event T-Shirt	★	★	★	★	NAME ONLY	NAME ONLY	NAME ONLY
Logo/Name on Event Entry Forms	★	★	★	★	★	NAME ONLY	NAME ONLY
Logo/Name on Event Posters	★	★	★	★	★	NAME ONLY	NAME ONLY
Acknowledgement on Event Day	★	★	★	★	★	★	★
Banners Displayed on Event Day	3	2	1	1	1		
Complimentary 5K/Walk Entries	20	15	10	8	6	4	2

## In Honor and In Memory of Heather Ridley-Fleeman



### Where the Money Goes

As a sponsor for the Heather Ridley-Fleeman Battle for HOPE, you and your company will be making a difference in the lives of hundreds of local cancer patients. Our goal is to underwrite our event expenses through cash and in-kind contributions.

All additional proceeds will be used to support the services of HOPE, Inc; including emergency financial support, prescription assistance and clinical trials research for cancer patients in Northwest Arkansas.

