



*“Together we will find a cure.”*



## ***Carol's Story***

Carol M. Baldwin and her husband, Alexander, raised their family in Massapequa, Long Island. As a Syracuse native and graduate of Syracuse University, Carol decided to return to her roots in 1987.

After being struck with breast cancer and undergoing a double mastectomy in 1990, her purpose became to help other women overcome the struggles associated with breast cancer.

Carol is heavily involved in the local community, lending her support and encouragement through phone calls, visits to hospitals and participation in local events. But, her true hope and mission is to find a cure for breast cancer. That is why she set up the Carol M. Baldwin Breast Cancer Research Fund of CNY (CMBBCRF).

### **Where does the money go?**

The monies raised by the Carol M. Baldwin Breast Cancer Research Fund of CNY, Inc. stay in Central New York and are given to local research facilities in their quest to find a cure.

Through your support of a tax exempt 501C(3) organization, you not only benefit from positive public image, you also raise awareness about a disease that takes the life of one woman every thirteen minutes in the United States alone.

### **Corporate Sponsorship**

Corporate sponsors play an important role to the Fund. There are several different opportunities for sponsorship available, each offering a different level of recognition at events, advertising, and tickets for participation in events.

Carol M. Baldwin Breast Cancer Research Fund  
PO Box 356  
Camillus, NY 13031



Phone/Fax: 315-672-5288  
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[www.findacurecny.org](http://www.findacurecny.org)

## OUR EVENTS



*Together we will find a cure.*

### Hoops for the Cure Basketball Tournament April 30, 2011

3 on 3 basketball tournament for kids ages 10 to 17, college students, open division and recreational division held at Onondaga Community College to raise funds for breast cancer research.

### A Night to Remember Gala May 7, 2011

This is a special night dedicated to recognizing sponsors, researchers, volunteers and other supporters. It is also a special night for women who have suffered from breast cancer to celebrate their survival with friends and family, as well as a chance to remember those that were taken by this disease. This event is celebrated at the Turning Stone Casino in Verona, New York.



### New York State Fair

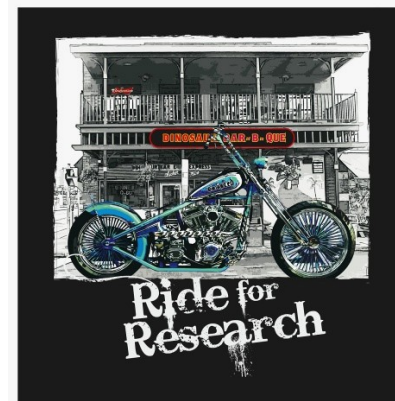
August 25, 2011 through September 5, 2011

Volunteers can be found under a 30 foot banner in the Time Warner Science & Industry Building every day of the Fair selling t-shirts and other merchandise to raise money for breast cancer research. They frequently are approached by people suffering from or surviving breast cancer as well as family members of those who lost their battle.

### Ride for Research September 11, 2011

Sponsored by Dinosaur Bar-B-Que and National Grid

A light-hearted fund raising event, the Ride for Research offers a chance for Central New York motorcycle enthusiasts to show their support for breast cancer research. A highlight of this event is seeing Carol in her pink motorcycle helmet.



## OUR EVENTS

### Paddle for the Cure September 17, 2011

Sponsored by Mountain Man Sports

Come join us for a leisurely paddle down the Moose River to raise funds for the Carol M. Baldwin Breast Cancer Research Fund. The Moose River is a slow-moving, flat-water river that winds through the beautiful Adirondack Mountains. There is one short carry with an easy trail. It is a great trip whether you are a first-time paddler or have years of experience.



### Golf Tournament September 18, 2011

The Carol M. Baldwin golf tournament at the Turning Stone is one of the biggest and most prominent tournaments in the area. This all-day event brings corporate sponsors from all over Central New York together with survivors and other supporters. The tournament is followed by dinner.

NEW!

### Carol M. Baldwin Walk/Run October, 2011

This first annual walk/run will be organized by categories. Schools, hospitals, colleges, banks/credit unions and corporations will form teams and compete against each other for a prize for the largest team. Details will follow.



*First Annual Walk/Run*



### Exciting News!

Lotus has donated this Lotus Evora to be auctioned in 2011. All proceeds will benefit the Carol M. Baldwin Breast Cancer Research Fund. Details to follow.

## Sponsorship Opportunities

### **Platinum Sponsor**

**\$10,000.00**

#### **Gala**

- Two tables of 10
- Two full page ads in the Gala Journal
- Prominent placement of corporate signage for duration of event

#### **Ride for Research**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Ten (10) passes for motorcycle enthusiasts to the event

#### **Paddle for the Cure**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Includes registration fee for two teams of four kayakers

#### **Hoops for the Cure**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Includes registration fee for two teams of four basketball players

#### **Golf Tournament**

- Two golf teams of four players each at the Golf Tournament with choice of start time and course
- Two (2) hole sponsorship including company flag on holes
- Two (2) golf cart sponsorships with company name on cart

#### **Walk/Run**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Includes registration fee for four participants

## Sponsorship Opportunities

### **Gold Sponsor**

**\$5,000.00**

#### **Gala**

- One table of 10
- One full page ad in the Gala Journal

#### **Ride for Research**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Five (5) passes for motorcycle enthusiasts to the event

#### **Paddle for the Cure**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Includes registration fee for team of four kayakers

#### **Hoops for the Cure**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Includes registration fee for team of four basketball players

#### **Golf Tournament**

- One (1) golf team of four players at the Golf Tournament with choice of start time and course
- One (1) flag on course
- One (1) golf cart sponsorships with company name on cart

#### **Walk/Run**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.
- Includes registration fee for four participants

## Sponsorship Opportunities

### **Silver Sponsor**

**\$2,500.00**

#### **Gala**

- One full page ad in the Gala Journal

#### **Ride for Research**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.

#### **Paddle for the Cure**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.

#### **Hoops for the Cure**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.

#### **Golf Tournament**

- Two (2) flags on course

**OR**

- Two (2) golf cart sponsorships with company name on cart

#### **Walk/Run**

- Company or individual name on all print advertising to include brochures, posters, t-shirts.

