

2013 American Cancer Society
100TH BIRTHDAY WEEKEND



UT
San Diego

DISTINGUISHED EVENTS

5TH ANNUAL DISCOVERY CELEBRATION GALA

Sunday, June 2, 2013

Followed by

10TH ANNUAL SAN DIEGO INVITATIONAL

Monday, June 3, 2013



Benefiting the American Cancer Society's life-saving efforts in research, education, advocacy, and support services for cancer patients and their families.



WELCOME

2013 is the 100th birthday of the American Cancer Society! As co-chairs of this prestigious Distinguished Events weekend, we take great pride in leading the effort to create closer ties between the San Diego business and social communities and the American Cancer Society.

With the diagnosis and mortality rates of cancer on the decline and new, cutting edge research making a positive impact on this terrible disease, we know we are heading in the right direction in the fight against cancer. Both the Discovery Celebration Gala, in its 5th year, and San Diego Invitational, in its 10th year, have played an important role in this fight, having net over \$1.7 million for the cause. Even with this enormous contribution in the fight against cancer, we're not stopping!

We invite you to join us for the U-T San Diego's Distinguished Events on the first weekend of June. Our 5th Annual Discovery Celebration Gala dinner on Sunday, June 2, 2013 will precede the 10th Anniversary San Diego Invitational on Monday, June 3, 2013. We hope that you, your colleagues, friends, and significant other will consider joining us in celebration of this monumental year by sponsoring one of the various offerings, some even include hotel rooms at the Grand Del Mar.

Founded a century ago in 1913, we have seen a cancer diagnosis transition from morbid survival rates to greatly improved rates in large part due to the American Cancer Society advances in research, education, advocacy, and service. In addition to patient programs and services, in 2012, the San Diego community has been greatly impacted by the \$16 million in American Cancer Society funded research grants throughout various institutions in our city. After 100 years of proven success, the American Cancer Society believes that together, we can finish the fight against cancer.

Please be as generous as you can, come participate in this tremendous weekend, commit yourself to the fight against cancer and make a positive difference in our community.

Welcome to the 2013 U-T San Diego's Distinguished Events and thank you for your support.

Sincerely,



Bill Habeger
B.H. Gold Insurance
Agency



John Lynch
U-T San Diego



Lindy Mamer
City National Bank



Mary Parra
Scripps Green Hospital



SUNDAY, JUNE 2, 2013

5TH ANNUAL DISCOVERY CELEBRATION GALA DINNER

THE GRAND DEL MAR BALLROOM

Silent auction
Gourmet plated dinner

Awards presentation
Live auction

Cancer challenge

MONDAY, JUNE 3, 2013

10TH ANNUAL SAN DIEGO INVITATIONAL

THE GRAND DEL MAR TOM FAZIO DESIGNED CHAMPION COURSE

Activities prior to the shotgun start include:

Concierge registration
Auto detailing
Morning refreshments
Gift Salon with spectacular tee prizes
Massage Therapy
Silent Auction
Bagpiper call to carts

Activities on the course

Gourmet Lunches to go
Hole in One opportunities on each Par 3
Various on course contests
Refreshments

19th Hole Reception Post Play

Completion of Silent Auction
Your spouses and significant others can join in the festivities
Gourmet hors d'oeuvres overlooking the spectacular course, Live Cancer Challenge, Awards Presentation

UT
San Diego

DISTINGUISHED EVENTS

LEADING THE WAY *to a Cure*



2013 San Diego Invitational Co-Chair

JOHN LYNCH

Vice Chairman & CEO, U-T San Diego

John Lynch was raised in Chicago, Illinois and attended Drake University where he secured a BA in journalism and played football. He was drafted by the Pittsburgh Steelers. His career shortened by injuries, he went to work for the Chicago Tribune. He then joined Westinghouse Broadcasting. In 1972, he moved to San Diego to join KFMB. John Lynch built a major broadcast company, the Noble Broadcast Group. Noble was founded in 1978 with a Mexican radio station serving all of Southern California and a license of a powerful FM station to serve San Diego. In 1996, Noble was sold to Jacor and then Clear Channel for \$153,000,000, securing outstanding returns for its investors. In addition to traditional radio, Noble developed sports networks, a syndication Company and launched the career of Jim Rome, nationally syndicated talk show host. In 2004 Lynch created Broadcast Company of the Americas and launched XX 1090 (sports), flagship station of the San Diego Padres and 105.7 FM, The Walrus, a highly successful classic hits station. In early 2010 Lynch led a partnership to purchase out of foreclosure, Finest City Broadcast for \$25,000,000. Finest City had been capitalized for \$115,000,000 in 2006. Over the course of his career, Lynch has raised hundreds of millions of equity and debt to build several companies. On December 8, 2011, Manchester Lynch Integrated Media purchased The San Diego Union-Tribune. Their mission is to build an integrated media company.



2013 San Diego Invitational Co-Chair

BILL HABEGER

President, B.H. Gold Insurance Agency

Bill has served as president of B.H. Gold Insurance Agency since acquiring it in 1986. Bill has guided its growth to become San Diego's premier independent agency providing insurance solutions for over 13,000 families and businesses in 37 states.

A lifetime insurance professional and sports lover, Bill is an avid supporter of SDSU Aztec athletics as well as numerous other sports related charitable causes and events including the American Cancer Society, the Adrian & Betsy Gonzales Foundation, Huntington's Disease Society of America, NCPGA's The Langley, and countless others. Bill's past experiences in charitable event planning live on through Scripps Ranch High School's annual Baseball Booster's Golf Tournament. Created by Bill in 1998 the tournament will enter its 15th year in 2013.



2013 Discovery Celebration Gala Co-Chair

LINDY MAMER

Senior Vice President, Senior Relationship Manager

Lindy Mamer was raised in Nashville, Tn, where she also graduated from Vanderbilt University, with a B.A. in English and Business. She moved to San Diego where she started her banking career with Wells Fargo Bank, specializing in commercial banking. After 8 years with WFB, she took time to earn her M.B.A. specializing in finance at San Diego State University. She returned to commercial banking with Bank of California /Union Bank where she spent time in commercial banking, managing the Private Banking Group, and working in marketing at the Region headquarters. She then took time off to spend time with her children, and during this period, she was President of the PTA and a Girl Scout leader. She re-entered into the workforce, joining City National Bank in 2004.

Lindy has earned her place in the Bank's President's Club three times, which honors the 42 top performers within City National Bank. Lindy remains active in many charities, including American Cancer Society and Jewish Family Service of San Diego "Ways to Work" teaching educational finance.



2013 Discovery Celebration Gala Co-Chair

MARY T. PARRA, MPH, FACHE

Oncology Services, Scripps Green Hospital

Mary T. Parra, MPH, FACHE, is the administrative leader for the Scripps Green Cancer Center at Scripps Green Hospital and Scripps Clinic, La Jolla, California. Ms. Parra has previously held positions at Johns Hopkins Hospital, University of Maryland Medical System, University Physicians, Inc., MedStar Research Institute and her most recent prior position as the Radiation Oncology Department Business Officer for the UCSD School of Medicine. Ms. Parra is currently a lead volunteer with the American Cancer Society and is on the board of directors of the American College of Healthcare Executives, San Diego Organization of Healthcare Leaders (SOHL), Mountain Health Community Clinic, and SDSU Graduate School of Public Health. Ms. Parra received a B.S. in Biological Sciences from the University of California at Irvine, and an M.P.H. from the Graduate School of Public Health at San Diego State University. She is Board Certified in Healthcare Management and is a recertified Fellow of the American College of Healthcare Executives (FACHE).



American Cancer Society's
2013 U-T San Diego's Distinguished Events

Sponsorship Opportunities

TITLE SPONSOR - \$100,000 (GALA AND GOLF)

- Naming rights on the Distinguished Events (golf and gala); 5 VIP gala tables of 8; up to 10 hotel rooms (based on availability); 20 golfer spots; 20 additional guest tickets to post golf play 19th hole reception; Industry Exclusive; verbal recognition during gala dinner and golf 19th hole reception post play; logo on home page of website; two full-page ads in gala program including inside cover; logo on 6 hole signs on course; opportunity to distribute promotional item with corporate logo via player gift salon

PRESENTING SPONSOR - \$50,000 (GALA AND GOLF) One Available

- Company name, as presented by, on all printed materials; 16 golfer spots; 16 additional guests for 19th Hole Reception post play; 4 VIP Gala tables of 8; up to 8 hotel rooms (based on avail.); Industry Exclusive; verbal recognition during Gala dinner and golf 19th Hole Reception post play; logo on home page of event website; two full page advertisements in Gala program; logo on 4 hole signs on course; opportunity to distribute a promotional item with corporate logo via player gift salon

ASSOCIATE SPONSOR - \$25,000 (GALA AND GOLF) Two Available

- Company name, in association with, on all printed materials; 12 golfer spots; 12 additional guests for 19th Hole Reception post play; 3 VIP Gala tables of 8; up to 6 hotel rooms (based on availability); Industry Exclusive; Verbal recognition during gala dinner and golf 19th Hole Reception post play; logo on event website; one full page advertisement in Gala program; logo on 2 hole signs on golf course

MISSION SPONSOR - \$15,000 (CHOOSE ONE OF 3 OPTIONS) Multiple available

- Company name on all printed materials; logo on website; one full page advertisement in gala program
 - **Golf only option:** 6 golfer spots, 6 guests included in 19th hole reception post play
 - **Golf and Gala option:** 6 golfer spots, 1 VIP table of 8 + 4 additional reserved gala seats, up to 6 hotel rooms (based on availability; 6 additional guests for 19th Hole Reception post play
 - **Gala only option:** 3 VIP Gala tables of 8, up to 6 hotel rooms (based on availability)

PREMIER SPONSOR - \$10,000 (GALA AND GOLF) *

- Company name on sponsor acknowledgement signage; 4 golfer spots; 4 additional guests for 19th Hole Reception post play; 1 reserved Gala table of 8; up to 4 hotel rooms (based on avail.); logo on website; logo on one hole sign on course; one half-page advertisement in gala program

DOUBLE EAGLE SPONSOR (\$6,000) / EAGLE (\$3,000) / BIRDIE (\$1,500); (GOLF ONLY)

- Double Eagle includes 4 golfer spots & 4 additional guests for 19th Hole Reception post play + quarter page advertisement in gala program; Eagle includes 2 golfer spots & 2 additional guests for 19th Hole Reception post play; Birdie includes 1 golfer spot & 1 additional guest for 19th Hole Reception post play; each includes company recognition on gala program; name listed on website

TRIUMPH TABLE SPONSOR - \$5,000 (GALA ONLY)

- 1 reserved Gala table of 8, logo recognition on gala program; quarter page advertisement in gala program; company/individual name listed on event website

VISIONARY SPONSOR - \$3,000 (COUPLES PACKAGE; GALA AND GOLF)

- 2 reserved Gala seats; name recognition on gala program; 1 hotel room; 1 golfer spot for Monday, June 3; 1 additional guest for the 19th Hole Reception post play

PATRON SPONSOR - \$1,000 (GALA ONLY)

- 2 reserved Gala seats; name recognition on gala program

* Individuals and/or family foundations at the \$10,000+ level gain entry into the exclusive American Cancer Society Laureate Program

2013 U-T San Diego's Distinguished Events

Underwriting Opportunities

DISCOVERY CELEBRATION UNDERWRITING OPPORTUNITES (For Sunday, June 2, 2013)		
Dinner Underwriter	\$25,000	Prime placement of company name/logo on front cover of event program, signage at each table and on screen recognition, 2 ACS produced signs displayed during dinner
Program Book	\$10,000 or in-kind	Full-page back cover ad in Gala program and on screen recognition
Cocktail Hour	\$7,500	Logo on cocktail hour napkins, ACS produced sign during cocktail hour
Silent Auction	\$5,000	Name of company/logo on event signage; sign displayed during silent auction
Live Auction	\$5,000	Name of company/logo on event signage; sign displayed during dinner
Table Décor	\$2,500	Name of company/logo at each table; sign displayed during dinner
Valet	\$2,500	Name of company/logo on sign at valet
Photography	\$2,500	Name of company/logo on sign displayed during silent auction
Guest Parting Bag	\$1,500	Opportunity to contribute company logoed bags for all attendees
Live Auction Paddle	\$1,500	Name of company/logo on back of bid paddles for live auction
Registration Station	\$1,000	Name of company on registration table and appropriate signage
Check-Out Station	\$1,000	Name of company on check-out table and appropriate signage

San Diego Invitational Underwriting Opportunitites (For Monday, June 3, 2013)		
19th Hole Reception	\$10,000	Name/logo on 2 signs at reception post play; 8 complimentary tickets to 19 th Hole Reception post play
Cocktail Hour	\$7,500	Name/logo on cocktail hour at post play 19 th hole reception
Golf Cart Sponsor	\$5,000	Name/logo on each golf cart throughout tournament, sign displayed during shotgun
Foursome Photo Valet	\$5,000	Name/logo on bottom right corner of each player photo, distributed post event
Photography	\$2,500	Name/logo on one sign at valet
Luncheon	\$2,500	Name/logo on one sign at registration
Hole Sponsor	\$2,000	Name/logo on one sign at lunch
Tee Gift (8 avail.)	\$1,000	Name/logo on one sign at one course hole
	\$1,000	Opportunity to contribute a company logoed golf item for all golfers (128 players)



DISTINGUISHED EVENTS

SPONSORSHIP PLEDGE FORM

Please print legibly and exactly as they should appear in all event publications.

SPONSOR CONTACT: _____

Today's Date: ___ / ___ / ___ Business Name: _____

Donor's Name (how you wish it to appear in printed materials): _____

Contact Person: _____ Phone: _____ Fax: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

E-Mail Address: _____

Administrative Contact: _____ Phone: () _____

Mail invitations and tickets to (if different from above): _____

Company logo – for donors \$2,500+ (use of company logo and colors for logo cannot be guaranteed on all materials):

___ Camera-ready art enclosed ___ Logo on disk enclosed ___ Other: _____

TYPE OF SUPPORT

___ Sponsorship Level \$ _____

___ Underwriting Level \$ _____

___ General Admission Tickets at \$500 \$ _____ Number of Tickets _____

___ Donation Only (no tickets) \$ _____

___ Special Instructions/comments: _____

BILLING INFORMATION (PAYMENTS MUST BE RECEIVED TO BE LISTED IN PRINTED MATERIALS)

___ VISA ___ MasterCard ___ American Express

Name and billing address as it appears on card: _____

Account # _____ CVV Code _____ Exp Date ___ / ___

___ Check Enclosed is my check for \$ _____ made payable to "American Cancer Society"

Donor's Signature and Date _____

PLEASE NOTE: The deadline for inclusion in the program is May 1, 2013.

Federal Tax I.D.: ACS, Inc. 13-1788491| Your donation may be tax deductible. Please check with your tax advisor.

PRIVACY POLICY: The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us any time at 1-800-227-2345.

Save lives. *Fulfill yours.*TM



Join the American Cancer Society's Proud History of Volunteerism



This year, consider joining more than three million American Cancer Society volunteers to save lives and create more birthdays.

Volunteering at the American Cancer Society turns a little time into a lot of good.

Being a member of the American Cancer Society team is a unique opportunity to put your special talents to work for the good of others, in an innovative and people-centered environment.



Call us to join an upcoming Volunteer Orientation and meet other volunteers and staff, learn about the events and patient service programs in your community, and hear about our efforts to save lives by helping people stay well, get well, find cures, and fight back!

619.682.7431 or SDVolunteers@cancer.org

A stylized graphic on the left side of the red banner, showing several overlapping human figures in orange and red tones, representing a community or group of people.

**Help create a world with less cancer
and more birthdays.**

Enroll in Cancer Prevention Study-3.

**Find out now about participating in your community
enrollment by calling 1-888-604-5888**

THE OFFICIAL SPONSOR OF BIRTHDAYS.®



YOUR AMERICAN CANCER SOCIETY *and the Corporate Community*

The San Diego Distinguished Events Committee

The San Diego Distinguished Events Committee provides business and community leaders with the opportunity to contribute their personal and professional experience, expertise, and influence to the local fight against cancer. In addition to a variety of networking opportunities and involvement in worthwhile events such as the *San Diego Distinguished Events*, members enjoy the satisfaction of knowing that they are helping add birthdays for Southern Californians and beyond who benefit from research, education and service efforts of the American Cancer Society.



Workplace Solutions

Resources for Improving Employee Health and Reducing Healthcare Costs

In keeping with our mission of eliminating cancer as a major health problem, the American Cancer Society is reaching out to the corporate community with a variety of health and wellness tools and programs especially designed to engage and educate employees. Aimed at promoting positive change in the three key areas of physical activity, nutrition and smoking cessation, these programs include:

Active for LifeSM Online

A free interactive physical activity program which combines individual and group strategies to motivate employees to be more active on a consistent basis.

Freshstart

This program is designed to help employees plan a successful quit attempt by providing essential information, skills for coping with cravings and group support. To implement the program, a representative at your company must first complete Freshstart facilitator training.

Healthy Living Newsletter

A free monthly electronic newsletter loaded with articles and information on nutrition, physical activity, stress reduction, and beneficial health resources.

To learn more and/or to enroll your company in any of the above programs, please contact: John Brannelly, Corporate Relations Market Director, at 619.682.7447 or John.Brannelly@cancer.org.



www.ACSWorkplaceSolutions.com

MANY THANKS to our *San Diego Distinguished Events Supporters*

2012-2013 EXECUTIVE COMMITTEE

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George Young

HONORARY CHAIRS EMERITI

Discovery Celebration Gala

Elizabeth Rice, '12
Doug & Nancy Barnhart, '11
Charles & Anne Dick, '11
Sharon Blanchet, '09
Ann Haddad, '09
Ken and Joy Dahlberg, '08

San Diego Invitational Golf Tournament

Ceci Doty, '12
Kay Coleman, '11
Jed Stirnkorb, '10
Jim Cimino, '09
Ted Roth, '08
Bill Geppert, '07
John Lynch, '06
Billy Ray Smith, '12
Armon Mills, '11
David Webb, '10 & '09
Malin Burnham, '08
Ken Baumgartner, '07
Sandy Alderson, '06
Joseph Panetta, '05
Stephen D. Rockwood, '04

HONOREES EMERITI

Discovery Celebration Gala

Blake VanderGeest, '12
Fred Applegate, '09
Susie Spanos, '11
Marilyn Sawyer, '08

San Diego Invitational Golf Tournament

William Dougherty, Esq., '12
Robert S. Brewer, Jr. Esq., '11

MANY THANKS to our San Diego Distinguished Events Supporters

TITLE SPONSOR - \$100,000



MISSION SPONSOR - \$15,000



PREMIERE SPONSORS - \$10,000



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TRIUMPH TABLE SPONSORS - \$5,000



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EAGLE SPONSORS - \$3,000



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

**For more information about the
2013 San Diego Distinguished Events, please contact**
Vanessa Moos: Telephone 619-682-7425 or Fax 619-293-3319
Email: Vanessa.Moos@cancer.org