



**THE PEDIATRIC CANCER RESEARCH FOUNDATION
PRESENTS THE
11th ANNUAL DRIBBLE FOR THE CURE EVENT AT UCLA**

It is with great honor that we announce the UCLA men's and women's basketball teams, and the UCLA Athletic Department, will again team up with Bruin men's basketball Hall of Famer John Vallely, the Pediatric Cancer Research Foundation (PCRF) and the Cancer Research Program at UCLA Mattel Children's Hospital for the **11th Annual Dribble for the Cure at UCLA**. The event will take place on the UCLA campus at Drake Stadium on **Sunday, October 14, 2018**.

For many years, John Vallely and his family have been on the front line against cancer. A starting guard on John Wooden's UCLA 1969 and 1970 NCAA Championship teams, Vallely is a cancer survivor and a member of the Board of Directors for PCRF. In 1991, John and his wife, Karen, lost their daughter Erin to cancer at the young age of 12.

"Imagine if my coach, John Wooden could be here today. I promise you he is here in spirit as we gather together for the 11th annual Dribble for the Cure at UCLA.

October 14, 1910 was John Wooden's birthday. What better way to celebrate this incredible Coach than to raise money for children's cancer research?

Coach Wooden was so proud of the work UCLA, PCRF, Karen and I did to change the survival rate of children stricken with cancer. Please consider joining us as a sponsor, form a team or bring your family out to meet the men's and woman's basketball teams for a fun three hours on the beautiful UCLA campus. I love the idea of dedicating this year's event to his legacy of teaching and giving to others

- John Vallely, Board Member & UCLA Bruin Hall of Famer

Each year the Dribble for the Cure at UCLA hits a record high in attendance and fundraising dollars raised – we aim to see the same growth in 2018! Please join us in this effort by subscribing to one of our sponsorship levels that are available on the attached form.

Help advance research and save more lives than ever before. Your support and participation can truly make a difference in the lives of kids fighting cancer.

Sincerely,

Erin Arreola
Director of Special Events

John Vallely
Board Member & UCLA Bruin Hall of Famer





Sponsorship Levels & ACTIVATION BENEFITS

Head coaches along with the Men's and Women's basketball teams join forces with PCRF and local children's hospitals to raise awareness and dollars that will save the lives of children battling cancer. At the event participants experience an opening festival, meet their local college teams, Dribble alongside athletes, hear stories of active oncology patients, and earn prizes for their fundraising efforts.

NATIONAL CHAMPION, \$20,000 (1 available)

National Title recognition at coast to coast events at 2 major universities, St. John's & UCLA
Exclusive logo on start banner & front of event shirts
Company representative to kick off both events
50 dribble entries

FINAL FOUR SPONSOR, \$10,000 (Unlimited)

Logo recognition in all avenues
Expo booth space at festival
20 dribble entries

ELITE EIGHT SPONSOR, \$5,000 (Unlimited)

Expo booth space at festival
15 dribble entries

SWEET SIXTEEN SPONSOR, \$2,500 (Unlimited)

10 dribble entries

INVITED TO THE DANCE SPONSOR, \$1,000 (Unlimited)

5 race entries

EXPO PARTNER, \$500 (Limited)

10x10 expo booth space

Sponsor benefits include:

Each sponsor receives participant entries, company logo on the back of official event shirts, promotional items in participant bags, recognition on the PCRF website and logo recognition onsite.

Quick Event Facts & COMMUNITY REACH

// **Event Date and Location:**

Sunday, October 14, 2018
UCLA Campus, California

// **Featured Activities:**

Opening festival, welcome ceremonies, short 1-mile dribble around campus, closing ceremonies in Pauley Pavilion, team autographs and photos.

// **Expected Participants:** 1,200+

// **Expected Spectators:** 500+

// **Number of Volunteers:** 100+

// **PCRF Social Media Reach:** 8K+

// **Dedicated Email Blasts:** 34K+

// **Bruin Social Media Reach:** 733.1K+

// **Audience Profile:**

- 48% female, 52% male
- 66% youth and young adults
- 98% from Los Angeles or Orange Counties

// **Dedicated Site:** DribblefortheCure.com

<http://cure.pcrf-kids.org/UCLA>

// **Monies Directed:**

Dr. Theodore Moore at UCLA Mattel Children's Hospital



2018 UCLA DRIBBLE PARTNERSHIP FORM

Company

Contact Name

Email Address

Daytime Phone Number

Address

Select Partnership Level:

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> National Champion | \$20,000 | <input type="checkbox"/> Sweet Sixteen Sponsor | \$2,500 |
| <input type="checkbox"/> Final Four Sponsor | \$10,000 | <input type="checkbox"/> Invited to the Dance | \$1,000 |
| <input type="checkbox"/> Elite Eight Sponsor | \$5,000 | <input type="checkbox"/> Expo Partner | \$500 |

I am unable to attend, enclosed is my donation: \$

Signature:

Date:

Payment Options and Information:

- | | |
|---|--|
| <input type="checkbox"/> Check Enclosed payable to Pediatric Cancer Research Foundation | <input type="checkbox"/> Please invoice me for: \$ |
| <input type="checkbox"/> Donate via credit card | <input type="checkbox"/> Please provide information for an EFT payment |

Name on Card:

Card #:

Business Card Personal Card

Exp. Date:

Code:

PCRF Supported Research

Dozens of researchers and staff have been supported by PCRF grants in locations across the U.S. The funds raised from this event will be directed to the treatment of children with cancer at [Mattel Children's Hospital UCLA Cancer Research Program and Division of Pediatric Hematology/Oncology](#).

Mail or E-Mail your Sponsorship Form to:

Pediatric Cancer Research Foundation
17932 Sky Park Circle, Suite E Irvine, CA 92614

Questions?

Phone, 949-859-6312

Email, admin@pcrf-kids.org

***SPONSORSHIP DEADLINE FOR MAXIMUM PRINT INCLUSION: SEPTEMBER 15, 2017**

All sponsorship benefits listed above are for cash sponsorships only.

Contact: admin@pcrf-kids.org • 949-859-6312 • PCRF Tax ID #95-3772528