

HEROES

FOUNDATION



2016



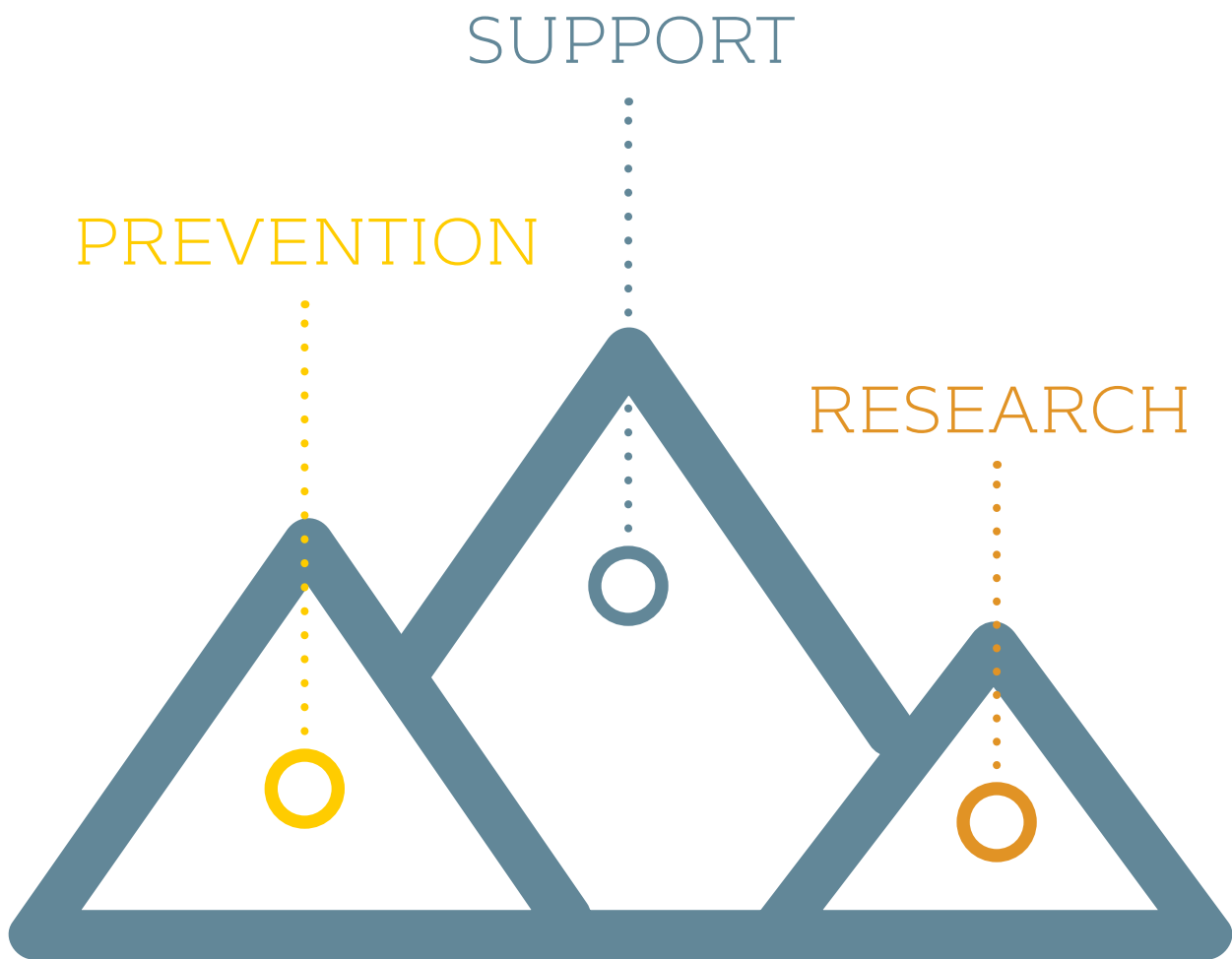
CORPORATE SPONSORSHIP
OPPORTUNITIES



Turning ordinary citizens
into heroes for the
cancer community

Mission

To provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure.



OUR TEAM



Executive Team

Vince Todd, Jr.,
Chairman and Co-Founder

Cindy Todd,
Executive Director and Co-Founder

Board of Directors



Bryan Babb



Janet Campbell
Baker



Brian Betner



Don Birch



Kelly Canada



Kyle Fisher



Renita Haines



Rachel Lechleiter



Eric Orme



Joel Russell



Dr. Jason Schaffer



Joe Todd

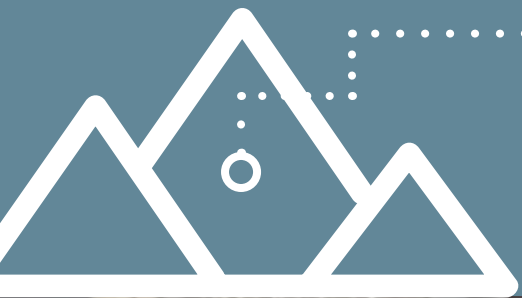


Sue & Vince Todd



Dr. Jeff Wells

The work of the Heroes Foundation would not be possible without our tireless, dedicated volunteers. **Thank you!**



SUPPORT

Between 2006 and 2010, an average of **32,563 Hoosiers** were diagnosed with cancer each year. Supporting people living with cancer and the loved ones who are caring for them is critical to the Heroes Foundation's mission.



Team JOEY

Inspired by the life of Joey Keller and focused on furthering the battle against pediatric cancer through research and small-but-mighty LEGO® bricks, Team JOEY raises funds and brings smiles to pediatric cancer patients.

Connor Whaley is one of hundreds of kids who received a surprise gift from Team JOEY in 2014.

**TEAM
JOEY
50,150**

Average number of LEGO bricks delivered to cancer patients through Team JOEY in 2014.



250

Number of LEGO kits delivered to pediatric cancer patients in 2014.



STAR WARS

Top fan favorite LEGO set delivered by Team JOEY in 2014.

First Monday

Cancer requires more than just medical care. The Heroes Foundation helps fund the First Monday program at Indiana University Health's IU Simon Cancer Center to provide a comfortable, supportive environment for patients and their loved ones to share their experiences, feelings and challenges of the cancer journey.

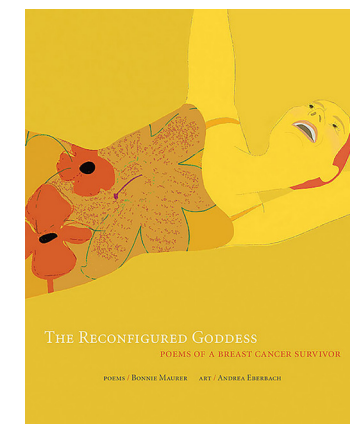
Programming in 2014 included topics on art and wellbeing, brain tumors, caregivers support, children and cancer, CLL and slow-growing lymphoma, coping with multiple myeloma, living with metastatic and recurrent cancers, living with cancer, and melanoma.

What people like best about First Mondays

- "Talking with others who know what I'm going through."
- "Sharing ideas and info on new therapies."
- "The meals are a great help, as at times you don't feel like cooking."

Speaking of meals ... 2014 totals for food provided for First Monday meetings:

420 Sandwiches
300 Salad servings
300 Mac & cheese servings
420 Desserts
36 Gallons of drinks



"The Reconfigured Goddess"

Bonnie Maurer and Andrea Eberbach created this beautiful collection of poems and illustrations to help support those experiencing breast cancer. The book encourages women to gather strength to go forward, commit to their recovery and claim their own story.

4,409

Number of breast cancer incidents in 2011 in women in Indiana. The need for emotional and physical support for these women is real.

80

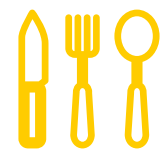
Approximate number of copies of *The Reconfigured Goddess* gifted in 2014. The art and poetry in the book have the ability to act as a strong transformative agent in this health crisis. Proceeds from book sales go back to the Heroes Foundation general fund and to make it possible to print and give more books.

334

Attendance for First Monday programs in 2014, with about **67%** of people attending regularly.

100%

Percentage of First Monday attendees surveyed who said they would recommend the program to others.



"The meals are a great help, as at times you don't feel like cooking."



PREVENTION

The facts are tough to swallow: **30%** of adults in Indiana are considered obese, **36%** aren't physically active, and **21%** are smokers. These behaviors have all been linked to higher rates of cancer. The Heroes Foundation is actively working to help prevent cancer by educating Hoosiers and serving as positive examples in our community.



Team Heroes

Team Heroes raises awareness about the Heroes Foundation's commitment to supporting cancer prevention by walking the walk: living healthy lifestyles as cyclists, triathletes, runners and more. Team Heroes also volunteers for and hosts fund-raising events for the Heroes Foundation.



PROJECT MILITIA

Project Militia

With Hero1 as its impossible-to-miss mascot, Project Militia is a force of ordinary citizens committed to waging a war on cancer in their community through awareness and education about cancer prevention.

2,626

Estimated number of LEGO kits needed to fill the bed of Hero1. Let's fill it up and start delivering more smiles to pediatric cancer patients!

Adam Vinatieri

The most talented NFL kicker to ride in Hero1 in 2014, Vinatieri helped deliver LEGO kits to cancer patients through Team JOEY.

500

Approximate number of miles Hero1 covered in 2014.



100k

Average mileage by Team Heroes' 15 highest-mileage riders in 2014.




180

Team Heroes members.



5

Number of cancer survivors on Team Heroes.



RESEARCH

No one is going to stumble upon a cure for cancer. We must aggressively seek a cure. Supporting research that strives to prevent, treat and cure cancer is a vital part of our mission.



SJP Heroes Cancer Research Fund

Founded in 2007, the SJP Heroes Cancer Research Fund is an endowed fund that makes a measureable impact on moving cancer patient care forward by jumpstarting promising research. The fund was created in honor of Susan J. Patrick, a two-time cancer survivor, who died after bravely battling her third diagnosis.



“ Our long-term goal is to improve the standard of care for pediatric patients with brain tumors and build on therapies that are necessary to secure NIH funding to continue making strides and helping children. ”

– Dr. Karen Pollok

Herman B. Wells Center for Pediatric Research at IU Simon Cancer Center and IU School of Medicine

The Value of Research

Scientific research is cumulative. Every breakthrough is based on years of past research that has laid a solid foundation on which to grow. Doctors, scientists and researchers vying for grants are often uncovering the valuable science that leads to advances in screening, diagnosing and treating cancers. By providing these people with funds to study cancer, the Heroes Foundation empowers our supporters to be a real part of the search for answers.

\$5,000 for lung cancer

In 2014, the SJP Heroes Cancer Research Fund awarded a \$5,000 gift to Dr. Shadia Jalal, a cancer researcher at Indiana University. When she isn't in the lab, Dr. Jalal is treating patients with lung and esophageal cancer. The SJP gift will help advance her work toward preventing the recurrence of lung cancer in many of the same patients she sees every day.

\$40,000 for pediatric cancer

Through Team JOEY, the Heroes Foundation awarded Dr. Karen Pollok of the Herman B. Wells Center for Pediatric Research at Indiana University Simon Cancer Center and the IU School of Medicine to advance progress toward a cure for brain cancer in children. Dr. Pollok and her colleagues are working on new approaches for treatment of pediatric brain tumors. In 2014-2015, they discovered a therapy that increases survival of human glioblastoma cells in a mouse model. With funds from the Heroes Foundation, they have been able to expand this experimental approach to look at glioblastoma cells that have different mutations and responses to conventional therapy.

10,380

Estimated number of children in the United States under the age of 15 in 2015 who will be diagnosed with cancer. Brain and spinal cord tumors are the second most common cancers in children (after leukemia).

68%

The 5-year relative survival rate for all cancers combined diagnosed between 2004 and 2010. This is up from 49% in 1975 to 1977.

1.5 m

The number of U.S. cancer deaths, in millions, averted during the past two decades. That's a 22 percent drop in cancer mortality and the result of cancer research.





EVENTS

Heroes Foundation events raise funds and build community around our mission. With a range of event types, our attendees, participants, sponsors and volunteers found lots of ways to get involved in 2014.



An EVENING
With HEROES

An Evening With Heroes

Our annual gala, An Evening With Heroes features live and silent auctions, dinner and dancing. The 14th annual celebration was held at the JW Marriott and reached record-high attendance.

\$205,000 Funds raised

Stuart Scott An inspiration to the Heroes Foundation and all of us in the fight against cancer, we were honored to have two-time cancer survivor ESPN Sportscaster Stuart Scott emcee the event. Scott passed away in 2015.

Chuck Pagano

The Indianapolis Colts head coach and cancer survivor delivered a special message via video.

615

Number of attendees

33

Cases of wine consumed during event.

3

Times LIVESTRONG CEO Doug Ulman has survived cancer. Ulman served the Keynote presentation during the gala.



Spin4Heroes

The fourth annual Spin4Heroes was held March 2, 2014. The indoor relay-style team cycling/spinning event is open to people of all skill levels. The bike is just the vehicle to achieve our end-goal—to serve the cancer community through support, research and prevention.



\$45k+

Funds raised at the 2014 Spin4Heroes event.



180

Number of people, making up 45 teams, who participated in the 2014 Spin4Heroes.



5,000

Average number of miles covered during the event.



Fishers Criterium

As the youngest event under the Heroes Foundation umbrella, sponsors have a chance to get on the ground floor of what promises to grow into a must-see annual spectator spectacle. The 2015 Fishers Criterium took place July 18 and 19, with all proceeds benefiting the Heroes Foundation.

\$2,000

Prize purse awarded to 2015 Fishers Criterium winners.

.....

2

Turns in the spine-tingling Fishers Criterium: one round-about and one hairpin turn.



#PIFF Party

The Heroes Foundation began hosting its annual #PIFF (Pay It Forward Friday) Party in 2013. With a live band and plenty of craft beer, the 2014 event at Flat12 Bierwerks raised funds and spirits.

\$25,000 Funds raised

Hinchtown Hammerdown




Flat12's most consumed beer during the 2014 party.

SUPPORTERS

2015 Heroes Foundation sponsors included the following generous businesses and organizations.

- 24 Hours of Booty
- Accessa Coatings Solutions
- Anthem Blue Cross & Blue Shield of Indiana
- Apparatus
- Apex Benefits
- AcromaPro
- Bedel Financial Consulting Inc.
- Bingahm Greenbaum Doll
- Bose McKinney & Evans LLP
- BPI Outdoor Living
- The Bret Neylon Paralysis Foundation
- Bright Sheet Metal Company
- The Brookfield Group
- Casler's Kitchen & Bar
- The Catherine Peachey Fund
- Chick-fil-A
- Community Health Network/Visionary Enterprises Inc.
- Community Health Surgery Center
- Creighton Family Fund
- Daystar Directional Drilling
- Delta Faucet Company
- elmagine Technology Group
- First Financial Bank
- First Internet Bank
- First Merchants Bank
- Fischer Homes
- Flat12 Bierwerks
- FlexPAC
- Gatorade
- Gene B. Glick Company
- Gray Goat Sports
- Grin Dentistry
- Hc1.com
- Hall Render Killian Heath & Lyman
- Harding Poorman Group
- Healthcare Products Delivery Inc.
- Helmreich Family Fund
- HIT Solutions
- Hokanson & Companies
- Hollister
- Ice Miller
- Indiana Pacers
- Indiana University Melvin and Bren Simon Cancer Center
- Indianapolis Colts
- Industria Chimica Adriatica (ICA)
- Interface Aesthetic Surgery Group
- IU Health
- Just Pop In!
- Katz Sapper & Miller
- Krieg Devault
- Livestrong
- MacAllister Machinery
- McDonald's
- McGowan Insurance Group
- The Melissa Oesterle Family Fund
- Merchants Bank of Indiana
- Monarch Beverage
- Moser Consulting
- Motion Cycling & Fitness
- The Mower Shop
- The Naked Monkey
- NCP Coatings
- Newfangled Confections
- Newgrange Consulting
- Oak Street Funding
- Oliver Winery
- Open Control Systems
- OurHealth
- Proximo Spirits
- Renita Haines CPA
- Republic Services
- Roche
- Sadler Orthodontics
- SBC Wealth Management
- Scopelitis Garvin Light Hanson & Feary
- Sensory Technologies
- Smith Brauer Dentistry
- Southern Wine & Spirits of Indiana
- Specialized
- Stickle Steam Specialties Co.
- Sun King Brewing
- Superior Chemical
- TSI Energy Solutions
- Triton Brewing
- Tucker Realty
- Tyler Technologies
- Upland Brewing
- Van Rooy Companies
- Vesalius Health & Sport
- Wellfount Corp.
- Zipp Speed Weaponry

SUMMIT PACKAGES

SPONSORSHIPS DUE BY 1/8/16			
SPONSORSHIP LEVELS	 Everest Sponsor \$22,500	 Denali Sponsor \$16,000	 Kilimanjaro Sponsor \$7,500
ONGOING			
Recognition and link on the Heroes Foundation website.	✓	✓	✓
Social media promotion throughout the year.	✓	✓	✓
AN EVENING WITH HEROES GALA: JANUARY 16, 2016			
Premium tables for guests with table signage.	5 tables/50 guests	3 tables/30 guests	2 tables/20 guests
Special sponsor recognition on event signage, in event program, and on screens while guests are dining.	✓ (Hero level sponsor)	✓ (Advocate level sponsor)	✓ (Fellow level sponsor)
Podium recognition during event.	✓	✓	✓
Recognition on GiveSmart auction system scrolling on guests' smartphones.	✓	✓	
SPIN4HEROES: MARCH 13, 2016			
Complimentary team entries.	4 team entries	3 team entries	2 team entries
Heroes headwear for all team participants.	✓	✓	✓
Recognition on event signage, podium recognition during event, and on screens during event.	✓ (Tour level sponsor)	✓ (Tour level sponsor)	✓ (Stage level sponsor)
FISHERS CRITERIUM: JULY 2016			
Recognition on event signage.	✓ (Champion level sponsor)	✓ (Podium level sponsor)	✓ (Pack level sponsor)
Repeated announcer recognition throughout the day of the event.	✓	✓	✓
Opportunity to have a vendor booth and supply item for participant bags.	✓	✓	
#PIFF PARTY: SEPTEMBER 16, 2016			
Complimentary entries to the #PIFF Party.	50	50	20
Sponsor recognition on event signage and recognition during event.	✓ (Medal of Honor sponsor level)	✓ (Medal of Honor sponsor level)	✓ (Special Forces sponsor level)
Company photo with the Foundation's Hero1 truck.	✓		

A LA CARTE EVENT SPONSORSHIPS

AN EVENING WITH HEROES: JANUARY 16, 2016		SPONSORSHIPS DUE BY 1/8/16		
SPONSORSHIP LEVELS	Hero: \$15,000	Advocate: \$10,000	Fellow: \$5,000	Table: \$2,500
Premium tables for guests with table signage.	5 tables/50 guests	3 tables/30 guests	2 tables/20 guests	1 table/10 guests
Special sponsor recognition on event signage, in event program, and on screens while guests are dining.	✓	✓	✓	✓
Podium recognition during event.	✓	✓	✓	✓
Sponsorship recognition on social media.	✓	✓	✓	✓
Sponsorship listing on Heroes Foundation website.	✓	✓	✓	✓
Recognition on GiveSmart auction system scrolling on guests' smartphones.	✓	✓		

SPIN4HEROES: MARCH 13, 2016		SPONSORSHIPS DUE BY 3/4/16	
SPONSORSHIP LEVELS	Tour: \$2,500	Stage: \$1,000	Prologue: \$500
Complimentary team entries.	4 team entries	2 team entries	1 team entry
Recognition on event signage, podium recognition during event, and on screens during event.	✓	✓	✓
Sponsorship listing on Heroes Foundation website and in social media communication.	✓	✓	✓
Heroes headwear for all team participants	✓		

FISHERS CRITERIUM: JULY 2016		SPONSORSHIPS DUE BY 6/17/16	
SPONSORSHIP LEVELS	Champion: \$2,500	Podium: \$1,000	Pack: \$500
Recognition on event signage.	✓	✓	✓
Recognition on event site and on social media.	✓	✓	✓
Repeated announcer recognition throughout event.	✓	✓	✓
Sponsorship listing on Heroes Foundation website.	✓	✓	✓
Recognition on event podium backdrop.	✓	✓	
Opportunity to have a vendor booth and supply an item for the participant bags.	✓	✓	

#PIFF PARTY: SEPTEMBER 16, 2016		SPONSORSHIPS DUE BY 9/2/16	
SPONSORSHIP LEVELS	Medal of Honor: \$2,500	Special Forces: \$1,000	Ally: \$500
Entries to the #PIFF Party	50 entries	20 entries	10 entries
Recognition on event signage and recognition during event.	✓	✓	✓
Sponsorship listing on Heroes Foundation website and in social media communication.	✓	✓	✓

You can be a hero for the cancer community. To start a conversation about sponsorship, call 317-255-6467 or email contactus@heroesfoundation.org.



The Heroes Foundation
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