

City of Hope Story

For the millions of people with a life-threatening disease, medical research provides hope.

City of Hope researchers work to speed new findings from the lab to clinical trials, because patients need better treatments — now. At the same time, we are committed to excellent, compassionate care.

We are one of only 40 National Cancer Institute-designated Comprehensive Cancer Centers in the U.S. and a founding member of the National Comprehensive Cancer Network, which sets the standard for cancer care across the country.

City of Hope scientists have helped transform the world of medicine. Our research gave rise to synthetic human insulin and cancer-fighting drugs such as Herceptin — treatments used by millions of patients worldwide. We also pioneered the technology of bone marrow transplantation and continue to innovate in the fight against HIV and diabetes. Our experts train the next generation of scientists, extending their lifesaving legacy.

We are pursuing even greater accomplishments in the coming decades — and we depend on supporters to help us meet the medical challenges that still remain unconquered.

Thank you for partnering with us to bring hope to millions worldwide.

SOUTHWEST FOOD INDUSTRIES CIRCLE

Established in 1992, the Southwest Food Industries Circle (SWFIC) represents a unique commitment among the region's leading retailers, brokers, manufacturers and related vendors to support City of Hope's humanitarian efforts.

Throughout its evolution, the SWFIC's common link year after year has been its capacity for partnering business acumen with philanthropy. The SWFIC has raised almost \$10 million for treatment, research and education in cancer, diabetes, HIV/AIDS and many other life-threatening diseases at City of Hope, making this industry alliance one of the premier fundraising groups in the region.

The support of this group truly powers the breakthroughs of today and will make possible the even more remarkable discoveries of tomorrow.

The Southwest Food Industries Circle for City of Hope

EXECUTIVE BOARD CO-PRESIDENTS

Robert Clark, **Fry's**
Mark Miller, **Hensley & Co.**

EXECUTIVE BOARD MEMBERS

Phil Hawkes, **Acosta**
Rex Collins, **Advantage Sales & Marketing**
Tim McCabe, **AFMA**
Ken Diehl, **Albertsons**
Keith Jones, **Albertsons**
Dan Tennesen, **Americus Logistics, LLC**
Greg Gesino, **Anheuser-Busch**
Linda Boodman, **Bar-S Foods Co.**
Tim Day, **Bar-S Foods Co.**
Neal Malsom, **Bar-S Foods Co.**
Kristy Nied, **Bashas'**
Robert Ortiz, **Bashas'**
Wayne Manning, **Bashas'**
Geoff Haxel, **Circle K Stores**
Kristin Krusemark, **Circle K Stores**
Paul Smith, **Coca-Cola Enterprises Inc.**
Dave Watkins, **Co-Sales**
Glenn Dawson, **Crescent Crown Distributing**
Terry Morrison, **Crescent Crown Distributing**
Todd Schlieff, **Dreyer's Grand Ice Cream**
Cisco Echeverria, **Food City**
Barb Goldberg, **Frito Lay**
Dick Pattengale, **Holsum Bakery Inc.**
Scott Cote, **Impact Sales**
Mike Hatch, **Leslie's Swimming Pool Supplies**
Byron St Cyr, **MillerCoors**
Bill Sage, **Papa John's Salads & Produce**
Ron Goodson, **Pepsi Bottling Group**
Rick Provenzano, **Pro's Ranch Markets**
Cathy Kloos, **Safeway Inc.**
Dan Valenzuela, **Safeway Inc.**
Helen Tinsley, **Sales Builders Marketing Inc.**
Elliot Begoun, **Shamrock Foods Co.**
Stuart Couturier, **Sprouts Farmers Market**
Susan Welsh, **Sprouts Farmers Market**
Tim Thomas, **The Arizona Republic**
Gerald Boyd, **Van's Golf Shops**



The Southwest Food Industries Circle
presents

2010 Spirit of Hope



Golf Tournament
Friday, May 7, 2010
Whirlwind Golf Club

**Silent Auction and
Celebration Beach Ball**
Saturday, May 8, 2010
Sheraton Wild Horse Pass

presented by



www.cityofhope.org/swfic/soh



2010 Spirit of Hope Event Reservation Form

Please check the sponsorship(s) you would like to reserve and mail, e-mail or fax this completed form to:

City of Hope

Southwest Food Industries Circle, 6245 N. 24th Pkwy, Ste. 110
Phoenix, AZ 85016 • Fax: 602-340-8934
mkukowski@coh.org

To place your reservation online, please visit
www.cityofhope.org/swfic/soh.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____

PRESENTING SPONSOR LEVEL RESERVATION PACKAGE: \$15,000

- Status as presenting sponsor of the Spirit of Hope Celebration Ball
- Name recognition on all event invitations (Company name/logo)
- Recognition in lunch presentation following golf tournament
- Recognition on-screen throughout dinner
- Recognition on event Web site
- Premier seating for 10 at the Spirit of Hope Celebration Ball
- Two golf foursomes
- One tee box sponsorship

DIAMOND LEVEL RESERVATION PACKAGE: \$12,000

- Recognition in lunch presentation following golf tournament
- Recognition on-screen throughout dinner
- Recognition on event Web site
- Premier seating for 10 at the Spirit of Hope Celebration Ball
- Two golf foursomes
- One tee box sponsorship

CIRCLE OF FRIENDS ALL-INCLUSIVE GOLF/BALL/WALK SPONSORSHIP: \$10,000

- Premier seating for 10 at the Spirit of Hope Celebration Ball
- One golf foursome
- One tee box sponsorship
- Booth space at the Phoenix Walk for Hope
- Sampling at Walk for Hope
- Company name listed on Walk for Hope T-shirt in typeface
- Static listing on Walk for Hope Web site

PLATINUM LEVEL RESERVATION PACKAGE: \$8,000

- Premier seating for 10 at the Spirit of Hope Celebration Ball
- One golf foursome
- One tee box sponsorship

DINNER TABLE: \$3,500 (_____ tables at \$3,500 each)

- Seating for 10 at the Spirit of Hope Celebration Ball

GOLF FOURSOME: \$3,000

SINGLE PLAYER: \$850

DINNER SEAT: \$400 (_____ seats at \$400 each)

TEE BOX SPONSORSHIP: \$300

WALK FOR HOPE SPONSORSHIP ADD-ON: \$2,000

With the purchase of a dinner table or Platinum, Diamond or Presenting Sponsorship Package you are invited to reserve a Walk for Hope Sponsorship at a discounted rate.

- Booth space at the Phoenix Walk for Hope
- Sampling at Walk for Hope
- Company name listed on Walk for Hope T-shirt in typeface
- Static listing on Walk for Hope Web site

PLEASE ACCEPT MY DONATION OF \$ _____

Total Donation: \$ _____

PAYMENT OPTIONS:

- Please invoice
- Check enclosed (*Please make checks payable to City of Hope*).
- Bill my credit card:
 - MasterCard
 - Visa
 - AMEX
 - Discover

Card number: _____

Expiration date: _____

Signature: _____

Following submission of this form you will be contacted regarding a request for guest/golfer names if applicable.

For questions or additional information, please contact Meagan Kukowski at 602-340-0232 or mkukowski@coh.org

The Southwest Food Industries Circle for City of Hope cordially invites you to join the Who's Who of the industry at the 2010 Spirit of Hope Golf Tournament and Celebration Beach Ball

Spirit of Hope Golf Tournament

Friday, May 7, 2010

Whirlwind Golf Club
5692 W. North Loop Rd.
Chandler, AZ 85226

6:00 a.m. Registration opens

7:30 a.m. Shotgun start

Lunch and awards immediately following play.

Spirit of Hope Celebration Beach Ball

Saturday, May 8, 2010

Sheraton Wild Horse Pass
5594 W. Wild Horse Pass Blvd.
Chandler, AZ 85226

5:30 p.m. Cocktail Reception and Silent Auction

7:30 p.m. Dinner and Program

Attire: Casual Resort Wear

New for 2010: Golfers will be given certificates to shop on site at the Oakley Concept Shop which will feature a wide variety of items for your selection including stock from the brand new 2010 line.

Spirit of Hope sponsorship opportunities and reservations will be confirmed on a first-come, first served basis.

This tournament does sell out in advance, so you will want to submit your registration as soon as possible to confirm a spot.

Reservations are binding.