



CONFERENCE SPONSORSHIP KIT

2nd Chordoma Community Conference: Persevering to Find A Cure

June 26 – 28, 2009

Bethesda, MD

To Potential Chordoma Community Conference Sponsor:

The Chordoma Foundation is hosting the Second Chordoma Community Conference to bring chordoma patients, their families, physicians and researchers together to provide facts and education on chordoma, share the vision and activities of the Foundation, provide updates on research, and opportunities where patients can be engaged in helping to find effective treatments and a cure.

Chordoma is a deadly bone cancer that affects one per one million people per year and occurs in people of every age – from infancy to the elderly. An estimated one new case is diagnosed and two surgeries are performed in the U.S. each day. This cancer has been neglected by the medical system until the establishment of the Chordoma Foundation in 2007. Within two short years we have established a vibrant patient community who works hand in hand with the research and medical community to advance research. Though the Chordoma Foundation was founded to become a resource and initiate new research on chordoma, we believe that our unique, comprehensive approach to finding improved treatments and ultimately a cure for chordoma could possibly become a promising model for many cancers. The Chordoma Community Conference was established as a way to connect the people who have been touched by this orphaned disease with researchers who are now working on finding improved treatments for this overlooked cancer.

We are reaching out to request your support for this exciting event. Sponsorships at every level are highly valued by the patients and the rest of the Chordoma Community. By becoming a Sponsor, businesses and organizations gain a valuable and coveted marketing venue, reaching hundreds of conference participants, along with thousands of contacts within our extensive community network as they receive various media and print recognition items about the event. Sponsorship levels are outlined in the enclosed documents along with a brief description of the Foundation and the Conference.

Your generous sponsorship dollars will help tremendously. Our goal is to provide the lowest cost possible for participants to attend the event, and we can only make this event truly affordable with the support of our Conference Sponsors. By sponsoring the conference, you are supporting all those involved in the Chordoma cancer community. This is the only event of its kind that gathers Chordoma patients, family members, and caregivers to meet with researchers and physicians so they can learn from one another. Connecting these groups in a meaningful way will propel our mission and support our ongoing work.

Please help our community fight this disease by becoming a Conference Sponsor for the Second Chordoma Community Conference. Your support helps The Chordoma Community continue to persevere towards a cure and instills hope in each patient. On behalf of The Chordoma Foundation, we are greatly appreciative of your support and willingness to consider becoming a sponsor. Please feel free to contact Laura Gemme, Event Coordinator, if you have any questions or wish to discuss the details of this conference.

With gratitude,

Heather Lee

Heather Lee, Ph.D, SPHR

Conference Co-chairs

Simone Sommer

Simone Sommer, MD, MPH

Conference Dates/Times:

Friday, June 26, 2009 2:00 pm
through

Sunday, June 28, 2009 12:30 pm
(Eastern Time)

Conference Location:

Bethesda North Marriott
Hotel & Conference Center
5701 Marinelli Road
Bethesda, Maryland 20852
t. 301.822.9200

For conference details visit:

www.ChordomaFoundation.org

Questions? Contact

Laura Gemme

t. 919.809-6779

EventManager@ChordomaFoundation.org





CONFERENCE SPONSORSHIP KIT

Overview

2nd Chordoma Community Conference: Persevering to Find A Cure

June 26 – 28, 2009
Bethesda, MD

About the Event

The Chordoma Foundation is sponsoring its Second Chordoma Community Conference, where chordoma community members will gather to learn, connect and share experiences. The Second Chordoma Community Conference will build on the success of the first conference by providing facts and education on chordoma, the vision and activities of the Foundation, updates on research, and providing opportunities where patients can be engaged in helping to find effective treatments and a cure.

More than 100 chordoma cancer patients, their families and caregivers, leading surgeons and physicians, and chordoma researchers will be in attendance to connect their cause, learn how they can support finding a cure, and gain access to a wide array of resources. Our sponsors and exhibitors will offer those critical resources our attendees seek. Examples include...

- Medical centers treating Chordoma cancer
- Pharmaceutical companies
- Cancer-related organizations
- Proton beam centers
- Other products and services of interest to the cancer community
- Publishers
- Patient transport services
- Housing and relocation services
- Legal services

About The Chordoma Foundation

Chordoma is a slow growing, relentless bone cancer that occurs in the head and spine in people of all ages, from infants to the elderly. Chordoma is typically resistant to chemotherapy and radiation, and is prone to multiple recurrences. The average survival after diagnosis is 7 years; a statistic we are determined to improve.

Our Mission is to rapidly develop effective treatments and ultimately a cure for chordoma, while improving the diagnosis, treatment and quality of life for people affected by this devastating bone cancer. We serve as a bridge between patients, doctors, researchers, drug companies, government and funding agencies, representing the interests of those with chordoma, and instilling a sense of urgency in the treatment development process.

Who we are: The Chordoma Foundation is the only 501(c)(3) nonprofit organization dedicated to curing chordoma. It was incorporated in February, 2007 by Simone Sommer, MD, MPH and her son Josh, after he was diagnosed with a chordoma in 2006. After he was diagnosed, Josh has volunteered for 2 years in an oncology lab at Duke University to find his own cure. Currently, we operate with seven volunteer board members, numerous scientific and medical advisors, two part-time and one full-time staff member. Our dedicated board members have extensive experience in medicine, public health, nonprofit management, venture capital, technology transfer, and law. Our Scientific Advisory Board is comprised of esteemed scientists and physicians from Duke, Harvard, National Cancer Institute, University College London and the University of Pittsburgh.

Our approach: With the input of a diverse group of experts from around the world, we have created a roadmap for developing new effective treatments for chordoma, and serve as the engine to drive this plan forward. In addition to awarding grants, we take an active role in every aspect of the research process by formulating research priorities, recruiting the best researchers, initiating new projects, brokering collaborations, and breaking down barriers to progress. We have created a vibrant research community where none existed before, and are empowering scientists and physicians to work hand-in-hand with the newly-formed Chordoma Community of patients, family members and friends to find a cure.

Join us and support our work as we blaze trails with this cutting-edge approach to finding a cure for Chordoma, which can then provide a model for research of more wide-spread cancers, as well as other rare forms of cancer.

Why You Should Participate

- Network and connect with hundreds of chordoma cancer patients, leading physicians and chordoma researchers, and reach thousands of contacts within our extensive community network through conference promotional materials
- Demonstrate and increase the visibility of your support and commitment to cancer research
- Bring new ideas, services, products, and education to this special group of dedicated chordoma community members
- Get prime visibility and exposure for your products and services directly in front of chordoma patients, their caregivers and physicians – all in one place!

About the Participants

The conference will include...

- Chordoma patients
- Parents
- Caregivers
- Family members
- Leading surgeons and physicians
- Chordoma researchers
- Others who are dedicated to supporting chordoma cancer research

For conference details visit:

www.ChordomaFoundation.org

Questions? Contact

Laura Gemme

t. 919.809.6779

EventManager@ChordomaFoundation.org



CONFERENCE SPONSORSHIP KIT

Sponsorship Opportunities

Become a sponsor and make a difference in the lives of people with this devastating bone cancer. By being a Sponsor, you can help us provide new opportunities for members of the Chordoma Community while contributing to the mission of The Chordoma Foundation to turn our dreams for a cure into reality.

≥ \$2500 DIAMOND

Event Promotion

- Online and Email Campaigns: Company recognized as a signature sponsor in event invitation and email blast sent to the entire patient community worldwide, logo advertisement on Foundation website and event website through end of August 2009
- Community E-Newsletter: Brief Company Introduction and a link to company website
- Publicity: Recognition as signature sponsor in all event promotional material and press coverage

At the Event

- Company Recognition: Corporate signage featured at event entrance and registration area, half page company feature in event binder, Company display table in vendor expo, placement of one marketing item in attendee conference bags

\$1,500 - \$2,499 GOLD

Event Promotion

- Online and Email Campaigns: Logo featured on event invitation, event website, and email blast sent to entire patient community worldwide
- Community E-Newsletter: Company name and logo and a link to company website

At the Event

- Company Recognition: Half page company feature in event binder, Company display table in vendor expo placement of one marketing item in attendee conference bags

\$1,000 - \$1,499 SILVER

Event Promotion

- Online and Email Campaigns: Logo featured on event invitation and email blast sent to entire patient community worldwide

At the Event

- Company Recognition: Silver sponsors will receive logo placement at key event locations, Quarter page company feature in event binder, placement of one marketing item in attendee conference bags

\$500 - \$999 BRONZE

Event Promotion

- Online and Email Campaigns: Logo featured on email blast sent to entire patient community worldwide

At the Event

- Company Recognition: Bronze sponsors will receive logo placement at key event locations, Quarter page company feature in event binder

\$250 - \$499 TABLE SPONSOR

At the Event

- Company Recognition: One dinner table named after your company, promotional materials placed at that table and announcement and table recognition

< \$ 250 FRIEND

At the Event

- Recognition: Friends will be listed on the Sponsors sign at the event

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Promotional Deadline:

June 8, 2009 is the deadline to be included in promotional materials

Sponsorship Levels At-A-Glance:

≥ \$2,500	Diamond
\$1,500 - \$2,499	Gold
\$1,000 - \$1,499	Silver
\$500 - \$999	Bronze
\$250 - \$499	Table Sponsor
< \$250	Friend

Other Sponsorship opportunities:

- Hosting a Patient Networking Reception prior to dinner on Friday evening, June 26, 2009.
- Custom sponsorship opportunities are available...let us know what you have in mind and we can discuss ideas to meet your marketing goals

To discuss sponsorship opportunities or in-kind sponsor donations, contact

Laura Gemme
t. 919.809.6779
EventManager@ChordomaFoundation.org

Please see attached Sponsorship Agreement for Sponsorship deadlines.

After reviewing these opportunities, please designate on the Sponsorship Agreement form your level of contribution and send a signed copy of that agreement to:

Event Manager
P.O. Box 4562
Greensboro, NC 27404
EventManager@ChordomaFoundation.org

For conference details visit:
www.ChordomaFoundation.org



CONFERENCE SPONSORSHIP KIT Sponsorship Agreement

2nd Chordoma Community Conference: Persevering to Find A Cure June 26 – 28, 2009 Bethesda, MD

_____ hereby agrees to be a Conference Sponsor for the 2009 Second Chordoma Community Conference at the following level (please select only one):

- _____ ≥ \$2500 Diamond
_____ \$1,500 - \$2,499 Gold
_____ \$1,000 - \$1,499 Silver
_____ \$500 - \$999 Bronze
_____ \$250 - \$499 Table Sponsor
_____ < \$250 Friend
_____ In-Kind: Please place a value on your donation as well as providing a description of the donation: _____

Payment in full for the 2009 Second Annual Chordoma Community Conference is due no later than June 8th, 2009. Final accounting for In-Kind donationd will be negotiated.

The Chordoma Foundation and the aforesaid sponsor agree to the Terms and Conditions of Sponsorship contained in the Sponsorship Opportunities Agreement.

This agreement is executed this _____ day of _____, 2009.

(Sponsor) _____ (Chordoma Foundation Representative) _____
(Offered Representative) _____ (Check #, If Applicable) _____
(Print Name & Address) _____ (Website URL) _____
(City, State, Zip) _____
(Phone) _____ (Email address) _____

Promotional Deadline:

June 8, 2009 is the deadline to be included in promotional materials

Mail agreement to:

Event Manager
The Chordoma Foundation
P.O. Box 4562
Greensboro, NC 27404

Or fax agreement to:

f. 866.367.3910

Cash or sponsorship checks should be made payable to The Chordoma Foundation and mailed to:

The Chordoma Foundation
P.O. Box 4562
Greensboro, NC 27404

Logos:

Send electronically to EventManager@ChordomaFoundation.org by June 8th, 2009

The Chordoma Foundation will mail you a receipt and copy of this agreement for your records.

Our heartfelt Thank You for your Sponsorship Donation!

For conference details visit:

www.ChordomaFoundation.org

Questions? Contact

Laura Gemme
t. 919.809.6779
EventManager@ChordomaFoundation.org