



PEDIATRIC CANCER FOUNDATION
GRAND SLAM CELEBRITY
FISHING TOURNAMENT

Presented by



Dear Friends,

On behalf of the children and families who benefit from the research we fund, it is my pleasure to invite you to join us for our **2009 Pediatric Cancer Foundation Grand Slam Celebrity Fishing Tournament presented by Nestle Purina PetCare!** As Celebrity Host, I am excited to announce that our 12th annual event is scheduled for October 23rd-25th at the breathtaking Renaissance Vinoy Resort in St. Petersburg, and I look forward to another wonderful weekend, filled with fishing, food, and fun, all for a great cause!

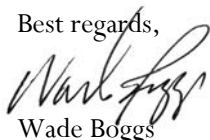
The **PCF Grand Slam Celebrity Fishing Tournament** continues to be the premier fishing event on Florida's West Coast, and a truly first-class weekend from beginning to end. As an IGFA-sanctioned and qualifying event, this tournament features two full days of incredible inshore fishing with some of the best area guides, along with unparalleled camaraderie and friendly competition.

This year's **Fishermen's Ball** will bring together tournament sponsors, anglers, guides, celebrities and supporters for an evening of heavy hors d'oeuvre selections, wine and cocktails, a fabulous high-end silent auction, live music, and fish tales on the beautiful grounds of the Renaissance Vinoy. In order to create a more intimate atmosphere, this year's Fishermen's Ball will be exclusively for tournament participants and their guests.

Because of your dedication and support, the Pediatric Cancer Foundation has implemented the groundwork necessary to introduce two new drugs into clinical trials, with one more soon to open, through The Sunshine Project national collaborative research initiative. These new compounds hold great promise for children that have not experienced a hopeful outcome under the standard treatment protocol, and initial findings have revealed positive results. The most vital point in The Sunshine Project is now, and the need for funding has never been greater or more significant. Clinical trials cost approximately \$12,000 per patient and each of our first three Phase I clinical trials is accruing 25 patients. Without The Sunshine Project, the Pediatric Cancer Foundation and its supporters, this research simply would not be taking place. Every dollar raised through this special event will help bring us closer to finding a cure.

Following please find a complete sponsorship package for the 2009 Tournament Weekend. Your involvement will make a significant impact on the amount of research funded and help to "*Reel in a Cure*" for childhood cancer. Please feel free to contact Lindsay Whitney, Director of Special Events for the Pediatric Cancer Foundation at (813) 269-0955 or lwhitney@pcfusa.org should you have any questions. We hope we can count on your support as we once again pay tribute to the children that face this disease with strength, courage and hope.

Best regards,



Wade Boggs
Celebrity Host



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Event Overview

TOURNAMENT

The *Pediatric Cancer Foundation Grand Slam Celebrity Fishing Tournament presented by Nestle Purina PetCare and hosted by Major League Baseball's Hall of Famer Wade Boggs* is the premier fishing tournament on Florida's West Coast. An IGFA-sanctioned and qualifying event, this Grand Slam tournament features two full days of inshore fishing for redfish, snook and trout, and has become a favorite event among master fishermen, sponsors, and celebrities!

FISHERMEN'S BALL

One of the highlights of this year's tournament weekend will be our *Fishermen's Ball* cocktail party on the breathtaking grounds of the Renaissance Vinoy Resort. A festive evening of heavy hors d'oeuvre selections, wine and cocktails, a fabulous high-end silent auction, live music, and fish tales will bring together tournament sponsors, anglers, celebrities and guides to support research working to find a cure for pediatric cancer.

BENEFITING

The *Pediatric Cancer Foundation Grand Slam Celebrity Fishing Tournament* raises funds for the Pediatric Cancer Foundation, a non-profit 501(c)(3) organization whose mission is to fund research that will lead to the elimination of childhood cancer worldwide. The Pediatric Cancer Foundation is now poised on the brink of great discovery. Over the past three years, we have implemented the groundwork necessary to introduce two new drugs into clinical trials and one more soon to open through our Sunshine Project collaborative research initiative. These new compounds hold great promise for children that have not experienced a hopeful outcome under the standard treatment protocol, and initial findings have revealed positive results. The most vital point in The Sunshine Project is now, and the need for funding has never been greater or more significant. Clinical trials cost approximately \$12,000 per patient and each of our first three phase I clinical trials is accruing 25 patients. Without The Sunshine Project, the Pediatric Cancer Foundation and its supporters, this research simply would not be taking place.

In recognizing the importance of marine preservation, the Coastal Conservation Association will also benefit from the tournament to help further their advocacy work to protect Florida's marine resources and the interests of saltwater anglers.

EVENT SCHEDULE

Thursday, October 22, 2009

- Guides Reception

Friday, October 23, 2009

- The Steve Yerrid Kid's Fishing Derby
- Fishermen's Ball

Saturday, October 24, 2009

- Inshore Fishing, Day One of Tournament
- *No planned evening social functions – please enjoy the restaurants and activities of downtown St. Petersburg*

Sunday, October 25, 2009

- Inshore Fishing, Day Two of Tournament
- Awards Banquet

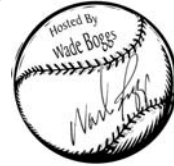
Tournament Headquarters
Renaissance Vinoy Resort

501 Fifth Avenue NE • St. Petersburg, FL 33701
(727) 894-1000 • (800) 468-3571



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2009 Inshore Sponsorship Opportunities

GRAND SLAM SPONSORSHIP: \$10,000

- Up to six (6) inshore angler entries*
(includes two guided boats & tackle for two full days of fishing)
- One deluxe fisherman's gift bag for each angler entry
- One full-page, four color ad in the official tournament program
- Logo displayed on large Welcome Banner at the front of the Vinoy Resort
- Logo displayed on Tournament Sponsor Banners throughout Vinoy Resort
- Premium placement of corporate banner in the Esplanade Tent
- Logo included on invitations to *Fishermen's Ball*
- Twelve (12) tickets to Friday evening's *Fishermen's Ball*
- Twelve (12) tickets to Sunday's Award Celebration
- Product exclusivity for brand when available
- Inclusion in all press releases

HOMERUN SPONSORSHIP: \$5,000

- Up to three (3) inshore angler entries
(includes one guided boat & tackle for two full days of fishing)
- One deluxe fisherman's gift bag for each angler entry
- One half-page, four color ad in the official tournament program
- Logo displayed on Tournament Sponsor Banners throughout Vinoy Resort
- Placement of corporate banner in the Esplanade Tent
- Six (6) tickets to Friday evening's *Fishermen's Ball*
- Six (6) tickets to Sunday's Award Celebration

INSHORE ANGLER ENTRY: \$2,500

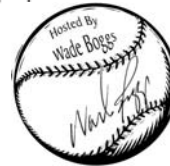
- One (1) inshore angler entry – to be paired with another angler
(includes one guided boat & tackle for two full days of fishing)
- One deluxe fisherman's gift bag
- Sponsor recognition in the official tournament program
- Two (2) tickets to Friday evening's *Fishermen's Ball*
- Two (2) tickets to Sunday's Award Celebration

* Sponsors at the \$10,000 level and above may choose to be paired with a celebrity participant rather than a third angler per boat



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2009 Sponsorship Registration

Company Name _____
Contact Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email Address _____

* I agree to participate in the 2009 PCF Grand Slam Celebrity Fishing Tournament at my own risk, and I release the Pediatric Cancer Foundation, Inc., its officers, directors, and sponsors from any liability for personal or property damage incurred related to my participation in the event.

SPONSOR LEVEL:

Inshore Division: _____ Grand Slam \$10,000 _____ Homerun \$5000 _____ Angler Entry \$2500

_____ I am unable to participate but enclosed is my donation of \$_____.

PAYMENT INFORMATION:

*Please make checks payable to Pediatric Cancer Foundation and mail to 5550 W. Executive Drive, Suite 300, Tampa, FL 33609

OR Fax this form to us at (813) 288-0099 and please charge my credit card:

_____ (Card Number)

_____ (Exp Date)

_____ (CVV Security Code)

_____ (Billing Zip Code)

HOTEL ACCOMODATIONS:

For your convenience, a block of rooms are being held at the Renaissance Vinoy Resort for our sponsors and anglers.

Special discounted tournament rates for 2009 are:

Single/Double Room - \$189/night • Deluxe Patio Spa - \$239/night • One Bedroom Suite - \$389/night

Please call the Renaissance Vinoy Resort at (727) 894-1000 or (800) 468-3571 by October 1, 2009 in order to receive these rates. Just mention "PCF Grand Slam Fishing Tournament" or "Pediatric Cancer Foundation."

Thank you for your support!!!

Our good faith estimate of the cost of each angler is \$700. Any payment above this amount is eligible for a charitable donation. 100% of your contribution will go to the Pediatric Cancer Foundation. A copy of the official registration may be obtained from the Division of Consumer Services by calling 1-800-HELP-FLA within the state (#CH1916). Registration does not imply endorsement, approval or recommendation by the State.