Team Spirit was formed in 2000 as a grass roots organization on the belief that more needs to be done in our local community to help fight and raise awareness of breast and ovarian cancers. The Team Spirit Breast and Ovarian Cancer 5K and 10K event is led by survivors and friends, working for those fighting, and in honor of those that have lost their battle to these cancers. Team Spirit has collaborated with Memorial Medical Center Foundation at MemorialCare’s Long Beach Memorial since its inception. MemorialCare, with multiple locations throughout Southern California, has received national recognition for its outstanding record of innovation and medical advances.

Team Spirit is dedicated to raising money for providing support of and promoting awareness in the treatment and emotional well-being of breast and ovarian cancer patients in its community.

To ensure this mission is upheld, Team Spirit holds an annual 5K and 10K. Over 1.5 million dollars have been raised since the first event was held in 2000. Team Spirit continues to play an increasingly important role in philanthropic support at Long Beach Memorial. Funds raised benefit women and men in and outside of Long Beach looking for nationally recognized medical care for breast and ovarian cancers.

This volunteer group’s vision and commitment enable Long Beach Memorial to offer patient care programs and unique peer mentoring. Currently Team Spirit funds two mentoring programs at LBM: “Women Guiding Women” for gynecologic cancer patients and “Breast Friends” for breast cancer patients. They also help fund a clinical social worker devoted to women’s cancers; two support groups for patients, friends, and family members: the Gynecologic Cancer Support Group and the Newly Diagnosed Breast Cancer Support Group; and a Nurse Navigator. All Team Spirit sponsored programs are free and available to patients and families of patients regardless of which hospital they are receiving their treatment.

Much has been done and advancements have been made for both breast and ovarian cancers as far as early detection and successful treatment, but much work remains to further experts’ knowledge and understanding of these diseases for even better survival and cure rates.

If you or a loved one were to face this diagnosis, would your team of physicians, nurses and technicians have the equipment and patient programs available to offer you the best fighting chance? Join our Team today to help make sure our community has the best of the best helping to fight for us and all of our loved ones.

For more information on how you can become involved, please contact Team Spirit at 562.933.3500 or info@teamspiritonline.org.
Why Team Spirit?

The Team Spirit Breast and Ovarian Cancer Walk was founded in the year 2000 by Jacque Jones, a breast cancer survivor. At the time, she had participated in a number of “other” breast cancer walks and decided it was time to have a walk “close to home.” In fact, have a walk not only close to home, but have a walk whose proceeds STAYED close to home. And so it was. This year, the event has expanded to include a 5K route, and will include both 5K and 10K walks, and 5K and 10K fun runs.

With the exception of a certain kind of skin cancer, breast cancer is the most common type of cancer among women. Quite the opposite is true for ovarian cancer. A very small percentage of women will be diagnosed with ovarian cancer in their lifetime. Known as “the silent killer,” ovarian cancer is often detected in the late stages of the disease, and sometimes “too late.”

Team Spirit is a Breast and Ovarian Cancer Walk. All funds generated from this walk stay in the Long Beach community. All proceeds benefit breast and gynecologic programs at Long Beach Memorial’s Todd Cancer Institute, specifically:

1. **Holly Adams, LCSW**, who provides services for both gynecologic cancer and breast cancer patients.
   a. **When** does the licensed clinical social worker have contact with patients? Any time during their journey with cancer. Holly may contact or meet with patients at the time of their diagnosis, when they receive treatments, are in the hospital, are in a support group or any time during their post-treatment “survivorship”.
   b. **How** does Holly contact patients? In person one-on-one, in a group, over the phone and by mail.
   c. **Where** does she see patients? In the hospital, at the Breast Center, in their gynecologic oncologist’s office, or in the Infusion Center.
   d. **What** kind of help does our Licensed Clinical Social Worker offer to breast cancer and gynecologic cancer patients and their loved ones?
      - Crisis intervention
      - Brief, goal-directed, supportive counseling related to adjustment to illness, use of adaptive coping strategies, etc.
      - Referrals for longer-term mental health treatment, psychiatric services
      - Accompanying patients with limited social support systems to their appointments for emotional support and assistance with navigating the medical system
      - Assistance with Insurance Issues and Linkage to Appropriate Community Resources
      - Increase understanding of insurance benefits, limitations and solutions
      - Refer uninsured or underinsured patients to appropriate providers; assist with enrollment in Medi-Cal or other healthcare programs
      - Educate about available financial assistance resources
      - Connect with resources for food, shelter, transportation, and other basic needs
2. The Psychosocial Program

An incredibly important part of a patient’s journey while being treated for cancer is to not just treat the disease but to empower the patient to achieve the best quality of life as they go through the process. The psychosocial program at Long Beach Memorial’s Todd Cancer Institute does this by promoting wellness in mind, body and spirit. This is achieved through support, education, communication and advocacy. The psychosocial support care team focuses on resolving multiple aspects of distress, as well as practical issues of treatment and lifestyle. By providing a sense of wellness at every stage of the cancer journey a patient’s physical and emotional well-being can be improved.

3. Women Guiding Women/Mentor Program at Long Beach Memorial

Cindy Gotz and Randal Snyder co-manage the Mentor Programs.

- **How does a woman access our Mentor Programs?** Newly diagnosed patients call us at 562.993.7815 and tell us about their diagnosis and treatment plan. We match them with a specially-trained Mentor who had a similar cancer experience. Anyone can use the Mentor Programs services regardless of where the receive care.

- **Who are the Mentors?** Mentors are specially-trained breast and gynecologic cancer survivors who volunteer their time to offer support over the phone or in-person to patients. We have over 100 Breast Cancer Mentors and 10 Gynecologic Cancer Mentors. The Breast Cancer Mentor Program has existed for over 11 years; the Gynecologic Cancer Mentor Program is in its second year.

- **Our gynecologic cancer Mentor program is a relatively new service – it is only two years old. And it is one of only two Mentor programs for gynecologic cancer patients that we know of in the entire country.**

In addition to providing Mentor services, we:

- Participate in **research** about cancer patients and survivors
- Help find **resources** for the many patients who call us with questions
- Publish a monthly **electronic newsletter** for patients, survivors and clinicians
- Offer **Weekly walking group** for patients with any kind of cancer
- Conduct **training courses** for survivors to become new Mentors; Courses are 4-6 sessions in length
- Offer **educational seminars** to the cancer community, patients and clinicians

4. The Nurse Navigator Program

A diagnosis of cancer is a frightening experience for most patients. The patient must become an expert in cancer as well as learn to navigate the healthcare system. This can be overwhelming. An Oncology Clinical Navigator can provide care coordination, symptom management, support and expertise to patients who must now seek information from a variety of sources. This proposal calls for a team of Clinical Navigators who would coordinate the care of all cancer patients at LBMMC (approximately 1800 new cases/year). On average, each navigator will manage approximately 200 newly diagnosed cases each year, dependent on tumor type.

Oncology Clinical Navigators are trained oncology nurses who provide support and expertise to patients throughout the continuum of care. The clinical navigator is an expert in one or more particular cancer types, and is an expert in cancer symptom management. The clinical navigator not only works closely with patients and their families, but also works closely with the physicians to ensure that the patient’s care is well coordinated, that the best possible treatment plan is developed, and that the patient experiences the best possible quality of life.
The Todd Cancer Institute

The Todd Cancer Initiative is a $30 million project which commenced in 2011, with $10 million of the $30 million committed by the Memorial Medical Center Foundation. The project, a 64,000 square foot, state of the art Cancer Pavilion, will open its doors to patients in July of 2013.

The Todd Cancer Institute is currently one of the largest cancer programs in Southern California with regional and national recognition. Annually, approximately 1850 people are diagnosed with cancer at our hospital. Our program is accredited by the Commission on Cancer of the American College of Surgeons at a Teaching Hospital level. This accreditation guarantees the community that a comprehensive array of services is available for patients with cancer such as multidisciplinary treatment planning conferences and access to clinical research studies.

The American Cancer Society states that 40% of the general population will be diagnosed with cancer sometime in their lifetime, which suggests there is a good chance that you or someone you know has already received this bad news. Although these statistics are daunting, advancements in cancer research and technology have greatly improved one’s ability to survive cancer with reduced morbidities. Fortunately, these advanced therapies are available at the Todd Cancer Institute at Long Beach Memorial, the regional cancer center headed by renowned and compassionate physicians dedicated to beating the odds and helping patients go from discovery to recovery.

Team Spirit’s Support complements:

MemorialCare’s Breast Center

The MemorialCare Breast Center, listed first among “America’s Top Ten Breast Centers” in Self Magazine, performs 33,000 diagnostic and screening mammograms annually. It was listed as “best practice” by Oncology Roundtable and is one of two cancer centers showcased by the Advisory Board (the other was Johns Hopkins). Patients from throughout the country come here for first, second and third opinions; and health executives visit to learn how to establish a world-class program. The Breast Center is also the recipient of the Breast Imaging Center of Excellence (BICOE) designation by the American College of Radiology (ACR).

Following is a partial list of some of the technological advances seen at Memorial Care’s Breast Center:

Full-Field Digital Mammography – Digital Mammography is quickly becoming the standard of care in the community. The results of the Digital Mammography Imaging Screening Trial (DMST) comparing digital and analog (film) mammography greatly increased consumer demand for digital mammography screening exams, putting
pressure on hospitals and outpatient centers to adopt this expensive technology. While the DMST trial showed no difference in results between film and digital systems for screening the general population, digital systems were able to detect significantly more cancers for women under 50 years of age, for women with dense breast tissue, and for pre- and peri-menopausal women.

**Tomosynthesis** – Tomosynthesis is a breast imaging modality that produces a digital image that can be cut into 1mm slices much like a CT exam. This greatly improves the visualization of asymmetric lesions by providing 3D viewing.

**Siemens ACUSON 2000 Ultrasound** – The Acuson 2000 is the latest breast ultrasound technology released by Siemens (March 2008). With this system, tissue borders and contrast is enhanced to enable very high image quality for the evaluation of fine breast anatomy and pathology.

**MRI Breast Biopsy Coil** – The breast biopsy coil is a device that fits onto our existing MRI unit to immobilize the breast so that a biopsy can be performed. MRI is the most effective imaging modality to evaluate women with dense breast tissue. Having this device will allow our breast radiologists to biopsy the lesion, rather than sending the patient to another center.

**MemorialCare’s Gynecologic Cancer Programs**

The Gynecologic Oncology program at Todd Cancer treats four times as many patients as the average California hospital, ranks in the top four in the nation for patient access to clinical trials for ovarian, cervical and uterine cancers and has been consistently rated in *U.S. News & World Report* for both gynecology and hormonal disorders. The leader of the Long Beach Memorial program is the chair of the international Gynecologic Oncology Group.
Community & Media Exposure

Pre-event exposure includes:

- Kick-Off Event May 21st in the Todd Cancer Pavilion (opening July 2013)
- Over 20,000 brochures distributed through Long Beach and multiple merchants in Long Beach and the surrounding areas including, but not limited to, the South Bay, Torrance, Lakewood, Rossmoor, Los Alamitos, Seal Beach and Huntington Beach
- Strategically placed signage (includes city-pole banners, brochures) throughout the business communities of Long Beach and the surrounding areas
- Website postings/announcements on the Long Beach Memorial Intranet sent to over 5,000 employees
- Promotion in Long Beach Memorial newsletters and Mercury
- Personal stories pitched to local media
- Radio Spots
- Team Spirit website with e-blasts reaching over 2,500 people
- Yard Signs throughout the community
- Early t-shirt pick-up (locations TBD)
- Company inserts in registration packets sent to all walk participants

Day of event exposure includes:

- Over 2,000 people in attendance with strong family demographics
- Pre-event ceremony and post-event celebration with strategic focus points for sponsors
- Check presentation
- Local media coverage with opportunities for interviews and highlights

Post-event exposure includes:

- Press releases announcing monies raised
- Employee newsletters and intranet announcements within Long Beach Memorial
- Thank you ads in local papers
- Mercury publication (distribution list of over 20,000) highlighting monies raised with stories focused on the event
- Over 2,000 participants and volunteers that will wear the T-shirts promoting sponsors for years to come

Our 2013 Sponsors Will Benefit From:

- An experienced event management team eager to build outstanding community partnerships
- Leaders available to meet and ready to discuss how best to achieve your business objectives through sponsorship
- Our Title Sponsor will benefit from extensive advertising exposure and mention in all press releases as the “new” title sponsor
- Our Title Sponsor will benefit from the option of including an online message in each Team Spirit e-blast (a minimum of 10, beginning no later than May 1) to over 2,500 email addresses
- Tie-in with an extensive promotional package, including city pole banners, yard signs, brochures, t-shirts and online messages
- Unique access to attractive and hard-to-reach family demographics
- The opportunity to have a booth or display to distribute product samples or promotional materials at the event and at two pre-event “early check-in” days (location to be determined)
- An emotional and memorable event that leaves a lasting impression with an excellent team-building opportunity for employees and executives of your business or organization.
The Memorial Medical Center will accommodate to the best of our ability so that your sponsorship of the Team Spirit Breast and Ovarian Cancer 5K and 10K Walk is maximized.

**Diamond/Title Sponsor ($25,000)**

- 20 complimentary registrations for the event
- Banner recognition at the main stage of the Home Base
- Invitation for ten to a private luncheon with a key physician, Social Workers & Administrators from Team Spirit sponsored programs, members of the Team Spirit Board and members of Memorial Medical Center Foundation
- Identification on 2013 Event Brochures (deadline April 20)
- Identification on all Event Advertisements
- Identification on all participant T-shirts
- Special recognition on the Team Spirit Website; including a link to your website from our homepage; option of online message/paragraph in all Team Spirit e-blasts beginning May 1
- Special recognition in all press releases and public service announcements
- Special recognition at closing ceremony

**Emerald Sponsor ($20,000)**

- 15 complimentary registrations for the event
- Banner recognition at the main stage of the Home Base
- Invitation for eight to a private luncheon with a key physician, Social Workers & Administrators from Team Spirit sponsored programs, members of the Team Spirit Board and members of Memorial Medical Center Foundation
- Identification on 2013 Event Brochures (deadline April 20)
- Identification on all Event Advertisements
- Identification on all participant T-shirts
- Special recognition on the Team Spirit Website; including a link to your website from our homepage
- Special recognition in all press releases
- Special recognition at closing ceremony

**Platinum Sponsor ($10,000)**

- Ten complimentary registrations for the event
- Banner recognition at the main stage of the Home Base
- Invitation for six to a private luncheon with a key physician, Social Workers & Administrators from Team Spirit sponsored programs, members of the Team Spirit Board and members of Memorial Medical Center Foundation
- Identification on all Event Advertisements
- Identification on all participant T-shirts
- Special recognition on the Team Spirit Website; including a link to your website from our homepage
- Special recognition in all press releases
- Special recognition at closing ceremony
- Special recognition in all press releases

**Gold Sponsor ($7,500)**

- Eight complimentary registrations for the event
- Invitation for four to a private luncheon with Social Workers & Administrators from Team Spirit sponsored programs, members of the Team Spirit Board and members of Memorial Medical Center Foundation.
- Identification on all participant T-shirts
- Identification on all print Event Advertisements
- Special recognition at closing ceremony
- Special recognition on the Team Spirit Website; including a link to your website from our homepage
- Special recognition at Start/Finish of event
- Recognition in all press releases
Silver Sponsor ($5,000)

- Eight complimentary registrations for the event
- Invitation for two to a private luncheon with Social Workers & Administrators from Team Spirit sponsored programs, members of the Team Spirit Board and members of Memorial Medical Center Foundation.
- Identification on all participant T-shirts
- Special recognition at closing ceremony
- Special recognition on the Team Spirit Website; including a link to your website from our homepage
- Special recognition at Start/Finish of event
- Recognition in all press releases

Bronze Sponsor ($2,500)

- Six complimentary registrations for the event
- Identification on all participant T-shirts
- Recognition at the closing ceremony
- Recognition on the Team Spirit Website; including a link to your website from our homepage
- Special recognition at Start/Finish of event

Hero Sponsor ($1,000)

- Four complimentary registrations for the event
- Identification on all participant T-shirts
- Recognition at the closing ceremony
- Recognition on the Team Spirit Website; including a link to your website from our homepage
- Special recognition at Start/Finish of event

Inspire Sponsor ($500)

- Two complimentary registrations for the event
- Recognition as Inspire Sponsor
á la Carte¹:

**Team Spirit Branded Route Signage (unlimited available), $500 per sign:**
Promote your business, honor those who fight, remember someone you love with your own personal message².

**Team Spirit Branded Mile Marker:**
$1,000 per sign
Promote your business, honor those who fight, remember someone you love with your own personal message².

**Starting Line Banner, $2,500 (2 available)**
Promote your business, honor those who fight, remember someone you love with your own personal message².

**Finish Line Banner, $5,000 (2 available)**
Promote your business, honor those who fight, remember someone you love with your own personal message².

**Porta Potties, $1,500 – We’ve grown! More bodies, more potties!**
Promote your business, honor those who fight, remember someone you love with your own personal message².

**Home Base Sponsor: $5,000**
A home base featuring your company name/logo for promotion and recognition throughout opening and closing ceremonies.

**Stage Sponsor: $5,000**
Prominent branded signage with a personal message on stage².

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¹ All á la carte items are “add-ons” to any sponsorship, or may be purchased individually. A la carte items do not come with any additional benefits (such as complimentary registration(s)) other than what is outlined above.

² All personal messages on any signage must be reviewed and approved by the Team Spirit Advisory Board. In some cases space or characters may be limited.
2013 Sponsorship (Pledge) Form
Team Spirit Breast & Ovarian Cancer 5K & 10K

Name:_______________________________________________________________________
Company:____________________________________________________________________
Address:_____________________________________________________________________
City:_________________________________________State:_______ Zip:________________
Ph:____________________________Email:________________________________________

Sponsorship Level:__________________________  Total Amount: $___________________

____I would like to make a donation of ___________________ (equivalent to any sponsorship level), but
would like name recognition only.  I understand that 100% of this gift will go directly to support the cancer
programs, and thus it is 100% tax deductible.

Name Recognition should read: ____________________________________________________

Interested in a multi-year commitment? Please contact Team Spirit at: (562) 933-3500.

_______Payment made by check. (Please make checks payable to: Team Spirit/MMCF )

I wish to pay by: □Personal □Business □Visa □MasterCard □AMEX

Credit Card#__________________________________ Expiration date (mo/yr.)_____ /_____

By signing below I verify that I have binding authority by which to make the above pledge.

Representative name and title ____________________________________________________

Representative Signature Date ___________________________________________________

Complete and Fax form to: Team Spirit (562) 856-1697

Mail original to: Team Spirit/MMCF
2801 Atlantic Avenue
Long Beach, CA 90806

For questions, please contact Team Spirit at: (562) 933-3500 or via email at: info@teamspiritonline.org

**Unless you have chosen the option of 100% to cancer programs, only a portion of your sponsorship will be
considered tax-deductible by the IRS. The deductible portion of your support will be forwarded to you in writing
by Memorial Medical Center Foundation.
á la Carte Order/Payment Form:

**Team Spirit Branded Route Signage (unlimited available), $500 per sign:**
Promote your business, honor those who fight, remember someone you love with your own personal message.

Quantity _____ x $500 = _______

**Team Spirit Branded Mile Marker:**
$1000 per sign
Promote your business, honor those who fight, remember someone you love with your own personal message.

Quantity _____ x $1,000 = _______

**Starting Line Banner, $2,500 (2 available)**
Promote your business, honor those who fight, remember someone you love with your own personal message.

_______

**Finish Line Banner, $5,000 (2 available)**
Promote your business, honor those who fight, remember someone you love with your own personal message.

_______

**Porta Potties, $1,500 – We've grown! More bodies, more potties!**
Promote your business, honor those who fight, remember someone you love with your own personal message.

_______

**Home Base Sponsor: $5,000**
A home base featuring your company name/logo throughout for promotion and recognition during opening and closing ceremonies.

_______

**Stage Sponsor: $5,000**
Prominent branded signage with a personal message on stage.

_______

Total: __________

Name/Company: ________________________________________________________________

Address, City, State, ZIP _______________________________________________________

Ph: __________________________ Email: _________________________________________

☐ My check is enclosed and made payable to MMCF/Team Spirit

☐ I would like to pay by credit card. ☐ Personal ☐ Business ☐ AmEx ☐ Visa ☐ MC
Card number: __________________________ exp _____________

PLEASE NOTE: WE WILL CONTACT YOU FOR DETAILED INFORMATION ABOUT YOUR ORDER, OR YOU MAY CALL SUSIE GAR RISON AT 562.933.3500.

1 All a la carte items are “add-ons” to any sponsorship, or may be purchased individually. A la carte items do not come with any additional benefits (such as complimentary registration(s)) other than what is outlined above.

2 All personal messages on any signage must be reviewed and approved by the Team Spirit Advisory Board. In some cases space or characters may be limited.