

artma

Key Information for our Corporate Sponsors

Need to know Dates to remember

- Event Information - Saturday February 6, 2010, 6 – 10pm, Denver Studio Complex @ 241 S. Cherokee St.
- Commitment forms due as soon as possible
- To be included in our various promotional materials, please provide forms and corporate logo by November 1, 2009
- Fulfillment of sponsorship obligations due January 15, 2010
- Corporate Sponsor and Artist pre-event reception at 5:30pm

Good to know For your generous support

- artma is attended each year by over 1,100 artists, art lovers, art buyers and members of the philanthropic community
- artma is advertised in Denver's 5280 magazine, supported by 9KUSA and is publicized in other area publications as well
- Event signage is uniformly designed and provided by artma
- Corporate Sponsors receive event tickets commensurate with level of sponsorship
- Catalog ad specifications are enclosed with this information
- Your sponsorship commitment is 95% tax deductible
- **All artma profits will be donated to children's cancer research projects**

Let us know The more you can provide us, the more we can promote you

- In order for your corporate benefits to be applied, *we must have your commitment form on file*
- An .eps file of your company logo must be in house at artma by November 1, 2009 to take part in advertising opportunities
- Engage your entire team in the effort – event volunteers are more than welcome!

Be in the Know Listen to what some of our artists and guests say about artma:

"I had a wonderful time at the 2008 *artma* event. The art work was amazing, and everyone from the Morgan Adams Foundation was warm and welcoming; I lost my heart to the organization the moment I entered the foyer and came face-to-face with those precious children."

- *Jo Palmer, Associate Program Officer, Gay & Lesbian Fund for Colorado, 2008 artma corporate sponsor*

"It has been a great pleasure for the last three years to be involved with your wonderful organization. The events are top-notch, the marketing presence is excellent, and the cause is so dear to every parent's heart. The impact you have had on advances in pediatric cancer research which has now saved the lives of so many children is appreciated by more people than you can ever know. As long as your organization continues to fight for kids, you can count on my support!"

- *Scott Baroway, Baroway Law Firm, P.C., 2006 & 2008 artma corporate sponsor*

"As a working artist, I have been invited to participate in various art auctions over the years. Of these, artma was by far the most positive experience I've had at an auction. The event was extremely well orchestrated and well attended. My work was nicely displayed, the food and entertainment were wonderful, and more importantly, the guests were very energetic and enthusiastic about bidding on art for this cause. I walked away with a spring in my step and would participate in this auction again in a heartbeat. Thank you artma!"

- *Riva Sweetrocket, Artist, 2004, 2006 & 2008 artma contributing artist*

If you have further questions not answered here, please email: sponsorship@artmaonline.org

artma 2010 Levels of Support

\$10,000	<u>pretty pretty princess sponsor</u> 16 tickets Prominent logo placement on event corporate signage Gallery Sponsorship, including signage and logo on bid sheets Full page ad and listing in artma program, with choice of front or back cover Prominent logo recognition in event marketing, as available; including Denver's 5280 magazine Prominent sponsor listing on event website Recognized as a donor in The Morgan Adams Foundation Annual Newsletter
\$5,000	<u>fish dance sponsor</u> 10 tickets Distinct logo placement on event corporate signage Gallery Sponsorship, including signage and logo on bid sheets Half page ad in artma program Logo recognition in event marketing, as available; including Denver's 5280 magazine Distinct sponsor listing on event website Recognized as a donor in The Morgan Adams Foundation Annual Newsletter
\$2,500	<u>butterfly kisses sponsor</u> 8 tickets Named inclusion on event corporate signage Quarter page ad in artma program Sponsor listing in event marketing, as available; including Denver's 5280 magazine Sponsor listing on event website
\$1,500	<u>sneezes & hiccups sponsor</u> 6 tickets Named inclusion on event corporate signage Sponsor listing in artma program Sponsor listing in event marketing, as available; including Denver's 5280 magazine Sponsor listing on event website
\$1,000	<u>iris sponsor</u> 4 tickets Sponsor listing in artma program Sponsor listing on event website
\$500	<u>family and friends of artma</u> 2 tickets Family and Friends acknowledgement in artma program

- All sponsors may purchase up to 10 additional tickets at sponsorship rate of 50% face value
- All other donations gratefully accepted
- *Sponsorship level names were borrowed from the original creative expressions of Morgan Adams*



Heart-felt Art to Benefit
Pediatric Cancer Research

THE
Morgan Adams FOUNDATION

5303 E. Evans Avenue, Suite 202
Denver, Colorado 80222

YES! I WILL SHOW MY SUPPORT FOR ARTMA BY PURCHASING A

- Pretty, Pretty Princess Sponsor | \$10,000**
- The Fish Dance Sponsor | \$5,000**
- Butterfly Kisses Sponsor | \$2,500**
- Sneezes and Hiccups Sponsor | \$1,500**
- Iris Sponsor | \$1,000**
- Family and Friends | \$500**
- Other Financial Contribution**

Name: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Alternate contact: _____

Corporate Credit Card Info: _____

Please complete and return this form along with your donation to:

artma

Attn: Deb Gorney

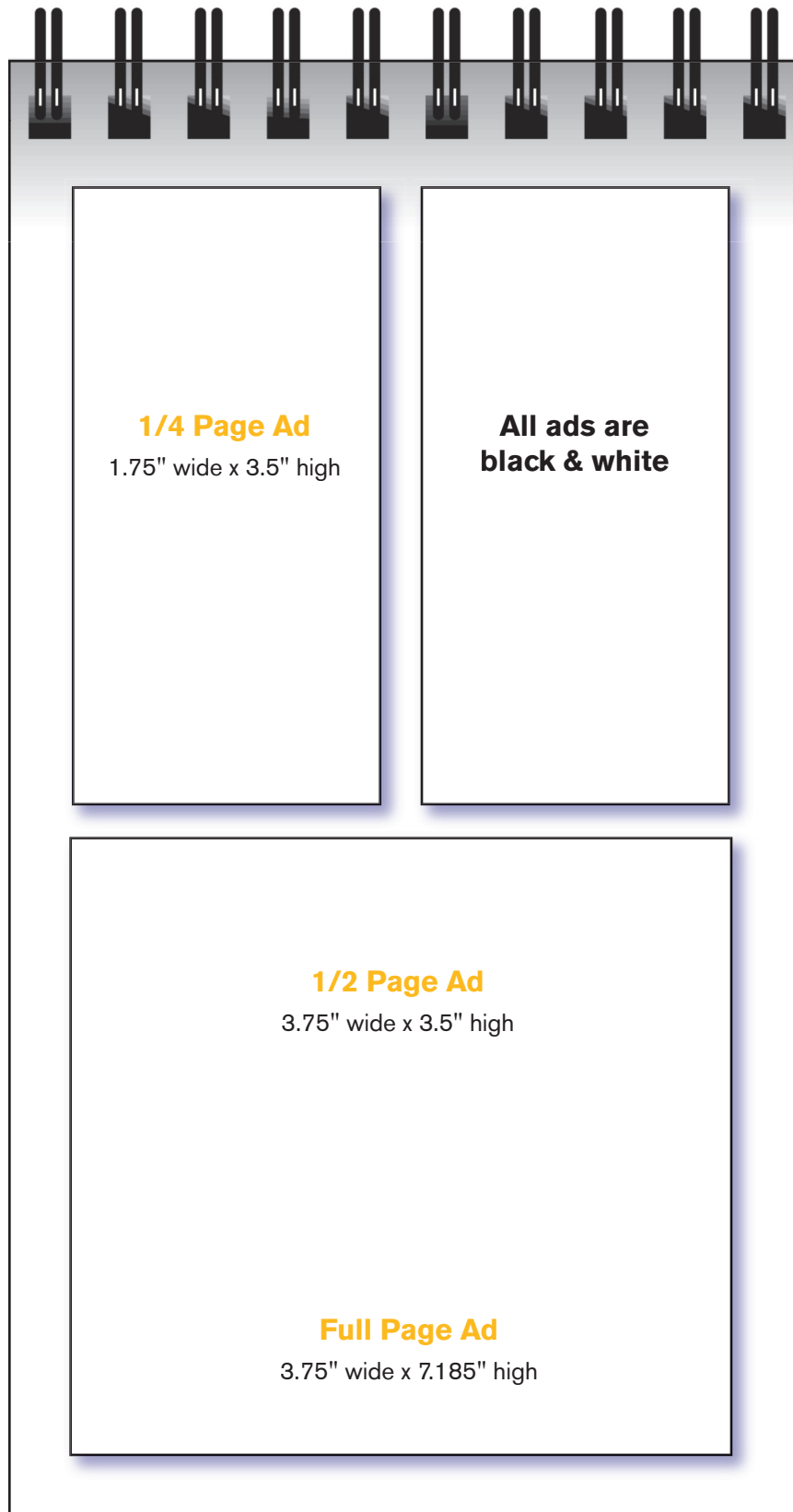
5303 E. Evans Avenue, Suite 202

Denver, CO 80222

Questions: Please call 303-758-2130 or e-mail: sponsorship@artmaonline.org. Thank you.

artma

catalog ad specs



THE
**MORGAN ADAMS
FOUNDATION**
FUNDING RESEARCH. FUNDING HOPE.

5303. E. Evans Ave. Suite 202
Denver CO 80222
Phone: 303.758.2130 | Fax: 303.758.2134
FEIN: 20-0165051
www.morganadamsfoundation.org

MISSION STATEMENT

The Morgan Adams Foundation raises money and awareness on behalf of children battling cancer. We directly fund pediatric cancer research and therapies which will improve survival rates and reduce the devastating side-effects of treatments.

STRATEGIC POSITION

The Morgan Adams Foundation works directly with internationally recognized pediatric research oncologists dedicated to improving the treatment outcomes and quality of life for children with cancer. We provide initial, interim and long-term funding and support for experimental therapies and clinical trials. *We are filling the gap between a decreasing availability of pediatric treatments and the increasing need for new and better therapies. We are funding hope.*

HISTORY AND OVERVIEW

Morgan Adams was a normal, healthy 5-year old girl when she was diagnosed with a Glioblastoma Multiforme brain tumor in December of 1997. She battled her cancer for 11 months before she succumbed to the disease. About two years after Morgan died, her parents Steven Adams and Joan Slaughter joined the Oncology Advisory Board at The Children's Hospital in Denver as a way to learn more about research and treatment options for childhood cancer, and to take a more active role in addressing the unmet needs in the field of cancer research. As a result of their work on the Board, they hosted a fundraiser, *artma* (an art auction) to benefit the Children's Hospital's Center for Cancer and Blood Disorders. The event proved extremely successful and has become a much anticipated biennial event. Later, Steven and the late Brett Derosier also inaugurated a second benefit event, the Morgan Adams *Concours d'Elegance* (an aircraft and automobile "extravaganza"), which has been equally successful. Since 2001, the fundraising work of this unique group has resulted in donations of over *\$1,000,000* for pediatric cancer research studies.

After several years of leading volunteer-based committees to organize these events, The Morgan Adams Foundation was formed as the first step in formalizing a lasting organization whose mission is *to improve the quality of life and survival rates of children diagnosed with cancer.*

COMMUNITY NEED

By fulfilling its mission and objectives, The Morgan Adams Foundation serves a tremendous need in the community.

Cancer is the leading disease-related cause of death in children -- 1 in every 300 kids are diagnosed with cancer. And yet the majority of cancer research dollars migrate toward cancers where the collective adult voice is strong – lung cancer, breast cancer, prostate cancer. We are doing an incredible job as a society focusing energy and attention on these very serious health issues, but we need to see that same energy directed toward pediatric cancers. Our children need advocates to ensure their needs are clearly and articulately defined.

Pediatric cancer research is seriously under-funded. Research grant money for pediatric cancers is limited and the costs associated with bringing a new treatment plan from idea to drug development is extraordinary. The pursuit of appropriate amounts of funding for research into therapeutic agents that will treat children with cancer in the most effective and least toxic way is constant work.

And yet it is imperative that we continue to support the research that is critical to the lives and futures of our children.

The Morgan Adams Foundation seeks to fill a number of voids in pediatric cancer research by providing financial support for investigators needing seed and initial funding for viable inquiries into new and potentially better and less-toxic therapies for the pediatric population, and by also providing funding for rapid trials organizations and investigators dedicated to free flowing information exchange and collaborative trial development. Through this work, we support the critical need for continued investigation into viable treatment options for the children of our community and across the country.

FOUNDATION FUNDING PRIORITIES

At present, there are many exciting research proposals that we are simply unable to fund at our current capacity. Our goal, as we grow, is to fund an ever increasing number of new research projects and studies that will increase access to new and less toxic therapies for children with cancer. To facilitate this objective, we will:

- Continue to provide funding for both basic science and clinical research in pediatric oncology and neuro-oncology, including pilot projects which translate into potential therapies for pediatric cancers at established and reputable research institutions;
- Increase overall funding of collaborative trials organizations studies designed to speed the development of new therapies for children with cancer
- Assist children, their families and caregivers in coping with the diagnosis and treatment of cancer by providing access to community resources and quality of life programs.

ACCOMPLISHMENTS TO DATE

From February 2001 through November 2008, The Morgan Adams Foundation has provided over **\$1,000,000.00** for pilot, seed and translational studies. A list of significant projects funded is available upon request.

THE
**MORGAN ADAMS
FOUNDATION**

FUNDING RESEARCH. FUNDING HOPE.

Research Projects

Diffuse pontine brain stem gliomas - Protein and genomics study, Phase I – Surgeries (N Foreman & M Handler)	65,000.00
POETIC Phase II GBM geno-typing study (N Foreman)	45,000.00
Phase I/II study of oxaliplatin and thiotepa in GBMs Denver as site center for multi-centered trial. (L Gore)	15,000.00
In Vitro studies of drug sensitivities for AT/RT, medulloblastoma and GBM (N Foreman)	7,500.00
Mircoarray CHIPS -- effecting diagnosis by "chip" rather than histology – exploring the use of gene expression to increase accuracy of diagnosis (N Foreman)	185,000.00
Review outcomes/therapies for first 500 children seen in Neuro-Oncology Program (N Foreman, J Madden, A Liu).	13,000.00
IL13-Cytosin as a target therapy for relapsed ependymoma. Potential lateral development for other tumors. New target identified in 2004-2005 (N Foreman)	39,650.00
POETIC trials and EPT projects as outlined per year (L Gore)	125,000.00
Biological/clinical comparison secondary and primary GBM's. Combines EGFR analysis & gene chip analysis (BK Demasters & N Foreman)	34,000.00
Lab study of synergy between temodar and VP16 (N Foreman)	15,000.00
Gene chip analysis and prediction of prognosis in ependymoma. Has lead to identification of IL13-R2 a as a tumor target for a novel therapy. Abstract submitted (N Foreman)	35,000.00
Multi-centered, complex study of high dose therapy study in resistant/recurrent brain tumors - Data management done in Denver (Multiple)	20,000.00
Selective targeting of the caspase 3 pathway in apoptosis in GBMs. (Study built on publication in the Journal of Neuro-oncology *67:3-7, 2004, also supported by MAFdn funds) (N Foreman)	25,000.00
Viral pathogenesis of lymphoma (M Wang)	8,000.00
Novel agents in low grade astrocytomas study (N Foreman)	6,000.00
Medulloblastoma, molecular prognostic testing (collaboration - MD Anderson).	3,000.00
Factors causing bleeding in newly diagnosed patients with brain tumors (A Smith)	32,000.00
Survivin as a prognostic marker in medulloblastoma and ATRT (A Smith)	2,000.00
Apoptosis cell death in GBM and Caspase Expression (J Fleitz)	15,000.00
Ganglioside expression and immunosuppression in GBM (J Fleitz & N Foreman)	45,000.00
Ganglioside modification & development of improved tumor vaccine in GBM (N Foreman).	26,000.00
PKC zeta expression and potential as a target for initial therapy in GBM (N Foreman)	10,000.00
Development of novel therapies in pediatric brain tumor (e.g.Temodar/VP16 in recurrent GBM) (N Foreman)	15,000.00
Choroid Plexus Carcinoma and Rhabdoid Tumors: Phenotypic and Genotypic Overlap (Ashmead & N Foreman)	3,000.00
Cytogenetics in Low-grade Astrocytomas (Orr & N Foreman)	2,500.00
Impact of NUMB, a regulator of stem cell behavior in neural development, on behavior of neoplastic cells in medulloblastomas (T Gershon, MSK)	28,000.00

Program Development Projects

Generalized Phase I studies & experimental therapeutics for pediatric malignancies initial program development (L Gore)	50,000.00
Support for development of consortium for rapid trials of pediatric brain tumors. (POETIC Initial Funding Support: Eight center consortium including Toronto Sick Children's, MD Anderson, LA Children's) (L Gore)	20,000.00
University of Florida, Gainesville – Growth of Neuro-Oncology Division (A Smith)	22,500.00
Establishment of MicroRNA biology Lab (R Vibhakar)	30,000.00

Support Projects

Maintenance of neuro-oncology cell lines and frozen tissue bank. The bank has grown to support multi-institutional research and has provided samples to researchers in Houston, Calgary and London (The Children's Hospital, Denver)	12,000.00
A quarter of a salary for data bank & IRB submission needs (TCH, Denver)	60,000.00
Children's Neuro-Oncology Consortium – conference calls monthly to discuss joint innovative protocols (POETIC)	2,000.00
Presentation of results at national and international meetings (TCH, Denver)	3,000.00
Specific Equipment, MicroRNA Lab (R Vibhakar) Specific Use Grant (Taylor Family).	15,000.00

Quality of Life Projects

Study of how to streamline applications for financial assistance for indigent families of children with brain tumors (K Tilley)	2,000.00
Follow-up quality of life study: a rolling study with all children now over 12 years of age and 5 years out, to be enrolled every summer. *2009, possible addition of radiation outcomes (TCH, Denver)	12,000.00
Commitment for play therapy trial for pediatric brain tumors (TCH, Denver)	5,000.00
Site location/ feasibility study for development of Colorado Hole in the Wall Gang Camp partial funding requested (HWGC: OK Corral)	8,000.00

**Grand Total Projects
Funded through
November 7, 2008
\$1,061,150.00**

Thank you!



Will

On July 3, 2004, an unknown tumor in the back of Will's brain ruptured. After the cancer recurred in February 2005, Will was diagnosed with a rare form of cancer with a low survival rate – a high grade glioma with pilomyxoid features.

Conservative chemotherapy was not successful, and Will's cancer returned.

One of two new tumors was removed in July 2005. Will then began high-dose chemotherapy, followed by radiation. By December 2005, Will was tumor-free and has since had multiple "clean" MRI's!

Will is a direct beneficiary of the Morgan Adams Foundation. Five of the studies the Foundation has funded were applied directly in his treatment and care.

**The work you fund is making a
difference in the lives of children
with cancer TODAY.**