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January 31, 2011

Dear ,

We are thrilled to let you know that May 2nd, 2011 is the date for the 12th Annual PlumpJack/LINK (Learning, Information, Networking and Knowledge) Golf Classic! Once again, we will be combining a fun-filled day on the Lake Merced Golf Course with an extravagant silent and live auction, followed by dinner to raise funds for breast cancer education. To date, we have raised over \$2 million – and we would love for you to be a part of this year's event!

Please mark your calendar for Monday, May 2, 2011 for the 12th Annual PlumpJack/LINK Golf Classic. We hope you will sign on as a sponsor and commit to supporting the Cancer Prevention Institute of California (CPIC).

The Cancer Prevention Institute of California is dedicated to its mission of preventing cancer and reducing its burden where it cannot *yet* be prevented. Their cancer educators work in and with the community to help individuals make informed decisions about their health and health care. This includes education about treatment choices, managing treatment side effects, family issues, health insurance, employment, family genetics, nutrition, self-advocacy in the medical system, and much more. Their CPIC scientists are at the forefront of research into the causes and prevention of cancer so we can stop this disease before it starts and keep our families and friends healthy.

Enclosed, you will find a summary of sponsor benefits. Please don't hesitate to call Courtney Jermain at PlumpJack at 415.346.5712 or email cjermain@plumpjack.com if you have any questions. Alternatively, please visit our web site at: www.plumpjack.com/golf.

Thank you for your kind consideration.

Warmest regards,

Geoff Callan *Hilary Newsom Callan*

Geoff Callan

Hilary Newsom Callan

Sponsorship Commitment Form

Yes, I/we want to help PlumpJack/LINK support breast cancer education programs of the Cancer Prevention Institute of California (CPIC) by becoming a sponsor!

- Nebuchadnezzar Sponsor (\$50,000)
- | | |
|---|---|
| <input type="checkbox"/> Jeroboam Sponsor (\$25,000) | <input type="checkbox"/> Merlot Sponsor (\$1,500) |
| <input type="checkbox"/> Magnum Sponsor (\$15,000) | <input type="checkbox"/> Riesling Sponsor (\$400) |
| <input type="checkbox"/> Champagne Sponsor (\$10,000) | <input type="checkbox"/> Tee Sponsor (\$300) |
| <input type="checkbox"/> Cabernet Sponsor (\$5,000) | <input type="checkbox"/> Table for 10 Dinner & Auction only (\$3,000) |
| <input type="checkbox"/> Chardonnay Sponsor (\$2,500) | <input type="checkbox"/> Dinner & Auction only (\$150 per person) |

Contact: _____

Address: _____ Phone: _____

Email: _____ Fax: _____

Name of people you would like to golf with (4 person scramble format): _____

Name of people you would like to sit with at dinner (tables of 10 or 12): _____

I/we will join you and would like to be a sponsor with a pledge of \$ _____

I/we cannot attend, but would like to be a sponsor with a pledge of \$ _____

Please charge \$ _____ to my MasterCard/Visa/American Express (circle one) account

Account No.: _____ code _____ Exp. Date (Mo./Year) _____

Signature: _____

***Once your sponsorship agreement is complete, we will contact you to collect artwork and logos for event collateral. Please be aware that the deadline for inclusion in the program is April 10, 2011.**

As a sponsor, you hereby release and forever discharge CPIC and its agents, officers, employees, successors and assigns, and their respective heirs, personal representatives, affiliates, successors and assigns, and any and all persons, firms or corporations liable or who might be claimed to be liable, whether or not herein named, from any and all liability arising from your participation in and/or sponsorship of the PlumpJack/Link Golf Classic

Please return to: CPIC Attn: Myrna Marquez
2201 Walnut Ave. Suite 300
Fremont, CA 94538-2334
Fax: 510.608.5095

Questions?

If you have any questions, please call Courtney Jermain at 415.346.5712, or Myrna Marquez at 510.608.5165 or e-mail cjermain@plumpjack.com or myrna.marquez@cpic.org

Tax ID # 23-7427232

**For more information please visit www.plumpjack.com/golf*

Golf Sponsorship Opportunities

Nebuchadnezzar Sponsor Event Underwriter \$50,000

- Our undying love and gratitude!
- Five foursomes (20 playing positions), 18 holes, scramble format and 20 gift bags
- Twenty (20) tickets to the dinner and silent auction following play
- Lunch for 20 people and complimentary course snacks and beverages
- Eight tee signs
- Double page ad in the event program on the back cover (350 audience)
- Recognition at dinner and ability to hang banners in the dining area
- Distribution of materials in gift bags (350 audience)
- Inclusion in Media coverage (whenever possible)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)
- Recognition on promotional literature distributed at all PlumpJack venues for 2 months prior to event

Jeroboam Sponsor \$25,000

- Four foursomes (16 playing positions), 18 holes, scramble format and 16 gift bags
- Sixteen (16) tickets to the dinner and silent auction following play
- Lunch for 16 people complimentary course snacks and beverages
- Six tee signs
- Full page ad in the event program on the back cover (350 audience)
- Recognition at dinner and ability to hang banners in the dining area
- Distribution of materials in gift bags (350 audience)
- Inclusion in Media coverage (whenever possible)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)
- Recognition on promotional literature distributed at all PlumpJack venues for 2 months prior to event

Magnum Sponsor \$15,000

- Three foursomes (12 playing positions), 18 holes, scramble format and 12 gift bags
- Twelve (12) tickets to the dinner and silent auction following play
- Lunch for 12 people and complimentary course snacks and beverages
- Five tee signs
- Full page ad in the event program (350 audience)
- Recognition at dinner
- Distribution of materials in gift bags (350 audience)
- Inclusion in Media coverage (whenever possible)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)
- Recognition on promotional literature distributed at all PlumpJack venues for 2 months prior to event

Champagne Sponsor \$10,000

- Two foursomes (8 playing positions), 18 holes, scramble format and 8 gift bags
- Eight (8) tickets to the dinner and silent auction following play
- Lunch for 8 people and complimentary course snacks and beverages
- Four tee signs
- Half page ad in the event program (350 audience)
- Recognition at dinner

- Distribution of materials in gift bags (350 audience)
- Inclusion in Media coverage (whenever possible)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)
- Recognition on promotional literature distributed at all PlumpJack venues for 2 months prior to event

Cabernet Sauvignon Sponsor \$5,000

- One foursome (4 playing positions), 18 holes, scramble format and 4 gift bags
- Four (4) tickets to the dinner and silent auction following play
- Lunch for 4 people and complimentary course snacks and beverages
- Three tee signs
- Half page ad in event program (350 audience)
- Distribution of materials in gift bags (350 audience)
- Inclusion in Media coverage (whenever possible)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)
- Recognition on promotional literature distributed at all PlumpJack venues for 2 months prior to event

Chardonnay Sponsor \$2,500

- Three playing positions, 18 holes, scramble format and 3 gift bags
- Three (3) tickets to the dinner and silent auction following play
- Lunch for 3 people and complimentary course snacks and beverages
- Two tee signs
- Quarter page ad in event program (350 audience)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)
- Recognition on promotional literature distributed at all PlumpJack venues for 2 months prior to event

Merlot Sponsor \$1,500

- Two playing positions, 18 holes, scramble format and 2 gift bags
- Two (2) tickets to the dinner and silent auction following play
- Lunch for 2 people and complimentary course snacks and beverages
- One tee sign
- Business card ad in event program (350 audience)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)

Riesling (Individual Golfer) \$400

- One playing position, 18 holes, scramble format and 1 gift bag
- One (1) ticket to the dinner and silent auction following play
- Lunch for 1 person and complimentary course snacks and beverages

Tee Sponsor \$300

- One tee sign
- Business card ad in program

Table for Ten (10) Dinner and Silent Auction \$3,000

- Reserved table for ten (10) people in the first or second row (normally the event is open seating)
- Two tee signs
- Quarter page ad in event program
- Distribution of materials in gift bags (350 audience)
- Recognition on the Cancer Prevention Institute of California web site and the monthly newsletter
- Recognition on PlumpJack web site and the monthly newsletter (70,000 audience)

Dinner and Silent Auction only \$150

- Includes three course dinner, wine and host bar, live and silent auction and awards ceremony

SCHEDULE OF EVENT

12th Annual PlumpJack/LINK Golf Classic
Monday, May 2, 2011
Lake Merced Golf and Country Club, Daly City, CA

9:30 am check-in

11:30 am shot gun start

5:30 pm cocktails, dinner and silent auction

6:45 pm dinner, live auction and awards ceremony

Thank you for your support to help us continue the fight against Breast Cancer!

Questions?

If you have any questions, please call Courtney Jermain at 415.346.5712, or Myrna Marquez at 510.608.5165 or e-mail cjermain@plumpjack.com or myrna.marquez@cpic.org

**For more information please visit www.plumpjack.com/golf*

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