

***Texans for Stem Cell Research Presents:
“Cancer’s New Champions”
Launch Party / Appreciation Roast
Mystery Honoree***

Board Members

David L. Bales, Chairman
Lee Leatherwood, Treasurer
Scott McCarter, Secretary
Mario Salinas, Director
Alex Fuller, JD

**Special Events
& Fundraising Coordinator**

Shauna Mroski

**Medical Advisory
Committee**

Ratan Bhardwaj, M.D., Ph.D.
William K. Decker, Ph.D.
Ali E. Denktas, M.D.
Roger Gammon, M.D.
Mary Pat Moyer, Ph.D.
Eric N. Olson, Ph.D.
Darwin J. Prockop, M.D., Ph.D.
Sean I. Savitz, M.D.
Jay W. Schneider, M.D., Ph.D.
Doris Taylor, Ph.D.
James Willerson, M.D.
Wise Young, M.D., Ph.D.

**Advisory Council
Members**

Kaci Alexander
Lavinia Arena
Bret Baker
Melanie Blau
Jeremy Boos
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Steven Burke
Dennis Carter
Megan Combs
Jimbo Cotton
Tim Dolan
James Henson, Ph.D.
Robert Jung
Keri Kimler
Susan Longley
Johnny Madrid
D. Scott Mattson
Beth McConnell
Steve McMichael
Charles Schotz
Laura Templeton
Johnny Walker

In Memorium

Larry Bales

What: Fundraiser for Pediatric Cancer Research

Where : Zilker Park Clubhouse – Austin, Texas

When : Thursday, October 29, 2015, 5-10 pm

Who: 3 top chefs -Bryce Gilmore (Odd Duck and Barley Swine), Larry Perdido (Moonshine and Hopdoddy’s), Robert Mayberry (UT and Chef Robert Catering), Tito’s Vodka, Twisted X Brewery, Thirsty Planet Brewery, Flat Creek Winery, WilliamsChris Winery, Z Tequila (Pepe)

Remarks: Senator Kirk Watson

Live music by: The Malford Milligan Band and The Patricia Vonne Trio

On October 29, 2015, TSCR will launch its new campaign, “Cancer’s New Champions”. Our goal is raise \$550,000 to fund a cutting edge, FDA approved clinical trial for 10 children with brain cancer. Dr. Will Decker, a member of TSCR’s Medical Advisory Committee (MAC) recently received a patent from the U.S. government to pursue a vaccine for cancer that could ultimately make harsh treatments such as chemotherapy and radiation obsolete. His partner is fellow TSCR MAC member, Dr. Ratan Bhardwaj. Dr. Bhardwaj is an internationally recognized pediatric neurosurgeon who has operated on children with brain tumors for many years.

In keeping with TSCR and the honoree’s tradition of having fun while helping others, this event is an appreciation party for an Austinite whose long history (and his family and friends), is one of giving back to the community, especially those less fortunate.

This is an opportunity for all of the groups who have been on the receiving end of this honoree’s big heart and dedication to Austin’s non- profit community and his group’s generosity to say, “Thanks!”

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Texans for Stem Cell Research Presents: “Cancer’s New Champions” Launch Party / Appreciation Roast Sponsorship & Participation Levels

Miracle Maker

Sponsor (1) - \$7500.00

- VIP table for 10
- Recognition as Event Sponsor : Entrance Banner
- Designated speaker at the event attended by many prominent members of the medical, legislative and business community. Food, refreshments and live music included.
- Recognition in event program
- Company Logo featured in all marketing materials as event sponsor
- Company recognition on TSCR website
- Company recognition on social media (Facebook, Twitter, email)

Catalyst to Cures

Sponsor (3) - \$ 5000.00

- VIP table for 10
- Recognition as Stage Sponsor with Stage Banner
- Recognition in event program
- Company Logo and recognition on marketing material
- Company recognition on TSCR website
- Company recognition on social media

Harnessing Hope

Table Sponsors (10) - \$2500.00

- Preferred table for 10
- Recognition in event program
- Company Logo on your table
- Company Logo and recognition on all marketing material
- Company recognition on TSCR website
- Company recognition on social media

Singin' for Cures

Ticket for Event - \$125, includes wonderful food by top Austin chefs and live music by Austin Music Award Winners - 2015 as best male and female vocalists, Malford Milligan and Patricia Vonne!!

We also gladly accept donations, gift certificates, etc, for silent auction items!

TSCR IS A 501 c (3) non profit and all donations are deductible according to federal law.

“CANCER’S NEW CHAMPIONS”

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BACKGROUND:

Texans for Stem Cell Research (TSCR) began as an educational and advocacy organization in 2008, dedicated to enlightening the public and policymakers on the positive impact stem cell therapies could provide to the over 1.7 million Texans living with chronic diseases and terminal illnesses. TSCR went on to recruit some of the most famous stem cell researchers in Texas and in the United States for its scientific and medical advisory boards. These high profile researchers have been critical in raising TSCR’s profile and assisting with advocacy outreach within their communities. This exceptional leadership contributed, in part, to TSCR’s receipt of the World Stem Cell Summit 2014 Educational Achievement Award, an honor given annually by the WSCS to the nation’s most outstanding grass-roots advocacy organization in the area of regenerative medicine.

OPPORTUNITY:

Your company, through cause marketing, can raise awareness for its brand by affiliating your company with groundbreaking clinical trials for pediatric cancer research. TSCR’s medical advisory board members provide access to high profile, highly legitimate clinical trials in regenerative medicine and immuno-oncology. By engaging in these trials, your company can make a significant impact on children facing the terrible diagnosis of brain cancer.

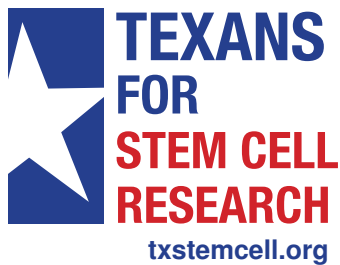
The stem cell and cancer advocacy communities are very close-knit. Their members enthusiastically support companies who provide financial assistance to research and cutting edge clinical trials. The magnitude of their strength was demonstrated in the past by the incredible financial contributions made to the Lance Armstrong Foundation and the Susan B. Komen Foundation. With the recent problems that have impacted the ability of Livestrong and Komen to fundraise as effectively as in the past, a considerable void currently exists in this area. Your company can capitalize on this unique opportunity now. By taking the lead and sponsoring this trial, your company’s impact on the cancer and stem cell communities may be immeasurable. FURTHER, the corresponding financial benefits to your company could prove to be immense.

VISIBILITY:

Your company, by funding one of a kind clinical trials in key areas can continue to establish itself as an innovative business dedicated to supporting life-saving research. Cause marketing has proven to be an effective way to associate a company with a cause near and dear to many Americans. In this case, TSCR recommends an initial outreach to children with brain cancer.

A diagnosis of brain cancer in an infant or young child is devastating, forcing parents and physicians alike to make a series of agonizing treatment decisions. Standard of care treatment regimens associated with cure are also often associated with severe complications including significant deficits in future cognitive development. However, failure to administer aggressive doses of radiation risks treatment failure, tumor progression and death. Moreover, no matter what treatment is applied, survival rates for patients with many high-risk tumor types are unacceptably low and damage to cognitive function unacceptably high. To address this issue, TSCR medical advisory board members Dr. Ratan Bhardwaj, a pediatric neurosurgeon, and Dr. Will Decker, a stem cell immuno-oncologist, have developed an immune-based treatment that has the potential to eliminate tumors without excessive doses of neurotoxic radiation and chemotherapy. This kind of high profile clinical trial excites the cancer advocacy community.

The bottom line is the cancer community needs new leaders, leaders who dedicate their lives and talents to helping those that need it most. Your company can take the initiative to become a next generation leader in this area.



“CANCER’S NEW CHAMPIONS”

LET’S NOT BE FOOLS, LET’S GIVE 5% TO RESEARCH FOR KIDS WITH CANCER!

Business Participation Agreement

Friday, April 1, 2016 - April Fools Day!

Your business can impact children with brain tumors by supporting a cutting edge clinical trial for 10 children. This science creates a cancer vaccine and could one day make harsh treatments like chemotherapy and radiation obsolete! Our goal is to raise \$550,000 by July 1, 2016.

Please fill out this form below and email to Balesstemcell@gmail.com before October 21, 2015.

Beginning January 1, 2016, as a participant retailer, you will receive:

- Posters to display reminding customers to return to your business on April 1, 2016. These posters will have the logos of all participating businesses.
- Point of Sale materials to connect your company to the Give 5% Campaign
- Logo on Texans for Stem Cell Research website

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

The undersigned agrees to donate 5% of the above business’s gross sales generated on Friday, April 1, 2016 or a minimum of \$100.00

Participant Signature: _____ Date: _____

Remit signed agreement by October 21, 2015 to:

Texans for Stem Cell Research
c/o David L. Bales
3112 Windsor Road, Suite 106
Austin, Texas 78703

To learn more about this ground breaking clinical trial, please visit txstemcell.org or contact David L. Bales at 512.797.2703

TSCR IS A 501 c (3) non profit and all donations are deductible according to federal law.