



I am the daughter of Scott Blum, a current patient at Duke. I was 16 years old when my father was diagnosed with stage 3 Multiple Myeloma. He has been through many chemo treatments, a stem cell transplant, spent a short time in remission and for the past 7+ years takes an oral chemo daily. He has taken part in different clinical trials, participates in the Duke Adult Bone Marrow Transplant Support Group and speaks to different drug reps in his efforts to help find a cure for Multiple Myeloma.

Multiple Myeloma is a non-curable cancer of the plasma cells in the bone marrow. Plasma cells help your body fight infection by producing proteins called antibodies. In multiple myeloma, plasma cells grow out of control in the bone marrow and form tumors in the areas of solid bone. The growth of these bone tumors makes it harder for the bone marrow to make healthy blood cells and platelets.

I invite you to help us find a cure by becoming a sponsor for our 6th Annual “BLUM Beat, Learn, Understand, Multiple Myeloma 5K”. This exciting event will be held March 11, 2017 at Bond Park from 7:00 am - 12:00 pm. It is a fundraising event that will include the run/walk, raffles, food, music and more. The primary source of funding for “BLUM 5K” is from corporate sponsors, such as you.

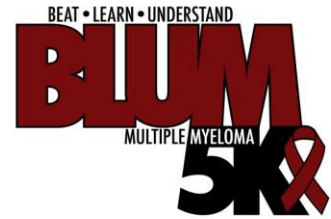
Our 2016 Event allowed us to present Duke Cancer Institute with a check for \$20,126.12! With our prior donations we have now given Duke over \$75,000.00! Our goal this year is \$25,000.00. We know this an aggressive goal but also feel it is attainable with your help. 100% of all monies raised goes to Duke Cancer Institute for Research and Clinical Trials. In 2013 we were honored to be recognized by the Shingleton Society at Duke for our donation.

Your assistance will help assure the success of the “BLUM 5K.” Enclosed please find more information on this exciting event and various sponsorship levels. If you would like to be a “Silver” Sponsor or higher level, logos must be emailed in PDF form by February 20th to ensure you are properly recognized at this year’s Event. If you are unable to support us with a monetary donation, we would greatly appreciate any items for our Silent Auction & Raffle. Please do not hesitate to contact me or my father with any questions or concerns. I am hoping we can count on your support!

Thank you,

Ashley (Blum) Johnson
919.616.2739
blum5krace@gmail.com
<http://blum5krace.com>

Scott Blum
919.616.5669



BLUM 5K RACE SPONSORSHIP PACKAGES

PLATINUM Sponsor: \$1,000+

- ❖ Company Name and Large Logo Printed Prominently on Race T-Shirts
- ❖ Corporate Logo and direct link on website (BLUM5kRace.com)
- ❖ Company card, give away, coupon or flyer in racer gift bag
- ❖ Sponsorship Signage at the Event – Large Logo
- ❖ Logo displayed on Official Race Map & throughout Race Route
- ❖ 6 Registrations to BLUM 5K Race
- ❖ Name Recognized at Event

GOLD Sponsor: \$500

- ❖ Company Name and Medium Logo Printed Prominently on Race T-Shirts
- ❖ Listed as Sponsor on the BLUM 5K Website
- ❖ Company card, give away, coupon or flyer in racer gift bag
- ❖ Sponsorship Signage at the Event – Medium Logo
- ❖ Name Recognized at Event

SILVER Sponsor: \$250

- ❖ Company Name and Small Logo on Race T-Shirts
- ❖ Listed as Sponsor on the BLUM 5K Website
- ❖ Name Recognized at Event

BRONZE Sponsor: \$100

- ❖ Name Recognized at Event

PLEASE COMPLETE THE FOLLOWING INFORMATION:

Company Name (as you want it printed):

Address of Company:

Contact Name: _____

Contact Phone Number: _____

Attach Check or Money Order Payable to: BLUM 5K

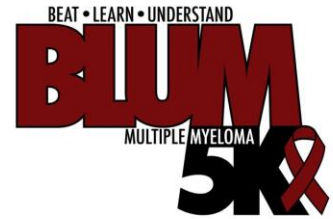
Please mail this information with payment to:

213 Trevor Ridge Dr.
Holly Springs, NC 27540

For more information, please contact by, email at BLUM5KRACE@GMAIL.COM or by phone, at 919.616.2739 or 919.616.5669.

Thank you for supporting BLUM 5K and the **fight** against cancer!

Due to printing deadline – Cut off for Sponsor's Logo is Monday, February 20, 2016



Date: _____

Company Name/Individual: _____

Donation Value: _____

Thank you for your 2017 donation to the BLUM 5K! Your contribution of the following is truly appreciated.

The success of the race would not have been possible without you!

BLUM 5K Race

Tax Id Number: 45-4364998

<http://blum5krace.com>