



May 2017

Dear Friend,

We are delighted to announce the date of the **30th Anniversary Cancer Link Luncheon** – Friday, December 8, 2017 at Hilton Miami Downtown. We expect another sell-out crowd and wanted to make sure you have the opportunity to reserve early.

Our success is primarily due to our amazing Sponsors and Celebrants; we thank them greatly. Our luncheon ticket sales are also very important, but the most significant contributions come from Sponsors and Celebrants.

If you have been a Sponsor or Celebrant, we hope that you continue your support and consider increasing your donation level in honor of our 30<sup>th</sup> Anniversary. There are several levels of sponsorships available as outlined on the next page. Several supporters have asked about becoming a Celebrant which is a special ticket purchase of \$1,000. It's that easy! Anyone is eligible and welcome. If you cannot be a Sponsor or a Celebrant, you may know someone who would be interested in helping this great cause. And, if your individual donation is eligible for company matching funds, we are available to help set that up.

All the funds raised go to research at the Braman Family Breast Cancer Institute at Sylvester Comprehensive Cancer Center at the University of Miami Miller School of Medicine. All donations for the luncheon will be acknowledged by the University of Miami.

If you have any further inquiries please call Marlene Berg at 305-665-2324 or email Diane Madden at [D-Madden@bellsouth.net](mailto:D-Madden@bellsouth.net).

Thank you for considering our request. Every dollar raised puts us one step closer to our goal of finding a cure for breast cancer.

Yours truly,

Marlene Berg  
Founder, on behalf of the Council of Presidents

Norma Jean Abraham  
Barbara Berg  
Susan Kaufman

Diane Madden  
Ivette Martino-Sarol  
Iliette Oliveros  
Virginia Praschnik

Mary Rosenberg  
Bonnie Sepe  
Harriet Shapiro



30<sup>th</sup> Anniversary Cancer Link Luncheon  
December 8, 2017

**SPONSORSHIP OPPORTUNITIES**

*Payment information on the following pages*

**PRESENTING PLATINUM SPONSOR BENEFITS** **\$25,000** *(\$1,440 is non-deductible)*

- You may choose to have up to 24 guests (2 VIP tables of 12 with premier placement) at the luncheon
- Opportunity to include promotional item/materials in guest give-away bags
- Name and/or logo on the event invitation (circulation 2000+) and program
- Name and/or logo scrolling on large screens at the event
- Inclusion on Sylvester website and newsletter
- Inclusion in VIP Thank You event
- Thank you presentation on stage at luncheon

**GOLD SPONSOR BENEFITS** **\$10,000** *(\$720 is non-deductible)*

- You may choose to have up to 12 guests (1 VIP tables of 12 with premier placement) at the luncheon
- Opportunity to include promotional item/materials in guest give-away bags
- Name and/or logo on the event invitation (circulation 2000+) and program
- Name and/or logo scrolling on large screens at the event
- Inclusion on Sylvester website and newsletter
- Inclusion in VIP Thank You event
- Thank you presentation at luncheon

**SILVER SPONSOR BENEFITS** **\$5,000** *(\$600 is non-deductible)*

- You may choose to have up to 10 guests (one table with **prime** placement) at the luncheon
- Name and/or logo on the event invitation (circulation 2000+) and program
- Name and/or logo scrolling on large screens at the event
- Inclusion on Sylvester website and newsletter
- Inclusion in VIP Thank You event
- Thank you presentation at luncheon

**BRONZE SPONSOR BENEFITS** **\$2,500** *(\$600 is non-deductible)*

- You may choose to have up to 10 guests (one table with **preferred** placement) at the luncheon
- Name and/or logo on the event invitation (circulation 2000+) and program
- Name and/or logo scrolling on large screens at the event
- Inclusion on Sylvester website and newsletter
- Inclusion in VIP Thank You event
- Thank you presentation at luncheon

**CELEBRANT BENEFITS** **\$1,000** *(\$60 is non-deductible)*

- One VIP ticket to the luncheon
- Name and/or logo on the event invitation (circulation 2000+) and program
- Name scrolling on large screens at the event
- Inclusion on Sylvester website and newsletter
- Inclusion in VIP Thank You event
- Thank you presentation at luncheon

*Donations to Cancer Link are credited to University of Miami and contribute towards your total recognition*



## SPONSORSHIP COMMITMENT FORM

\_\_\_\_ Yes, I would love to sponsor the **30th Anniversary Cancer Link Luncheon** benefitting the Braman Family Breast Cancer Institute at Sylvester Comprehensive Cancer Center at the University of Miami Miller School of Medicine. Please check the appropriate level:

\_\_\_\_ \$25,000 Presenting Platinum Sponsor (*\$1,440 is non-deductible*)

\_\_\_\_ \$10,000 Gold Sponsor (*\$720 is non-deductible*)

\_\_\_\_ \$ 5,000 Silver Sponsor (*\$600 is non-deductible*)

\_\_\_\_ \$ 2,500 Bronze Sponsor (*\$600 is non-deductible*)

\_\_\_\_ \$ 1,000 Celebrant (*\$60 is non-deductible*)

\_\_\_\_ I'm unable to sponsor the event, but enclosed is a donation of \$\_\_\_\_\_

*For more information on sponsorship, contact Marlene Berg at 305-665-2324 or Diane Madden at D\_Madden@bellsouth.net*

**Please complete the information below and mail in the envelope provided to:  
UM Cancer Link P.O. Box 016960 (M867) Miami, FL 33101**

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

How you would like the sponsorship name to appear?  
\_\_\_\_\_

Method of Payment (please circle one): Check (payable to UM Cancer Link) or Credit Card

Type of Credit Card (please circle one): AMEX DISCOVER VISA MASTER CARD

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Many thanks for your support!**

Tickets or sponsorships for this event may not be paid through a donor-advised fund. University prior approval of logo and sponsorship material is required. All proceeds benefit the Braman Family Breast Cancer Institute at Sylvester Comprehensive Cancer Center at the University of Miami Miller School of Medicine



## CANCER LINK GRANTS FOR FISCAL YEAR 2016-2017

Selected investigators for breast cancer research at  
Sylvester Comprehensive Cancer Center at the University of Miami

**Karoline Briegel, Ph.D.** Dr. Briegel's lab is studying breast cancer and metastatic breast disease on the molecular level.

**Richard Cote, M.D.** Dr. Cote's major areas of research interest and research in progress include detection and characterization of micrometastases and includes national and international clinical trials in breast cancer and lung cancer.

**Sophia George, Ph.D.** Dr. George's investigational research focuses on the early carcinogenesis of high-grade serous carcinoma (HGSC), accurately understanding the effects of inherited genetic mutations on the fallopian tube and breast epithelia, and their involvement in high-grade serous and triple-negative breast cancer development.

**Tan Ince, Ph.D.** Dr. Ince's research focuses on the role of cell-of-origin in determining tumor phenotype and development of culture systems for in vitro culture of primary human tissues and tumors.

**Marc Lippman, M.D., MACP, FRCP** Dr. Lippman has attempted to bridge the gap between basic tumor biology and clinical application in the field of breast cancer.

**Diana Lopez, M.D.** Studies are ongoing in Dr. Lopez's laboratory to determine if deficiencies in the presence of the tumor environment could be due to insufficient amounts, inadequate levels of phosphorylation, or impaired translocation of transcription factors.

**Joyce Slingerland, M.D. Ph.D.** Dr. Slingerland's research interests include breast cancer, molecular mechanisms of signal transduction and hormone effects on cell cycle regulation and breast cancer cell growth, breast cancer stem cells as targets for therapy, and the role of estrogen receptors in breast cancer.

**Danny Yakoub, M.D., Ph.D.** Dr. Yakoub's proposed study hypothesized that a specific metabolite profile or fingerprint in NAF can be detected in patients with breast disease (namely, DCIS, LCIS and breast cancer).