



13th Annual ScucciFest

HELP FIGHT CANCER

On September 18th, we will host the 13th annual ScucciFest, featuring **four** top-talent local bands, food, beverages and games for all ages. Become a sponsor of ScucciFest, a music festival on the James River that serves as MPCA's primary fundraising event. In 2019 year, nearly 500 supporters and music lovers enjoyed a beautiful day on the river, raising over \$24,000 for continued cancer research.

SPONSORSHIP AND MARKETING OPPORTUNITIES

\$2,500 or more	LARGER-THAN-LIFE SPONSOR: includes 8 adult tickets, 8 T-shirts, 8 meal tickets, recognition plaque, listed as Presenting Sponsor, premium placement on event signs and banners, social media recognition and on commemorative cups
\$1,000	LIFE SIZED SPONSOR: includes 6 adult tickets, 6 T-shirts, 6 meal tickets, recognition plaque, premium placement on event signs and banners, social media recognition and on commemorative cups
\$500	GIANT SPONSOR: includes 4 adult tickets, 4 T-shirts, 4 meal tickets, placement on event signs and banners, social media recognition and on commemorative cups
\$250	LARGE SPONSOR: includes 2 adult tickets, 2 T-shirts, 2 meal tickets, placement on event signs and social media recognition

A contribution of at least \$250 qualifies you, your company, your organization or your group as an event sponsor. All sponsor contributions are 100% tax deductible. We are also open to other sponsorship ideas. Tell us what we can do to help your business succeed and we will do what we can to support you. Contact us to set up a booth for your organization or company. We can also include coupons or souvenirs from your business in giveaway bags.

A Special THANK YOU to our 2019 ScucciFest Sponsors!!!

The Sprinkle, Mason, Hanrahan Families, Ferdy & Phyllis Rivera and Mike Pascucci Cancer Association



FEATURING:

- FRAYED KNOT • BLUE ROOSTER BAND•
- SOMETHING STRANGE • AGENTS OF GOOD ROOTS•

PRESENTING SPONSORS

- The Sprinkle Family
- The Mason Family
- The Hanrahan Family
- Ferdy & Phyllis Rivera
- LIFE-SIZE SPONSORS**
- Old Dominion Insulation Inc
- DonorBase & Lake Group Media
- Steve & Robin Skipper
- The Deck Tech www.the-decktech.com
- Tom & Joanne Elliott
- Deborah & Jason Clement
- Custom T's
- Jadean's Smokin' Six O

GIANT SPONSORS

- The McGetrick Family
- Robert & Gail Pascucci
- Sandy Rivera
- Friends For Life
- John and Barbara Hanrahan
- The Goodrich Family
- Iron Bridge Heating & Air Conditioning
- Blue Rooster
- Something Strange
- Frayed Knot
- K-Force
- Fran & Jack Gleeson
- Legend Brewing Company
- Kindred Spirit Brewing

LARGE SPONSORS

- Greenleaf Filtration
- Mackenzie & Sidney Yates
- Cynthia Kennedy & Carl Stamm
- The Pumphrey Family
- David & Michael Wright
- The Donovan Family
- Simpson's Home Improvements
- Gerald Crosby
- Beth & Charles Stamm
- Global Painting RVA
- Bruce & Kathi Jordan
- Joan Sprinkle
- Chandler Fox & Foxcraft Design Group
- Jamie Ealy & Meade Eggleston
- Arista Trophies & Awards

In Loving Memory of Jason Clement & Tom Elliott

THE MICHAEL R. PASCUCCI CANCER ASSOCIATION'S

13th Annual ScucciFest



A VERY Special THANK YOU to our 2020 ScucciFest Sponsors!!!

Because of your generosity during the pandemic, we were able to break the \$250,000 mark in overall monies raised to fight cancer, and make donations to UVA and VCU cancer research this year!



Presenting Sponsors

The Sprinkle Family
Eagle Eye Direct / The Hanrahan Family

Life-Sized Sponsors

The Mason Family
Ferdy & Phyllis Rivera
Mackenzie & Sidney Yates

Giant Sponsors

John & Barbara Hanrahan
The Demaree Family
Fran & Jack Gleeson
Torque Supply
K-Force
Iron Bridge HVAC
Crum & Foster Insurance
The Wright Family

Large Sponsors

Carl Stamm
Green Leaf Filtration



13th Annual ScucciFest

SPONSORSHIP COMMITMENT FORM

Yes, I'd like to become an MPCA sponsor at the following level:

- _____ LARGER-THAN-LIFE SPONSOR (\$2,500 or more)
- _____ LIFE-SIZE SPONSOR (\$1,000)
- _____ GIANT SPONSOR (\$500)
- _____ LARGE (\$250)

Contact Name _____

Listing Name _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Shirt Sizes _____ Participating in Give-away bags Yes / No

Also please send a photo/logo you would like to use for your recognition on the web/silent auction site to Patrick@Scuccifest.com

Please submit your sponsorship by **August 15, 2020** via the Internet at www.largerthanlifeformike.org by using the "Make a Donation" link; by completing and mailing this form and payment to MPCA, 235 Willow Brook Rd, Earlysville, VA 22936; or by calling our fundraising director, Kevin Elliott at 804-380-3169

ScucciFest sponsorship is a fantastic opportunity to support cancer prevention and research while promoting your business. Your company's name will be displayed on event signage / banners, event T-shirts, cups and other merchandise for sale at the event based on your sponsorship level. We will also post your name to our organization's website.

Thank you so much for your sponsorship of this important cause!

Volunteers Needed
_____ Yes I would like to volunteer or know someone who would.

Name _____ Phone _____

Email _____



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MPCA AND OUR MISSION

MPCA is a nonprofit organization relentlessly dedicated to the pursuit of eradicating cancer by funding research grant programs. **In the past twelve years, we have raised OVER \$250,000 to fight cancer!**

Mike loved living in Richmond, he was a proud UVA grad and most importantly he loved helping others. In light of that is only appropriate that our mission is broadened to fight against all cancer.

In 2018 we will started to fund various cancer research at UVA and VCU. All money raised through MPCA will go directly to one of these universities, alternatively year after year. Additionally, the type of cancer research will vary each year.

In 2009, MPLCA awarded a \$50,000 grant for non-small cell lung cancer research to Dr. Susumu Kobayashi, an assistant professor at Harvard Medical School and research associate in Hematology/Oncology at Beth Israel Deaconess Medical Center. Our 2013 \$50,000 grant was to Dr. William Cheung of Yale, helping find new ways of stopping cancer from spreading. In 2016 we funded another \$50,000 grant through The Lung Cancer Research Foundation.

This year MPCA funded a \$20,000 research grant to VCU Massy Cancer center to support Immunotherapy research. Cancer immunotherapy is the artificial stimula-

tion of the immune system to treat cancer, improving on the system's natural ability to fight cancer.

The founders created the organization in honor of Michael Pascucci — a nonsmoker who passed away at 40 from non-small cell lung cancer — and his love for life. Mike's diagnosis came just weeks after he and Amy were married. He died eight months later. MPCA will help Mike continue to be larger than life with continued contributions in his name. Read more about Mike and MPCA online at www.largerthanlifeformike.org.



ScucciFest

ScucciFest pays tribute to the memory of Michael R. Pascucci by offering a family friendly day of music, fun, food and friends along the James River at an American Legion facility in Chesterfield County, Virginia. Games for all ages will be on hand, with food, beer, wine, and merchandise available for sale. MPLCA expects music lovers to once again fight cancer in Mike's honor.

FACTS ABOUT CANCER

Cancer in the United States

- In 2018, an estimated **1,735,350** new cases of cancer will be diagnosed in the United States and **609,640** people will die from the disease.
- The most common cancers (listed in descending order according to estimated new cases in 2018) are breast cancer, lung and bronchus cancer, prostate cancer, colon and rectum cancer, melanoma of the skin, bladder cancer, non-Hodgkin lymphoma, kidney and renal pelvis cancer, endometrial cancer, leukemia, pancreatic cancer, thyroid cancer, and liver cancer.
- Nearly **40%** of all men and women will be diagnosed with cancer at some point during their lifetimes (based on 2013–2015 data).
- **33%** of all those diagnosed with cancer will not live more than five year

Research is making a difference!

Immunotherapy has been approved to help your body fight a number of cancers including bladder, kidney, head and neck cancer, Non-Hodgkin's lymphoma, non-small-cell lung cancer, melanoma, leukemia, lymphoma, brain, breast, colorectal, ovarian, prostate and stomach cancers. CAR T-Cell Therapy, with this type of immunotherapy, doctors "reprogram" your own white blood cells and use them to target the cancer. So far, it's been approved to treat only two kinds:

*****VCU Massy was the first hospital in the state of VA that utilized CAR T – Cell Therapy! So far the results have been amazing!**

- Between 1999 and 2015 cancer mortality rates DECLINED
- Between 1999 and 2014 rate of new cases of cancer for men declined, and remained stable for women
- Female breast cancer rates decreased 1.6% per year, from 2011 to 2015
- The rate of new prostate cancer cases has declined at a rate of 6.5% per year

Scuccifest



2021
A Music Festival on the James River

Frayed Knot
Barstool Rodeo
Something Strange
Agents of Good
Roots
Music, Games
& Lots of Fun!

Saturday, Sept. 18
Noon to 9:00 p.m.
(Doors open at noon)

American Legion Post 354
4800 Welby Turn
Midlothian, VA

Tickets: visit
www.largertanlifeformike.org

Admission:
Adults: \$25 in advance
\$30 at the door
Ages 6-17: \$5
5 and under: Free
Food, Beverages, Beer and Wine Sold
Separately
All proceeds directly support
cancer research.

AGENTS OF GOOD ROOTS



BARSTOOL RODEO



SOMETHING Strange

tinyurl.com/scuccifest2021

235 Willow Brook Rd., Earlysville, VA 22936, info@largertanlifeformike.org, www.largertanlifeformike.org,
EIN 26-1475088