

Spring 2009 - Volume 1, Issue 1

# CARPETESTES

WELCOME TO THE INAUGURAL EDITION OF CARPETESTES, A BIENNIAL NEWSLETTER  
PRODUCED BY THE SEAN KIMERLING TESTICULAR CANCER FOUNDATION



## SIGN UP NOW

AUGUST 10, 2009

**RAIN OR SHINE**

6TH ANNUAL CELEBRITY  
GOLF  
TOURNAMENT  
AND DINNER

## SKTCF LAUNCHES RESOURCE KIT

In partnership with Grigon Communications Inc., the foundation has launched self-contained grassroots advocacy and communications programs available online in downloadable formats. The resource kits include multimedia/interactive and non-interactive presentations.

Community leaders, TC survivors, health services professionals, and other activists now have resources to deliver testicular health discussions to high school classes, work groups and other venues where appropriate.

The goal is to encourage young men to take control of their own testicular health. Training materials targeting discussions with medical and health services professionals are also available.

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**RESOURCE KIT**

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# RESOURCE KIT

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Since the cause of TC is unknown, efforts concentrate on reducing the risk of death from TC through self examination and early detection.

This is best accomplished by creating awareness among young men, parents, caretakers and communities of the need to encourage self examination and follow through with a medical professional if something is found.

Programs are designed to provide useful and current information on TC, and can be presented by community leaders, teachers, parents, survivors, nurses, physicians, community



Screen shot from the resource kit.

health representatives, or anyone who desires to proactively help educate on risk reduction strategies related to TC.

Programs can be presented in a classroom, informal, formal, and/or community group settings.

Risk reduction is everyone's job. We can save many lives by encouraging self examination and follow through.

If you are interested in using the Sean Kimerling Testicular Cancer Foundation Resource Kit program to speak to your community, or for more information please see the Programs section on [www.seankimerling.org](http://www.seankimerling.org).

**ALMOST EVERY HOUR OF EVERY DAY IN THE UNITED STATES,  
ONE YOUNG MAN WILL HEAR  
"YOU HAVE TESTICULAR CANCER"**

## SHOWER CARDS OFFER DAILY REMINDERS ON TSE

The cards are daily reminder of testicular cancer information and how to self-exam.

The foundation also offers a "custom version" allowing organizations to imprint their logo on the card reinforcing their own brand image and demonstrating their support to fight TC and encourage self-exam. YOUR LOGO can appear on the back of the card.



### Sean Kimerling Testicular Cancer Foundation

29 Broadway, Suite 1412  
New York, NY 10006  
T 212 986 0892 | F 212 661 1970  
E [info@seankimerling.org](mailto:info@seankimerling.org)

**A \$10 Donation can help provide almost 30 cards. Donate now.**

## PRINT EDUCATION MATERIALS TEACH TSE

SKTCF is a national organization focusing exclusively on health promotion and prevention services related to TC.

Since its founding, the Sean Kimerling Cancer Foundation has invested in public awareness programs and services that lead to behavioral changes, and further the mission of education on the importance of and proper way to perform a testicular self-examination.

Every healthcare or health service provider's office, high school or college gym, and health club should post this 4-step poster, created pro-bono as a public service by Barker/DZP.

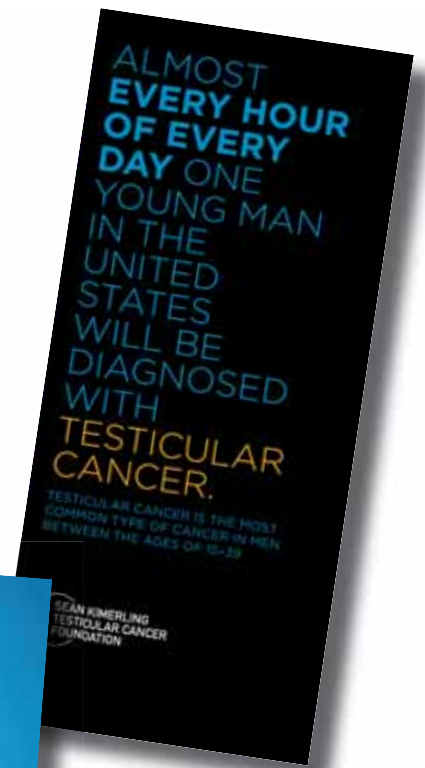
An easy to understand brochure, created pro-bono as a public service by Barker/DZP, provides basic information about testicular cancer.

A recognized authority in testicular cancer risk reduction, the Sean Kimerling Testicular

Cancer Foundation employs bold new approaches and uses groundbreaking tactics to engage targeted populations.

Education materials including videos, brochures, posters, and training materials to further grassroots advocacy campaigns can be downloaded from the website.

**Please support continuing programs to fight TC. Donate now.**



If you hear “you have testicular cancer,” you want to hear “we caught it early”

## CARPETESTES.ORG

In partnership with Struck Creative, SKTCF developed an online campaign, “CarpeTestes” featuring five humorous videos reminding men to examine themselves. Promoted exclusively through viral marketing, the videos rank within the top ten most viewed non-profit spots on YouTube.

Register at [www.seankimerling.org](http://www.seankimerling.org) for updates.  
Help stop the #1 cancer in men under 40



Our highly popular “Sing-A-Long” video from CarpeTestes.org

**Join us for our**

**AUGUST 10, 2009**

**6TH ANNUAL**

**RAIN OR SHINE**

# CELEBRITY GOLF TOURNAMENT AND DINNER

Muttontown Country Club | 5933 Northern Blvd | East Norwich, NY

**PRESENTED BY**



**MASTER OF CEREMONIES**

**Bill Evans**

*Eyewitness News Meteorologist*



**CLICK HERE TO SUPPORT THE FIGHT AGAINST TC**

Businesses and individuals can help defray costs and aid the fight against TC. Underwriters receive prominent signage and will be included in the dinner program.

**For more information, please call:**

Eagel Sports Promotions

Alise Eagel at 914-332-4772 or [aliseeagel@eagelsports.com](mailto:aliseeagel@eagelsports.com)

UNDERWRITING OPPORTUNITIES ARE 100% TAX-DEDUCTIBLE

Golf	\$15,000
Cocktail Reception and Dinner co-underwriters (3)	\$10,000/each
Lunch	\$5,000
Apparel Sponsor	\$3,500
Golf Carts	\$2,500
Refreshment Stations on course (3)	\$1,000/each
Invitations and postage	\$2,000
Hole Sponsors (unlimited)	\$200/each
Exclusive hole sponsor	\$2,000

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[aliseeagel@eagelsports.com](mailto:aliseeagel@eagelsports.com)

## SPONSORSHIP OPPORTUNITIES AVAILABLE

**Sponsorships include:**

Playing spots, cocktail party, awards dinner, program listing, gift bag stuffing opportunities and more...

\$25,000	Diamond
\$12,500	Platinum <b>(SOLD)</b>
\$7,500	Bronze
\$5,000	Gold
\$3,500	Silver
\$475	Individual