

14TH ANNUAL



CELEBRITY GOLF TOURNAMENT & DINNER

AUGUST 8, 2014

Honoring

JIM BROWN
SUGAR RAY LEONARD
VIN SCULLY
KEITH BLACK, M.D.



THE ANNUAL HAROLD & CAROLE PUMP FOUNDATION CELEBRITY GOLF TOURNAMENT & DINNER CELEBRATES HAROLD & CAROLE'S LOVE OF FAMILY AND SPORTS. HONORING THEIR MEMORY, THIS EVENT RAISES MONEY FOR THE FIGHT AGAINST CANCER.



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MISSION STATEMENT

The mission of the Harold & Carole Pump Foundation is to raise funds and create awareness for the treatment and cure of cancer. By engaging the community, sports leaders, and those touched by this disease, financial support is given to the development of cancer treatments, programs and services as well as the procurement of advanced medical technologies.



Dr. J and his wife, Doris Erving, with the Pumps



Laila Ali



Leah and Dana Pump

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Shaquille O'Neal and Gabby Douglas

Denzel Washington and Snoop Dogg

Bo Jackson and friends

Jerry West and Mike Tyson



Michael Strahan and the Pumps

2013 Honorees with the Pumps



Morgan Freeman



Former President of Mexico, Vincente Fox and Mrs. Marta Fox



John Elway



David Robinson



Carole Pump



James Harden with the Pumps



Jamie Foxx



Barry Bonds and Anthony Anderson

THE HAROLD & CAROLE PUMP FOUNDATION — DEDICATED TO RAISING FUNDS AND CREATING AWARENESS FOR THE TREATMENT AND CURE OF CANCER

PUMPED TO FIGHT CANCER

The **Harold & Carole Pump Foundation** (H&CPF) honors a beloved father who lost his battle with cancer in 2000 and a loving mother who passed away in 2012. Using their unique relationship-building talents and skills, Dana and David Pump, have raised more than \$6 million for the Carole Pump Women's Center, Harold and Carole Pump Department of Radiation Oncology, and the Leavey Cancer Center at Northridge Hospital Medical Center and other non-profit community charities.

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"Dear Pump Family - Thank you for your generous support for the Carole Pump Women's Center at Northridge Hospital. Through job loss and insurance loss I had not had a mammogram for 4 years. I am so grateful that you have made this service available to me and so many other women who need this screening. God Bless you all!"

- Grateful patient

EDUCATION AND FREE SCREENINGS

Educating the community about cancer prevention and early detection is vital to the health of our residents. With free education and cancer screenings, lives can be saved with early detection. In 2013, the **Harold & Carole Pump Foundation** Outreach Program attended 126 community events and educated more than 7,209 people on cancer awareness. Education was provided in both English and Spanish.

Thanks to the generosity of the Harold & Carole Pump Foundation, the Carole Pump Women's Center hosted 12 FREE health fairs for the uninsured and underinsured in our community. "Reaching Out Health Fairs" attracts hundreds of people who receive free breast and prostate evaluations and screenings. Since prevention is key, attendees also learn how to decrease their chances of a cancer diagnosis. In 2013, the **Harold & Carole Pump Foundation** provided 1,044 people with the following FREE health screenings:

- 1,004 Mammograms
- 18 Diagnostic Mammograms
- 27 Ultrasounds
- 6 Ultrasound Needle Placement
- 5 Biopsies
- 40 Prostate Exams

FAMILY PLAN — SUPPORT, COMFORT AND HOME HEALTH

The Family Plan Fund assists patients and their families with payment for services or equipment needs. Patients who are hospitalized or at home with a cancer diagnosis face many difficult hours filled with painful treatments, unpleasant side effects, invasive tests, and much uncertainty. This is interspersed with periods of boredom, depression and fatigue — making it a very difficult time for the patient and their families.

In 2013, the **Harold & Carole Pump Foundation** provided cancer patients with over 2,098 hours of home healthcare and one-on-one support.

FAMILY PLAN — TRANSPORTATION TO THOSE IN NEED

For those cancer patients with no means of travel, the **Harold & Carole Pump Foundation** has budgeted a portion of their funding to provide transportation to and from the hospital for treatment and tests. This past year the Foundation provided 1,027 trips. This service continues to be a tremendous benefit for those in need.

FAMILY PLAN — PATIENT NAVIGATOR

Finding compassionate support is important, especially for new patients who are overwhelmed with a cancer diagnosis. A patient navigator serves as a personal guide who meets with inpatients and outpatients one-on-one to better acquaint them with the Carole Pump Women's Center, the Harold and Carole Pump Department of Radiation Oncology and the Leavey Cancer Center. Through the generous support of the **Harold & Carole Pump Foundation**, patients can rely on their Navigator for compassionate support, encouragement and education to ensure they have every available resource to make informed decisions regarding treatment, options and symptoms management.

EQUIPMENT — EQUICARE SURVIVORSHIP PROGRAM

Due to advances in the early detection and treatment of cancer, people are living many years after their diagnosis. According to the *Center for Disease Control*, the number of cancer survivors in the United States has increased by 20% in six years to 13 million. Approximately 65% of cancer survivors have lived at least five years after diagnosis, 40% lived ten or



more years after their diagnosis, and 10% lived twenty-five or more years after their diagnosis. The largest groups of cancer survivors are breast cancer (22%), prostate cancer (19%) and colorectal cancer (10%).

There is a major need to provide a cancer survivorship plan to this growing population. Patients want to know which doctor will follow them, how often to see the doctor for follow-up appointments, and what tests they should have. Patients often feel abandoned or lost after their last radiation or chemotherapy treatment or their last appointment with the surgeon. Survivors need a proactive managed follow-up care plan to remind them about medical checkups which may require imaging procedures, endoscopy, blood work, and other lab tests. It is essential to address ongoing problems and to check for physical as well as psychosocial effects that may develop months to years after treatment ends. Psychosocial includes body and image changes, sexuality changes, insomnia, depression, chronic fatigue, anger, anxiety and fear.

There is a need for coordinated care and the ability to access patient information on-line. It is essential to connect and engage the oncologist and the patient with the primary care physician and other specialists. Patients with major illnesses such as cancer often focus on the major problem and forget about other medical issues that can worsen such as blood pressure or diabetes.

"To the family who started this program for all of us women who would not be able to get this done, if it was not for your generous facility. May God bless you and all of your family. Your blessings are in abundance and thank you for your kindness."

- Christine G., grateful patient

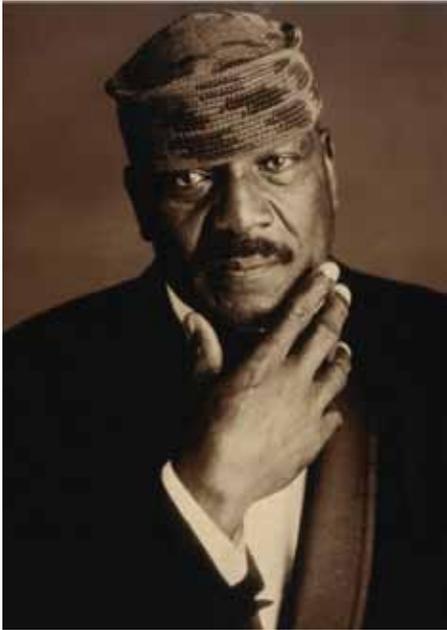
STOP CANCER — CANCER RESEARCH

The Harold & Carole Pump Foundation has partnered with Stop Cancer and has provided funding of \$150,000 for lymphoma research. The mission of Stop Cancer is to find a cure for cancer by funding innovative cancer researchers at the three National Cancer Institute — designated Comprehensive Cancer Centers in the Los Angeles area.

"I don't know where I would have turned for help with these services if it weren't for your organization. Thank you so much for all you do!"

- Corey W., grateful patient

HONOREES



JAMES BROWN

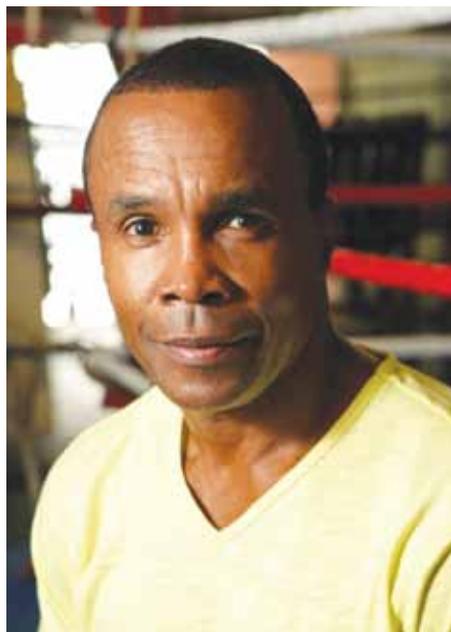
Jim Brown is known worldwide for his Hall of Fame football exploits and gained even more acclaimed notoriety as an accomplished actor. However, he has also boldly stood up for civil rights, fighting for equality and against injustice with necessitated courage and uncompromising integrity. It was Brown who rallied the premiere athletes of the 1960s to support Muhammad Ali's right to conscientiously object to serve in the Vietnam War, and he marshaled those same forces to confirm Kareem Abdul-Jabbar's inalienable right not to participate in the 1968 Olympics. At the height of his football playing days, Brown went above and beyond to do what few others of his fame would do at the time: he gave back by starting the Negro Industrial Economic Union in the early 1960s. Under Brown's leadership, more than 400 businesses and thousands of jobs were created through the Negro Industrial Economic Union. He assembled a cadre of professionals who applied their expertise in economic development to the mission of creating businesses and jobs

in black communities, which assisted the Negro Industrial Economic Union in raising millions of dollars in urban communities.

In 1966 he transitioned from the gridiron to the silver screen and displayed the same commitment to affecting positive social change. It was then through the entertainment industry that Brown effectively extended his launch for social change. He used his platform as a film star and football legend to start businesses in Los Angeles. Unbeknownst to perhaps millions of fans, it was Brown's entertainment management company that launched the career of the elements better known as Earth, Wind & Fire. He had a hand in bringing The Temptations out to the West Coast, and one of his ventures, Maverick Flats, a legendary nightclub on Crenshaw Boulevard, invigorated that stretch of South Los Angeles. Further expanding his global iconic stature, Brown, seeing the plight of the streets of Los Angeles due to escalating violence among young people of color, founded the Amer-I-Can Life Management Skills program in 1988. This is where Brown, who came up with \$300,000 of his own money to start the life skills management program, has created perhaps his greatest legacy. Through the Amer-I-Can program, Brown has unleashed a model curriculum that reflects on self-accountability and self-determination. The Amer-I-Can's 15-chapter, 60-hour curriculum has been taught in 16 states, the Caribbean and several African countries. Since the establishment of the program, Amer-I-Can has changed and saved thousands of lives, reaching over the walls of correctional institutions and detention facilities to reintegrate men and women who willing to change themselves and their communities back into society. The teaching and philosophy of Amer-I-Can has been so effective that law enforcement agencies have embraced it, elected officials across the country have supported it, and entities, such as professional sports teams, believe in it.

Brown is arguably one of the greatest athletes of the 20th Century, and he was a trailblazer and pioneer in Hollywood by becoming the first African American actor portrayed in a leading role in action films, starring in such notable films such as "Three the Hard Way," "100 Rifles," "Slaughter," and the "Dirty Dozen." However, all of those accomplishments pale in comparison to his ongoing legacy within the realm of saving and changing lives. Brown is a drumbeat for justice, a community activist and a quintessential humanitarian, and that is a legacy that will endure.

HONOREES



SUGAR RAY LEONARD

Sugar Ray Leonard won the gold medal in light-welterweight boxing at the 1976 Olympic Games, and went pro the following year. His 1987 defeat of “Marvelous” Marvin Hagler for the World Boxing Council’s middleweight title is considered one of the greatest professional boxing matches of all time. Leonard retired in 1997, and was inducted into the Boxing Hall of Fame.

Leonard was quick and deft. More importantly, he was eager to learn. In 1973, the fruits of his labor started to pay off. He won the National Golden Gloves that year, and a year later, he was crowned the national Amateur Athletic Union champion.

Over the course of his successful amateur career, Leonard won three National Golden Gloves titles, two AAU championships and the 1975 Pan American title. At the 1976 Olympic Games in Montreal, Canada, he vaulted to celebrity status by overcoming severe hand injuries to win the gold medal in the light-welterweight (139-pound) division.

As a pro, Leonard matched the same success he’d had as an amateur fighter. In November 1979, he won the World Boxing Council’s welterweight title, and over the next decade, he fought in some of boxing’s most memorable bouts, winning nearly all of them. His victories included wins over Roberto Duran and Thomas Hearns.

Leonard retired in 1984, but a few years later, in 1987, stepped back into the ring to upset “Marvelous” Marvin Hagler for the middleweight crown. To this day, the ‘87 Leonard-Hagler bout is widely considered one of the greatest fights in boxing history. Leonard retired from boxing for good in 1997, finishing his pro boxing career with a 36-3-1 record and 25 knockouts. Later that year, he was inducted into the International Boxing Hall of Fame.

The Sugar Ray Leonard Foundation was established in 2009 by Ray and his wife, Bernadette. The Sugar Ray Leonard Foundation is committed to raising funds for research and awareness towards a cure for Juvenile Diabetes.



Throughout Leonard’s boxing career, he watched his dad and friends struggle with the many complications of diabetes and how it has affected every aspect of their life. Type 1 diabetes strikes both children and adults at any age. It comes on suddenly, causes dependence on injected or pumped insulin for life, and carries the constant threat of devastating complications. Type 2 diabetes in children is on the rise, fueled largely by the obesity epidemic.

Leonard draws from his personal experience and boxing career to provide inspiration for funding research to combat the disease.

HONOREES



VIN SCULLY

Hall of Famer, Vin Scully's 64 years of consecutive service with the Dodgers is the longest of any sports broadcaster with one team. Scully continues to rewrite the record book of his trade each and every time he goes on the air. With awards and accolades beyond comprehension, Scully added "Grand Marshal" to his resume this past January when he served as the Grand Marshal of the 125th Rose Parade on New Year's Day. In January of 2014, Scully won the Southern California Sports Broadcasters Association's best Play-By-Play award for both TV and Radio. In 2013, he was bestowed with the Allan H. "Bud" Selig Executive Leadership Award at the annual Professional Baseball Scouts Foundation dinner, which is given to those who have made great contributions to the game of baseball.

Scully, whose vivid yet simplistic description of a baseball game has thrilled fans for years, joined Hall of Fame announcer Red Barber and Connie Desmond as part of the Brooklyn Dodgers' broadcast team in 1950, just a year after graduating from Fordham University. In 1982, 32 years after he called his first Dodger game, he reached the pinnacle of his career in baseball when he was inducted into the Broadcaster's wing of the National Baseball Hall of Fame as the Ford C. Frick Award recipient. In 2009, Scully was inducted into the National Association of Broadcasters Hall of Fame, which recognizes individuals and programs that have made a significant and lasting contribution to the broadcasting industry. Also in 2009, The American Sportscasters Association selected Scully as the Top Sportscaster of All-Time. Scully also received an honorary Doctor's of Law degree from Pepperdine, the university's highest honor. When Scully first began broadcasting in 1950, the Dodgers had yet to win a single World Series and were known affectionately as "Dem Bums." Three years later, at the age of 25, he became the youngest person to ever broadcast a World Series game and in 1955, he had his most memorable moment behind the microphone, as he called the Dodgers' first and only championship in Brooklyn. The following season, Scully once again found himself in the enviable position of calling what he would later say was the greatest individual performance he had seen - Don Larsen's perfect game in the World Series. His most memorable call for Dodger fans likely came in Game 1 of the 1988 World Series, when a hobbled Kirk Gibson's two-out, two-strike, two-run homer gave the Dodgers a victory over the highly-favored Oakland A's. "High fly ball into right field, she is gone," Scully said before remaining silent for more than a minute. The next words he spoke continue to be replayed almost nightly at Dodger Stadium. "In a year that has been so improbable, the impossible has happened." He continues to call all Dodger home games and road games in California and Arizona.

In 2009, Scully hosted "Scully & Wooden for the Kids" alongside UCLA coaching legend John Wooden. The once-in-a-lifetime event featured Scully and Wooden sharing insights, philosophies, memories and wisdom before a sold-out audience of more than 7,000 people. Proceeds from the event benefited Mattel Children's Hospital UCLA, Children's Hospital Los Angeles and City of Hope through ThinkCure!, the official charity of the Los Angeles Dodgers. He and his wife, Sandra, reside in Los Angeles.

HONOREES



KEITH BLACK, M.D.

Dr. Keith Black is Chairman and Professor of the Department of Neurosurgery, Director of the Maxine Dunitz Neurosurgical Institute, and Director of the Johnnie L. Cochran, Jr. Brain Tumor Center at Cedars-Sinai Medical Center. He holds the Ruth and Lawrence Harvey Chair in Neurosciences.

An internationally renowned neurosurgeon and researcher, Dr. Black's groundbreaking research includes designing ways to open the blood-brain barrier, enabling chemotherapeutic drugs to be delivered directly into the tumor. His work in this field received the Jacob Javits award from the National Advisory Neurological Disorders and Stroke Council of the National Institutes of Health in June of 2000.

Dr. Black and patients undergoing the first clinical trials of the drug, RMP-7, were profiled in 1996 on the PBS program, *The New Explorers*, in an episode called *Outsmarting the Brain*. He was featured on the cover of *Time* magazine in the Fall 1997 special edition of *Heroes in Medicine*.

Dr. Black's other groundbreaking research has focused on developing a vaccine to enhance the body's immune response to brain tumors, use of gene arrays to develop molecular profiles of tumors, the use of optical technology for brain mapping, the use of focused microwave energy to non-invasively destroy brain tumors, and retinal imaging for early diagnosis of Alzheimer's disease.

Dr. Black published his first scientific paper at age 17, earning the Westinghouse Science Award. He has since published more than 260 peer-reviewed scientific papers and, in March 2009, he published his book *Brain Surgeon: A Doctor's Inspiring Encounters with Mortality and Miracles*. Dr. Black recently launched "Dr. Black's Brain Bar" to increase awareness towards improving brain health.

Dr. Black is committed to providing students opportunities to develop their interest in science and medicine. These outreach programs include *Brainworks*, an annual event designed to give seventh- and eighth-grade students an opportunity to visit the Maxine Dunitz Neurosurgical Institute at Cedars-Sinai and explore careers in science and medicine. Another event introduces high school students to the field of stem cell research. The Pauletta and Denzel Washington Family Gifted Scholars Program provides undergraduate, medical and graduate students opportunities in the field of neuroscience research.

For more information: To learn more about Dr. Black's Brain Bar, go to trybrainbars.com.

Harold & Carole Pump

FOUNDATION

14TH ANNUAL CELEBRITY GOLF TOURNAMENT & DINNER

Honoring **JIM BROWN | SUGAR RAY LEONARD | VIN SCULLY | KEITH BLACK, M.D.**

AUGUST 8, 2014 | HYATT REGENCY CENTURY PLAZA, CENTURY CITY, CA

SPONSORSHIP & TRIBUTE JOURNAL OPPORTUNITIES

○ EVENT SPONSORSHIP

\$50,000

- 2 page spread in Tribute Journal
- 2 VIP tables (20 seats) and 4 celebrity guests - premiere seating
- Hosted Parking
- Event Sponsorship recognition in all printed materials, including the HPF website
- 4 threesomes plus 4 celebrity players
- Tee Sponsorship featuring corporate signage
- Event "Golf Sponsor" recognition at Tournament
- Opportunity to contribute promotional incentives

○ PLATINUM SPONSORSHIP **\$30,000**

- Platinum full-page ad in Tribute Journal
- VIP table of 10 and 2 celebrity guests - preferred seating
- Hosted Parking
- Platinum Sponsor recognition in all printed materials, including the HPF website
- 3 threesomes plus 3 celebrity players
- Tee Sponsorship featuring corporate signage
- Platinum "Golf Sponsor" recognition at Tournament
- Opportunity to contribute promotional incentives

○ TITLE SPONSORSHIP **\$25,000**

- Title full-page ad in Tribute Journal
- VIP table of 10 and 2 celebrity guests - special seating
- Title Sponsor recognition in all printed materials, including the HPF website
- 2 threesomes plus 2 celebrity players
- Tee Sponsorship featuring corporate signage
- Title "Golf Sponsor" recognition at Tournament
- Opportunity to contribute promotional incentives

○ GOLD SPONSORSHIP **\$15,000**

- Gold full-page ad in Tribute Journal
- Table of 10 at dinner
- Gold Sponsor recognition in all printed materials
- 1 foursome in Golf Tournament
- Tournament Signage

○ BRONZE SPONSORSHIP **\$12,000**

- Bronze Half-page ad in Tribute Journal
- 6 dinner tickets
- 1 foursome in Golf Tournament
- Tournament Signage

○ TABLE SPONSOR • Table of 10 at dinner **\$10,000**

○ INDIVIDUAL DINNER TICKET **\$1,000**

○ INDIVIDUAL GOLFER **\$600**

TRIBUTE JOURNAL RATES

○ Outside Back Cover (7.5" x 10") **\$3,500**

○ Inside Cover (Front/Back) (7.5" x 10") **\$2,000**

○ Full Page Ad (7.5" x 10") **\$1,000**

○ Half Page Ad (7.5" x 4.875") **\$750**

○ Design attached copy

All ads are color and non-bleed, with the exception of Event Sponsor spread. For ad please send high-resolution (300 dpi) PDF, TIFF or EPS files with fonts embedded or outlined. E-mail to tai@taievents.com if under 6 MB. For ads above 6 MB, please send via www.Hightail.com. If you would like us to design your ad, please attach copy and any instructions with a copy of this form. For more information, or to reserve your advertising space, please call TAI Events, Inc. at (310) 996-1188.

The deadline for the tribute journal is July 22, 2014.

Please indicate exactly how you wish to be listed on event materials below

Enclosed is a check in the amount of \$ _____

or please charge \$ _____ to my

Visa MasterCard AMEX

I/We regret that we are unable to participate in this year's event, but would like to make a donation in the amount of \$ _____

Creditcard# _____

Exp. Date _____ Code _____

Signature _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Bus phone _____ Home phone _____

Email _____

Send form, artwork, and check to:

THE HAROLD & CAROLE PUMP FOUNDATION

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