



BROOKS

MEMORIAL HOSPITAL

529 Central Avenue, Dunkirk, New York 14048-2599
716-366-1111
www.brookshospital.org

Dear Colleague:

The 16th Annual John A. Behr Memorial Golf Tournament will be held on Friday, July 31 at Shorewood Country Club in Dunkirk, NY. This charity golf event benefits Brooks Memorial Hospital and the community it serves. Proceeds from this year's tournament will go towards the hospital's GI Lab for the purchase of high-tech digital colonoscopes. This advanced new equipment will help physicians get clearer images on colonoscopies and aid in the detection of colorectal cancer.

Dr. Hyder Alam and Dr. Joe Askar performed a total of 1,800 colonoscopies in the Brooks GI Lab last year, and are both very excited about the new equipment that will be purchased. Dr. Joe Askar, also a long-time hospital golf tournament supporter, has been named Honorary Chairperson for this year's tournament. "I have two goals for this tournament" commented Dr. Askar, "To raise the money needed for the purchase of this high-tech medical equipment, and to raise awareness about Colorectal Cancer. Routine colonoscopies provide the means for early detection of colorectal cancer, which is key to successful outcomes. I encourage everyone to support this worthy event, and to get regular colonoscopies."

Both Dr. Askar and I are asking you to please consider supporting the John A. Behr Memorial Golf Tournament as an official sponsor and/or sending golfers for a fun day on the links. We have worked very hard to make sure that this tournament is one of the most affordable (and most fun!) tournaments out there. Unlike most tournaments, the vast majority of our golfer registration fees go to pay for golf, lunch, dinner and other expenses. Very little of the registration fee is "profit" that benefits the hospital. ***That's why our sponsors are so important!***

We would like you to consider sponsorship at any of the following levels:

- PLATINUM SPONSOR (incl. 4 golfers)..... \$2,500.00**
- PLATINUM SPONSOR (no golfers).....\$2,000.00**
- GOLD SPONSOR (incl. 4 golfers)..... \$1,500.00**
- GOLD SPONSOR (no golfers).....\$1,000.00**
- SILVER SPONSOR (incl. 4 golfers)..... \$1,000.00**
- SILVER SPONSOR (no golfers) \$500.00**


We are also offering a "LEAD SPONSOR" level for \$5,000, which includes 4 golfers. All sponsors will be recognized with individual signs placed throughout the golf course, in the program booklet distributed at the tournament dinner, and in a variety of publicity related to this event. *Lead Sponsors will have special signage at the event, additional press coverage, and special mention in our golf program booklet!*

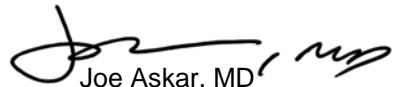
Since Brooks Memorial Hospital is a not-for-profit organization, your sponsorship is tax deductible to the fullest extent allowable by law.

In an effort to make golfer registration and sponsorship easier, the new Brooks Memorial Hospital website (www.brookshospital.org) also has additional information about our upcoming tournament. You can register your team of golfers via an email link in the middle of the Brooks homepage, and even submit your golfer and sponsorship fees online via a secure payment link!

A brochure with registration form and sponsorship opportunities has been included with this letter to provide additional information that you may require. If you have any questions, please feel free to call me at (716) 363-7230 or via email at golf@brookshospital.org.

Sincerely,


Desiree L. Coon
Tournament Chairperson


Joe Askar, MD
Honorary Tournament Chairperson