

*Reasons to Partner
with the T.J. Martell Foundation*

Selectivity and Diversification of Funding

Our Scientific Advisory Committee is comprised of leading medical professionals. From their analysis, grants are awarded to researchers whose requests deal with the current, most critical, and/or pervasive strains of the diseases and whose resources and past performance provides the greatest hope for success.

Your Donations Multiply

We encourage our funded scientists to leverage our funds with other larger funding sources, such as the National Institutes of Health and the National Cancer Institute, and this has resulted in more than \$1 billion dollars in additional research funding.

Positive Brand Exposure

Your partnership with the T.J. Martell Foundation helps create corporate good-will and brand-building for your company, and collaboration with a cause most people have been touched by and are passionate about.



(Left to Right: Javier Colon, Scott Borchetta, Drew Carrey, Darius Rucker)

Opportunities for Partnership

There are numerous opportunities to partner with the T.J. Martell Foundation's events across the United States

New York

- Honors Gala
- Madison Walk-A-Thon
- Family Day
- Epicurean Dinner
- Women's Luncheon
- World Tour of Wine Dinner

Nashville

- Honors Gala
- Best Cellars Wine Dinner
- Ride for a Cure
- Family Day
- Tennessee Meets Tuscany Dinner
- Wirtgen America Golf Classic

Los Angeles

- ARTWORKS for the Cure
- Beach Walk
- VANS Warped Charity Bowling Tournament
- Family Day
- Wine Celebration Dinner

Houston

- Best Cellars Celebrity Dinner

Atlanta

- Atlanta's Best Cellars Dinner
- TJ's Friends

Orlando

- Music for Champions

Key West

- Country on the Beach

Crested Butte

- Crested Butte Songwriters Festival



(TOP: Avery Lipman, Ron Hartenbaum, Tony Martell, Monte Lipman / MIDDLE: Robert Del Grande, Dean Fearing / BOTTOM: SpongeBob SquarePants, Dick Van Dyke)

T.J. Martell Foundation
Leukemia, Cancer and AIDS Research

New York

729 7th Avenue, 16th Floor
New York, NY 10019
(646) 841-1394
info@tjmartellfoundation.org

Nashville

15 Music Square West, Suite C
Nashville, TN 37203
(615) 256-2002
Nashville@tjmartellfoundation.org

Los Angeles

2040 Broadway
Santa Monica, CA 90404
(310) 449-7627
info@tjmartellfoundation.org

Atlanta

2870 Peachtree Road
Suite 455
Atlanta, Georgia 30305-2918
Atlanta@tjmartellfoundation.org

Houston

c/o Francisco & Co.
1330 Post Oak Blvd.
Suite 1350
Houston, TX 77056
(713) 850-2116
info@tjmartellfoundation.org

www.tjmartellfoundation.org



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(TOP: "Cuppy" Jennette McCurdy, "Coney" / MIDDLE: Troy & Angie Gentry, Sybil & David Yurman / BOTTOM: John Bozard, Darius Rucker, Karli Leonard, Arnold Palmer, Tony Martell)



T.J. Martell Foundation
Leukemia, Cancer and AIDS Research

Fulfilling a Wish. Making It Count.

Our Mission: Firmly Committed to the Fight

The T.J. Martell Foundation is the music industry's largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer, and AIDS. The Foundation sources and supports early-stage research projects aimed at developing more effective clinical treatments which otherwise might not be funded.

Reaching Across the Country

The Foundation is a 501(c)3 national non-profit organization headquartered in New York with divisions in Los Angeles covering the West Coast, in Nashville covering the Southern Region, and the East Coast division in New York. The T.J. Martell Foundation's funds are directed toward novel and early-stage research projects at eleven leading hospitals across the United States.



With a Unique Approach

We work tirelessly to raise funds through a series of on-going national campaigns, general contributions and signature events, leveraging the star power of recognized talent in the music and entertainment industries. When you pair that success with the star power of top researchers, you have a winning combination that has provided more than \$250 million to research over the past 37 years. The T.J. Martell Foundation is one of the world's leading sponsors of early stage research into the treatments and cures of cancer and AIDS.

“My son T.J. was a young man who had a passion for golf, playing drums, attending school, and eating chocolate chip cookies. When he as diagnosed as a teenager with acute mylo-blastic leukemia, he decided that living with the disease was not going to defeat him or anyone else with the disease.

After many lengthy visits to the hospital, T.J. made a special wish one Sunday afternoon. He asked me if I would raise a million dollars so we could help other people who were sick with the disease. He wanted them to enjoy things like sports, school, and music.

So, in honor of my son’s wish, I set out on a mission to raise a million dollars to find a cure.

In 1975, my son, the brave young man that he was, succumbed to leukemia. His spirit and wish lives on. Many wishes have come true through the T.J. Martell Foundation—an organization named in his honor and dedicated to giving hope by funding ground-breaking cancer research.



Today, T.J.’s wish continues to give hope to those in need. Over \$250 million has been raised through many giving individuals and companies. My wish is to continue our mission of funding important science that will lead to new discoveries and cures for leukemia, cancer and AIDS.

I hope that you will join me as we work together to raise the next \$250 million.”

Tony Martell

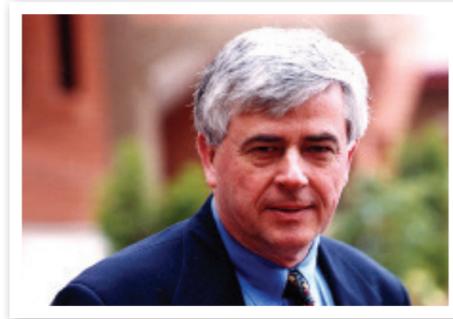
Founder and Chairman, T.J. Martell Foundation

“Cancer is an equal opportunity disease by which we are all increasingly touched. None of us is immune: 560,000 people in the U.S. die of cancer every year, or roughly one person every minute. The life you save may be your own or one of your loved ones.”

-Tony Martell

T.J. Martell Foundation contributes to research at the following hospitals

- T.J. Martell Memorial Laboratories at Mt. Sinai Medical Center in New York, NY
- Frances Williams Preston Laboratories at Vanderbilt-Ingram Cancer Center in Nashville, TN
- Children’s Hospital Los Angeles in Los Angeles, CA
- Memorial Sloan-Kettering Cancer Center in New York, NY
- Harvard School of Public Health in Boston, MA
- The University of Texas MD Anderson Cancer Center in Houston, TX
- Columbia-Presbyterian Cancer Center in New York, NY
- Massachusetts General Cancer Center in Boston, MA
- The Mayo Clinic in Rochester, MN
- Winship Cancer Institute at Emory University in Atlanta, GA
- Arnold Palmer Hospital for Children in Orlando, FL



“Support from the T.J. Martell Foundation has been immensely important to us. Our group conducts various clinical studies in large populations of HIV-infected people. Such trials often take a long time to conduct, and are not so efficient at rapidly testing new approaches. Support from the Foundation allows us to conduct rapid pilot studies, encouraging creativity, and allows us to move faster to test our most exciting ideas.”

-Dr. Max Essex, Chair of the Harvard AIDS Initiative and the Botswana-Harvard AIDS Institute

Leading to Recent Advances in Leukemia, Cancer, and AIDS Research

- The T.J. Martell Foundation funded research at Mount Sinai Hospital in New York which created and clinically implemented the first “chemo-therapeutic cocktail” treatment for breast cancer.
- Support to Children’s Hospital of Los Angeles has dramatically reduced the mortality rate for children’s neuroblastoma from 80% in 1995 to less than 30% today. We continue the fight to reach 0%.
- Support of the Frances Williams Preston Laboratories at Vanderbilt –Ingram Cancer Center has resulted in the development of new agents that target a tumor’s genetic vulnerabilities using tumor DNA patterns to personalize therapy to the individual. The Center has also developed a new website, www.mycancergenome.org which allows doctors and patients to access the latest clinical trials taking place across the country for specific types of cancer.
- The T.J. Martell Foundation is proud to fund AIDS research in Botswana through the Harvard AIDS Initiative, which for two decades has been at the forefront of HIV/AIDS laboratory research, clinical trials, education and leadership.

Pushing Boundaries to Find a Cure

The T.J. Martell Foundation actively promotes, encourages, and funds scientific research that is groundbreaking. We push the boundaries of scientific knowledge to develop new treatments that will help improve and save the lives of leukemia, cancer, and AIDS patients.

Leveraging Seed Money for Success

The research that the T.J. Martell Foundation supports is categorized as translational research that is rapidly transitioned from the laboratory to the patient. We encourage our funded scientists to leverage our funds with other larger funding sources, such as the National Institutes of Health and the National Cancer Institute. This has been so successful that we can conservatively estimate OUR funding has resulted in more than one billion dollars in ADDITIONAL research funding!



“For 15 years the only support we could get for our revolutionary research concept was from the T.J. Martell Foundation because national funding agencies considered it too risky. Because of Martell’s support, we have done all the groundwork and have been able to get additional support.”

-Dr. James Holland, the T.J. Martell Foundation’s founding research doctor and the distinguished Professor for Neoplastic Diseases at Mount Sinai School of Medicine in New York.

“Because of the T.J. Martell Foundation and Tony Martell’s help, Ronnie was able to get into the M.D. Anderson Cancer Center, which was the hospital of his choice, and receive treatment from Dr. Ajani, one of the leading gastric cancer oncologists.”

Wendy Dio

Founder of the Ronnie James Dio Stand Up and Shout Cancer Fund



“My husband and I booked a trip to an event featuring Lo Cash Cowboys after meeting them at a County Fair. Then, two weeks before, I was diagnosed with breast cancer. I was devastated. However, the event was a benefit for the T.J. Martell Foundation and they gave me hope, inspiration, support and options for what turned out to be the best care possible. I am a survivor!”

Holly

Country on the Beach

Building Music, Medicine, and Business Communities to Fund a Cure

Because of our unique connections to the music industry, which gave rise to the T.J. Martell Foundation in 1975, our fundraising activities generate interest, enthusiasm, and excitement nationwide. We are proud of our long history and reputation for thinking creatively when it comes to raising funds for research.

Some of the world’s top musical performers have attended and supported our events, including Justin Timberlake, the Jonas Brothers, Mary J. Blige, Stevie Wonder, Willie Nelson, Rascal Flatts, Darius Rucker, Sheryl Crow, Martina McBride, Celine Dion, Tony Bennett, Michael Bolton, Boyz II Men, Eric Clapton, Aretha Franklin, Enrique Iglesias, Charlie Daniels, Michael Jackson, and Smokey Robinson, to name a few.

Our Board of Directors in each of our divisions is made up of leaders in the music industry, as well as the business and medical communities.

As we extend the base of support for the T.J. Martell Foundation, we invite you to join with us in the mission to give hope to others in need. Every dollar we raise brings us closer to a cure for leukemia, cancer, and AIDS. You and your company can help make a difference by sponsoring events, providing volunteers, serving on committees, or creating cause-related marketing programs.



(Left to Right: Kevin Jonas, Nick Jonas, Tony Martell, Joe Jonas)