

# Registration

Enclosed is my check for \$ \_\_\_\_\_  I cannot attend, but would like to make a donation to Abramson Family Cancer Research Institute for \$ \_\_\_\_\_

Name: \_\_\_\_\_

Official Sponsor Listing for Program Book: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Preferred Tee Time: 8:00 a.m. \_\_\_\_\_ 12:30 p.m. \_\_\_\_\_ No Preference \_\_\_\_\_

Player 1: \_\_\_\_\_ Player 2: \_\_\_\_\_

USGA Index: \_\_\_\_\_ USGA Index: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Email: \_\_\_\_\_

Player 3: \_\_\_\_\_ Player 4: \_\_\_\_\_

USGA Index: \_\_\_\_\_ USGA Index: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Email: \_\_\_\_\_

## SUPPORT SPONSOR

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## Official Car Sponsor

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## Gold Sponsor

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*Please make check payable to:  
Abramson Family Cancer Research Institute  
and send with registration form to:*

**The Jay Sigel Invitational**  
c/o Event Office  
Penn Medicine at Radnor  
250 King of Prussia Road, 4th Floor  
Radnor, PA 19087

For more information, please call  
Jackie Adamczyk at 610-902-1790 or  
email Jackie.Adamczyk@uphs.upenn.edu  
or visit our website at [www.jaysigel.com](http://www.jaysigel.com)

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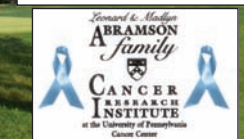
**July 26, 2010**

**Aronimink Golf Club**  
Newtown Square, PA

*Home of the 2010 & 2011 AT&T National*



**Proceeds to benefit**



Since the year 2000, the Abramson Family Cancer Research Institute (AFCRI) has gratefully been the beneficiary of net proceeds raised from The Jay Sigel Invitational. This partnership will enter into its 11th consecutive year because of an unwavering commitment by Jay Sigel to continue to fund prostate cancer research and treatment programs at the Abramson Institute. We hope you will join this partnership and support our charitable intentions. AFCRI, which is the research arm of the Abramson Cancer Center of the University of Pennsylvania, has one of the premiere cancer research programs in the country conducting both groundbreaking basic and translational scientific research. This event will continue to direct much needed funds to support new clinical trial initiatives in the treatment of advanced prostate cancer and hormone refractory prostate cancer. In part, because of the support of The Jay Sigel Invitational, patients with prostate cancer who are treated at the Abramson Cancer Center have more treatment choices tailored to their individual cancer than at any time in the past; this includes a wide-spectrum of clinical trials to test new therapies, as well as the ability to receive proton therapy. The latter is available at Penn as the only place in the region; and prostate cancer will be among the diseases treated with this most high tech form of radiation. Should you, or someone you know, have questions about the Abramson Cancer Center or the prostate cancer research program of AFCRI, please call 215-662-3963.

### Jay Sigel, Host

Jay Sigel turned Pro on the PGA Champions Tour in 1994. To date in his career, he holds 101 top 10 finishes with 8 of these being first place titles. Jay's career highlight was winning back-to-back U.S. Amateur titles in 1982-83. He served as two-time playing captain of the U.S. Walker Cup team in 1983 & 1985 (no player has competed in more Walker Cups or compiled more individual match victories for the USA than Jay). Additionally, Jay serves as President of The First Tee of Philadelphia (a national program designed to teach life-enhancing values to young people through the game of golf), and as President of the Greater Philadelphia Scholastic Golf Association. Residing in Berwyn with wife, Betty, Jay is Senior Vice President at CBIZ Benefits and Insurance Services.

### Aronimink Golf Club

Aronimink's long tradition of hosting premier events from every level of golf includes the 2003 Senior PGA Championship, the 1997 U.S. Junior Championship, the 1977 U.S. Amateur Championship, and the 1962 PGA Championship. Of particular note, AGC will host this year's AT&T National, as well as the 2011 tournament. In 2009, *Golf World* readers ranked Aronimink #12 in the nation of private clubs.

### Ed Abrams, Special Guest

Ed Abrams has been keeping the Philadelphia area informed for the past 30 years as an anchor and reporter for KYW Newsradio. After a 10-year stint as host and producer of *Golfshots* on Comcast SportsNet, Ed has begun a new venture, serving up video tours of local golf courses and a daily blog at [KYW1060.com/golf](http://KYW1060.com/golf). He also has launched a new website where he interviews experts to answer golfers' questions about the swing, equipment, and anything else related to golf. You can check out his *golF.A.Q.* at [aQuick9.com](http://aQuick9.com). Ed, a resident of Swarthmore, is an avid golfer who plays to a single-digit handicap. A prostate cancer survivor, he is thrilled to be involved with Jay's event to raise awareness and funding for such a worthy cause.



Ed Abrams

### Accenture, Presenting Sponsor

Accenture is a long-time supporter of The Jay Sigel Invitational and as such, we are honored by their growth in sponsorship to be this year's Presenting Sponsor of our charity tournament. Accenture, a global management consulting, technology services and outsourcing company, has more than 181,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. For more information about Accenture and their corporate programs, go to [www.accenture.com](http://www.accenture.com).

Accenture's philanthropic endeavors are centered around their corporate citizenship program as a fundamental part of the way they run their business. Anchored in their core values, Accenture's Code of Business Ethics is reflected in the actions of their people. From Accenture's *Skills to Succeed* program to their environmental stewardship, they work to make a sustainable difference in the long-term vibrancy and vitality of people and communities around the world. While *Skills to Succeed* and their commitment to environmental stewardship are focal points for their corporate citizenship program, their people regularly give back in a variety of ways to communities where they live and work, as well as communities around the globe.

### Schedule of Events

July 26, 2010

- 7:00 a.m.  
Registration Opens with Breakfast on the Patio; Practice Facility Opens
- 8:00 a.m. SHARP  
Morning Shotgun Start
- 11:00 a.m.  
Cook-out Luncheon on the Patio; Courtesy Therapeutic Massage available
- 12:30 p.m. SHARP  
Afternoon Shotgun Start
- 5:30 p.m.  
Cocktail Reception with Seafood Bar
- 6:15 p.m.  
Awards Dinner with Carving Stations in Ballroom hosted by Master of Ceremonies, Ed Abrams (Golf Casual Attire); Team Prizes Awarded; Charity Auction



Jay Sigel and David Vaughn, M.D., Professor of Medicine, Director, Clinical Research Unit, Abramson Cancer Center

### Sponsorships

#### Gold Sponsorship

- Eight playing spots (2 Foursomes) in The Jay Sigel Invitational Presented by Accenture to be played at Aronimink Golf Club; Each playing spot will include one invitation to the evening's Cocktail Reception and Awards Dinner, and one Registration Gift Bag.
- Sponsor's Logo identification on course during event (Hole Sponsorship); also recognition on Main Sponsor Board and Corporate Sponsor Listing.
- Golf "check-up lesson" with Aronimink Staff & Jay.
- Inclusion of Gold Sponsor's marketing and promotional items (optional for Sponsor) in Registration Gift Bag handed to each golfer at the event.

**Sponsorship Fee: \$11,500**

#### Silver Sponsorship

- Four playing spots (1 Foursome) in The Jay Sigel Invitational Presented by Accenture to be played at Aronimink Golf Club; Each playing spot will include one invitation to the evening's Cocktail Reception and Awards Dinner and one Registration Gift Bag.
- Corporate Sponsor Listing.

**Sponsorship Fee: \$5,000**

#### Bronze Sponsorship

- One playing spot in The Jay Sigel Invitational Presented by Accenture to be played at Aronimink Golf Club; Playing spot includes one invitation to the evening's Cocktail Reception and Awards Dinner and one Registration Gift Bag.

**Sponsorship Fee: \$1,250**

#### Tee OR Green Sponsorship

- Company name and logo identification displayed at a designated tee or green on July 26, 2010

**Sponsorship Fee: \$600 for Tee OR Green Signage**

#### Cocktail Reception & Awards Dinner

- One invitation to attend the Cocktail Reception & Seafood Bar followed by the Awards Dinner at Aronimink's Ballroom with Master of Ceremonies, Ed Abrams.

**Sponsorship Fee: \$200 per person**

**Note: Caddie fees are included in each Sponsorship; Gratuities suggested at golfer's discretion.**