

THERE ARE THREE THINGS
WE ALL SHOULD DO EVERY
DAY. NUMBER ONE IS
LAUGH. YOU SHOULD
LAUGH EVERY DAY. NUMBER
TWO IS **THINK**. YOU
SHOULD SPEND SOME TIME
IN THOUGHT. NUMBER
THREE IS, YOU SHOULD
HAVE YOUR **EMOTIONS
MOVED TO TEARS**

IF YOU LAUGH, YOU THINK,
AND YOU CRY, THAT'S A
FULL DAY. THAT'S A HECK OF
A DAY. YOU DO THAT SEVEN
DAYS A WEEK, YOU'RE
GOING TO HAVE
SOMETHING SPECIAL

IT MAY NOT SAVE MY LIFE. **IT MAY SAVE MY CHILDREN'S
LIVES**. IT MAY **SAVE SOMEONE YOU LOVE**

CANCER CAN TAKE AWAY ALL MY PHYSICAL
ABILITIES. IT CANNOT TOUCH MY **MIND**, IT
CANNOT TOUCH MY **HEART** AND IT CANNOT
TOUCH MY **SOUL**. AND THOSE THREE THINGS
ARE GOING TO **CARRY ON FOREVER**

DON'T GIVE UP...DON'T EVER GIVE UP!

THE V FOUNDATION WINE CELEBRATION

I ALWAYS HAVE TO THINK
ABOUT WHAT'S IMPORTANT
IN LIFE TO ME ARE THESE
3 THINGS. **WHERE YOU
STARTED**, WHERE YOU
ARE AND WHERE YOU'RE
GOING TO BE

I URGE ALL OF YOU, ALL OF
YOU, TO **ENJOY YOUR
LIFE**, THE PRECIOUS
MOMENTS YOU HAVE. TO
SPEND EACH DAY WITH
SOME LAUGHTER AND
SOME THOUGHT, TO **GET
YOUR EMOTIONS GOING**

WE NEED YOUR **HELP**
I NEED YOUR HELP. WE NEED
MONEY FOR **RESEARCH**



V FOUNDATION®
SPRING 2019




V FOUNDATION®
WINE CELEBRATION
AUGUST 1-4, 2019 • NAPA VALLEY, CA



WE BELIEVE TOGETHER, WE CAN ACHIEVE VICTORY OVER CANCER!®

Since 1999, the V Foundation Wine Celebration, benefitting the V Foundation for Cancer Research, has raised over **\$108 million** for cancer research and related programs. This three-day signature series of events in the stunning Napa Valley demonstrates that commitment, passion and giving become the catalyst for positive change. Experience the best culinary adventures, the most sought-after wines, exciting performances, thought-provoking panels and the chance to meet amazing people from all over the country who are joining the same fight along with you.

Mike **"Coach K"** Krzyzewski returns as host for the 12th time during the 21st Annual V Foundation Wine Celebration on **August 1-4, 2019**, while legendary chef **Emeril Lagasse** provides the culinary genius.

Every paddle raised during the Fund-A-Need will support the V Foundation's **Canine Comparative Oncology** innovative grant-making program, which will help accelerate research in the comparative oncology field.

The V Foundation has proudly awarded more than **\$225 million** for cutting-edge research, holds the highest possible 4-star rating from Charity Navigator, America's largest evaluator of charities, and is among the top 3% of all charities evaluated. The V Foundation is also a GuideStar platinum-rated charity.



V HOSTS



MIKE "COACH K" KRZYZEWSKI

Head Men's Basketball Coach at Duke University and USA National Team Head Men's Basketball Coach (2005-16). Coach K is a V Foundation Board Member.

COACH K RETURNS AS HOST FOR THE 12TH TIME AT THE 21ST ANNUAL V FOUNDATION WINE CELEBRATION, AUGUST 1-4, 2019

PAST HOSTS



SCOTT HAMILTON

Figure skating World Champion, Olympic Gold Medalist and cancer survivor, Scott Hamilton is also known for his sports commentary and raising cancer awareness.

ROBIN ROBERTS

Emmy-winning co-host of ABC's "Good Morning America," winner of the Arthur Ashe Courage Award and cancer thriver, Robin Roberts is a V Foundation Board Member.



LOU HOLTZ

Legendary Football Coach and Retired Analyst for ESPN, Lou Holtz is also a best-selling author and considered one of the most motivational speaking legends in America today.

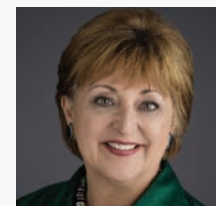
JOE THEISMANN

Legendary World Champion Quarterback, Super Bowl Champion, Sports Commentator and restaurateur.



GEORGE BODENHEIMER

Chair, "Not a Moment to Lose" Campaign the V Foundation for Cancer Research Retired President & Acting Chairman ESPN, Inc.



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Chief Executive Officer the V Foundation for Cancer Research



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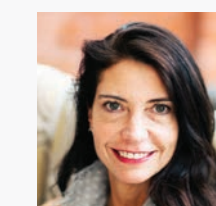
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Co-Founder & Chair the V Foundation Wine Celebration General Partner FYRFLY Venture Partners



"DON'T GIVE UP... DON'T EVER GIVE UP!"[®]

1983



Jim Valvano's North Carolina State University Wolfpack 54-52 NCAA Championship victory over heavily-favored University of Houston Cougars has often been considered one of the greatest upsets in college basketball history, and it is the fourth-biggest point-spread upset in Championship Game history. The ending of the final is one of the most famous in college basketball history, with a buzzer-beating dunk by Lorenzo Charles, off an air ball from 30 feet out by Dereck Whittenburg.

1993



Jim was awarded the inaugural Arthur Ashe Courage and Humanitarian Award at the first-ever ESPY Awards at Madison Square Garden. Founding partner ESPN and Jim launched the V Foundation for Cancer Research. Valvano gave an inspirational and memorable speech at the ESPY Awards, telling listeners to "Don't give up... Don't ever give up."[®] He gave the speech fewer than two months before his death at Duke University Medical Center. The Jimmy V Perseverance Award at the ESPY Awards was named after him. Each year, a college basketball tournament called the Jimmy V Classic is held in his honor at Madison Square Garden in support of those affected by cancer.

VINTNER HONOREES



2019 VINTNER GRANT HONOREES
PAT & JOE HARBISON

PAST HONOREES

- 2018 Lauren Ackerman, Karen Aldoroty, Suzanne Pride Bryan, Gina Gallo, Robin Lail, Mary Novak
- 2017 Kary & David Duncan
- 2016 Launny & Weezie Steffens
- 2015 Elaine & Rick Jones
- 2014 Naoko Dalla Valle
- 2013 Fred Constant, Jeff Gargiulo, Dick Grace, Lowell Herrero, Fred Schweiger
- 2012 Suzanne Pride Bryan
- 2011 Robin & Michelle Baggett
- 2011 Neil Aldoroty
- 2010 Teri Kuhn
- 2010 Cyril & Blakesley Chappellet
- 2009 Emily Miner
- 2008 Far Niente Partners
- 2007 Robin Lail
- 2006 Chuck & Anne McMinn
- 2005 Leslie Rudd & Todd Zapolski
- 2004 Garen & Shari Staglin
- 2003 Mark Beringer
- 2002 Mitch Cosentino
- 2001 Dick Grace
- 2001 Koerner Rombauer
- 2000 Ren Harris, Jr.

V WINE CELEBRATION HOME



Although Far Niente was founded in 1885, the winery's modern era dates from 1979, when Gil & Beth Nickel rescued the long-abandoned stone winery in Oakville and began restoration of the historic estate. After years together working on their dream, Far Niente, Nickel & Nickel, Bella Union, En Route, and Dolce became globally recognized with their highly sought-after wines.

In 2003, Gil passed away due to an aggressive form of melanoma. Just three months before his death, despite being gravely ill, Gil made his final public appearance at the V Foundation Wine Celebration. Gil got up to the microphone, thanked everyone for what they were doing for cancer research and said, **"We are just one miracle away from having everything just right in our fight against cancer."** That same year, Beth joined with the V Foundation to run a successful campaign to endow the \$1 million Gil Nickel Fund, which was awarded to the UCLA Jonsson Comprehensive Cancer Center in support of melanoma research.



Nickel & Nickel has been a supporter of the V Foundation for many years and since 2005 has graciously hosted the V Foundation Wine Celebration Gala at their Oakville Winery Estate. It's with tremendous gratitude that we celebrate Beth Nickel, Larry McGuire, Dirk Hampson, and the GI Partners, who have made their winery our home.



1999



Julie Maples, daughter of Jim Allegro, Retired Executive Vice President of ESPN, co-founded the V Foundation Wine Celebration. Jim Allegro produced the inaugural ESPY Awards when Jim Valvano won the Arthur Ashe Courage Award. To date, the V Foundation Wine Celebration has raised over \$108 million for cancer research.

2005



The V Foundation first became endowed at the inaugural gala at Nickel & Nickel and now awards 100% of all direct cash donations to benefit cancer research and related programs.

ALL-STARS OF CANCER RESEARCH



The Scientific Advisory Committee is comprised of some of the nation's leading physicians and research scientists from prominent universities and cancer centers. The Committee ensures proposals meet the highest standards of scientific merit and funding is properly allocated. By focusing on brilliant young investigators, the Committee works toward accomplishing the goal of the V Foundation: eradicating cancer.

MISSION STATEMENT

The V Foundation for Cancer Research is a charitable organization dedicated to saving lives by helping to find a cure for cancer. The V Foundation seeks to make a difference by generating broad-based support for cancer research by creating an urgent awareness among all Americans of the importance of the war against cancer. The V Foundation performs these dual roles through advocacy, education, fundraising and philanthropy.

100%

of direct cash donations go to cancer research.



AUCTION & ATTENDEES



Founded by Julie Maples, the V Foundation Wine Celebration—a world-class wine event set in the Napa Valley and benefiting the V Foundation for Cancer Research—has grown to one of the top-rated charity wine auctions in the country. Guided by a dedicated, volunteer board and committed staff, the three-day signature fundraiser has raised over **\$108 million** since its first event in 1999.

Join us for the 21st Annual V Foundation Wine Celebration, **August 1-4, 2019**, where over 600 guests—prominent members of the sports, entertainment, technology and investment communities—will come together to learn, be inspired, make new friends and **CELEBRATE LIFE**, while providing the support that's vital to keeping Jim Valvano's spirit alive. Experience three days with the best culinary adventures, the most sought-after wines, exciting musical performances, thought-provoking panels, highly coveted auction experiences and the chance to meet amazing people who are joining the same fight: to find cures for cancer.

Our Grant Process



The V Foundation invites each of the 60+ National Cancer Institute-designated cancer facilities to nominate a researcher for funding consideration.



The V Foundation's Scientific Advisory Committee reviews and recommends the best proposals for funding.



Grant recipients are awarded funds for their research. Progress reports are submitted annually.



Funding of critical cancer research brings us closer to **Victory Over Cancer®**.

2018



The 20th Anniversary V Wine Celebration, hosted by Coach K, Robin Roberts, Scott Hamilton, Lou Holtz and Joe Theismann, raised a record-breaking \$18 million. The total included more than \$16 million in Fund-A-Need donations to our endowment, ensuring the longevity of our mission model: 100% of every direct donation goes to fund cancer research. To date, the V Foundation has awarded over \$225 million in cancer research grants. For the complete history of the V Foundation Wine Celebration, please visit our website: winecelebration.org/about/history-timeline.

WAYS TO GIVE

Make a difference! When you donate to the V Foundation, 100% of direct cash donations are awarded to cancer research and related programs. Due to generous donors, the V Foundation has an endowment that covers administrative expenses.

WE MAKE GIVING EASY AND ENJOYABLE:

- **ONLINE:** Just visit www.jimmyv.org/donate.
- **LEGACY GIFTS THROUGH ESTATE PLANNING:** Naming the V Foundation as a beneficiary for a retirement account, life insurance or bequest from a will or living trust allows you to offer future support without giving up assets today; we can help with our easy estate planning suggestions.
- **GIFTS OF ASSETS, SECURITIES, RETIREMENT AND INSURANCE PLANS:** The V Foundation gladly accepts a variety of special gifts, such as stock and real estate. You can also name the V Foundation as the beneficiary of your IRA, 401(k), 403(b), Keogh, TIAA/CREF or life insurance plan when you no longer need it.
- **MATCHING GIFTS:** Corporate matching gifts are an easy way for people to maximize the impact of their personal donation.
- **LEADERSHIP GIVING:** The V Foundation has formalized recognition of major gifts into the following levels:

Humanitarian	\$1,000,000 pledge
Founder	\$500,000 pledge
Chairman	\$250,000 pledge
Director	\$100,000 pledge
President	\$50,000 pledge

For more information, please contact Phil Pilewski, Senior Philanthropic Gift Officer, at ppilewski@jimmyv.org.

FUND-A-NEED



Dogs are man's best friend, but did you know they could also be part of the key to unlocking the mystery of cancer? The V Foundation's Canine Comparative Oncology innovative grant-making program will help accelerate research in the comparative oncology field.

We are working with cancer centers and veterinary colleges nationwide to make grants for canine comparative oncology, with a goal of faster and less costly care for pet dogs and for humans, as well as better informed research designs. Some of the most prevalent cancers diagnosed in both humans and dogs include sarcomas, melanoma, lymphomas, breast and bladder cancer. Cancer is the leading cause of death in dogs, with one in four developing the disease in his or her lifetime.

The V Foundation can help pet dogs and humans with cancer by finding cures more quickly. Excellent veterinary medical centers are teaming up with leading cancer centers to help dogs and humans beat cancer. Beneficiaries of the canine comparative oncology research approach include human and canine patients (as well as their owners)! The goal is faster and less costly therapies, as well as better informed clinical trial designs for both.

To learn more, go to jimmyv.org and winecelebration.org.

2019 PARTNERSHIP OPPORTUNITIES

	PRESENTING \$100,000	PLATINUM \$75,000	DIAMOND \$50,000	GOLD \$25,000	SILVER \$10,000
Branding on Concert Stage Banners	●				
Active Promotion on Social Media Pre- & Post Event	●	●	●		
Company Highlighted on V Wine Celebration Website	●	●	●		
Logo & Link Featured on Website, Printed & Digital Materials	●	●	●	●	●
Recognition in V Wine Celebration Printed & Digital Materials	Presenting Sponsor	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor
Private Photo Op and Meet & Greet with Celebrity Host	10 Guests	6 Guests	4 Guests	2 Guests	2 Guests
Full- or Half-Page Ad in Printed Catalog	Full	Full	Full	1/2	1/2
Invitation to Private Sponsor Welcome Reception	●	●	●	●	●
Printed 1-Page Collateral in Welcome Packet	●	●	●	●	●
Opportunity for Inclusion in Gift Bags & Turndown	●	●	●	●	●
Complimentary Admission to Weekend Events	6	4	4	2	2 Friday Only

MAKE A DIFFERENCE!



"Constellation Brands is thrilled, and has been since day one, to be a proud supporter of the V Foundation Wine Celebration. This is more than a spectacular event, it is an 'experience' that brings together like-minded individuals and companies filled with compassion, commitment, a never-give-up attitude, and steeped with a heavy dose of generosity. The V Wine Team has created a setting and environment that will inspire from the moment you engage. Making a difference for generations to come by ridding this world of cancer means being part of something truly life changing." - Jim Ryan

Partnership opportunities are a great way to make a difference! Join our fantastic sponsors, including:



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20 YEARS OF Excellence

1999-2018

Julie Maples, daughter of V Foundation Board member Jim Allegro, has an idea to raise money to fight cancer. The inaugural event, co-founded by Chairman Bob Lloyd, raises more than \$400,000.



Far Niente Winery owner Gil Nickel is presented with the V Founders Courage Award alongside his beloved wife, Beth.



"We are just one miracle away from having everything just right in our fight against cancer."



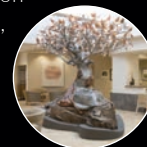
Nickel & Nickel Winery becomes the home of the annual V Foundation Wine Celebration. The V Foundation, with the support of a \$2 million pledge by founding partner ESPN, becomes fully endowed and awards 100% of all donations directly to cancer research and related programs.

The Fund-A-Need raises funds for the new, state-of-the-art cancer center at St. Helena Hospital.

The Fund-A-Need video introduction by US Olympic Gold Medalist Figure Skater Scott Hamilton, and a \$500,000 matching pledge from Accelerate Brain Cancer Cure, raises \$1 million for a grant awarded to Duke Cancer Institute for brain cancer research.



The 11,500-square-foot St. Helena Hospital Cancer Center, funded by the V Foundation Wine Celebration, opens its doors.



"Chasing my kids around the ice? I didn't think that I would be saying that a year ago."

The 15th anniversary of the V Foundation Wine Celebration sees Susan Braun, newly appointed CEO of the V Foundation, succeed Jim's beloved brother, Nick Valvano. The first in-house Pathology Laboratory in the Napa Valley, funded by the V Foundation Wine Celebration, opens at the new Advanced Diagnostic & Surgical Center at Queen of the Valley.



\$8.8 million is raised, with more than \$7 million earmarked for BRCA research collaborative grants. A \$3 million match-challenge from the BRCA Foundation and the Gray Foundation, and a \$1 million pledge from Wayne & Nan Kocourek, lead the paddle raises.

\$150 MILLION
AWARDED BY THE V FOUNDATION FOR CANCER RESEARCH

The V Wine Celebration, hosted by Coach K, shatters records by raising over \$10.6 million, with \$7.8 million garnered in the Fund-A-Need for pediatric cancer research.

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Nick Valvano, Jim Valvano's older brother, becomes the CEO of the V Foundation.



"If anything good came of Jim's death, it's that the foundation provided the knowledge of what should be done right away in terms of early detection and early treatment."

The V Foundation Wine Celebration makes the *Wine Spectator's* Top Ten list of charity wine auctions.



Peggy Fleming hosts a groundbreaking ceremony for the V Foundation Wine Celebration-funded Wellness Center at Queen of the Valley Hospital.



"I feel very grateful that I survived, and my message is early detection."

The Fund-A-Need is in honor of Jim's daughter, Jamie Valvano Howard, for genomic breast cancer research.



"I am alive today because of cancer research."

The 10th Anniversary of the V Foundation Wine Celebration is hosted by "Good Morning America" co-anchor Robin Roberts, celebrating her one-year anniversary as a breast cancer survivor.



"What you have done in the last 10 years has made a difference in countless lives."

The V Foundation awarded **\$100 MILLION** which leverages an additional **\$1 BILLION** in funding for cancer research with Chairman Bob Lloyd & CEO Nick Valvano.



The First Responders of 9/11 are awarded a \$1 million grant in their honor at the V Foundation Wine Celebration event hosted by College Football Hall of Fame Coach Lou Holtz.



Steve Bornstein succeeds Bob Lloyd as Chairman of the V Foundation. A record \$1.5 million is raised in the Fund-A-Need in support of bladder cancer research.



"All we want to do is cure cancer, a disease that affects a third of the people on this planet."

Hosted by Joe Theismann and Lesley Visser, an astounding \$13.2 million is raised at the V Foundation Wine Celebration, with over \$2 million awarded to prostate cancer research at Dana-Farber Cancer Institute.



20TH ANNIVERSARY OF THE V FOUNDATION WINE CELEBRATION RAISES A RECORD-BREAKING \$18 MILLION!

THE MAN BEHIND THE V



Jim Valvano once commented, "There are 86,400 seconds in a day. It's up to you to decide what to do with them." He reached the highest level of success as the legendary NC State University basketball coach and then as an award-winning commentator at ABC and ESPN. He authored three books, gave hundreds of motivational speeches to corporations across the country, hosted weekly television and radio broadcasts and created his own corporation. He was a man possessed by life and all of the opportunities that it had to offer.

In 1993, Jim was diagnosed with terminal cancer. At a lunch with Jim & Pam Valvano, Steve Bornstein, then-president of ESPN, suggested starting a foundation for cancer research and offered ESPN's support. Jim's passion lives on now stronger than ever in the people of ESPN who give freely of their time, resources and creativity to support the mission of the V Foundation for Cancer Research. They do it in ways big and small, all year round through the ESPN V Committees, established by ESPN President George Bodenheimer, who expanded ESPN's involvement in fundraising for the V Foundation, and the growing number of Team ESPN members across the country.

Perhaps it was Jim's deep love of humanity that allowed him to share the details of his darkest hour with millions of strangers that would become his closest confidants, creating the bond that would ultimately support the V Foundation. During one of his final interviews he stated, "I want to help every cancer patient I can now. I don't know if I can handle that, but it's the only conceivable good that can come out of this." Jim proved that he could more than handle his final role as cancer advocate. He spent the final 10 months of his life giving the world personal insights into the life of a cancer patient in the hope that he could bring attention to a disease that affects millions. He was not afraid to let others witness his weakening body or the tears that he shed when he spoke of his certain death during interviews and public appearances. He knew that his body would lose the battle against cancer, but his vibrant spirit was the gift that he would leave behind.



1967 Rutgers University Scarlet Knights Men's Basketball Team featuring #40 Jim Valvano

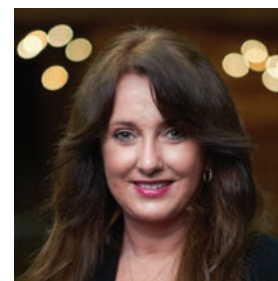


Jim and his daughter, LeeAnn



Jim Valvano & Mike "Coach K" Krzyzewski

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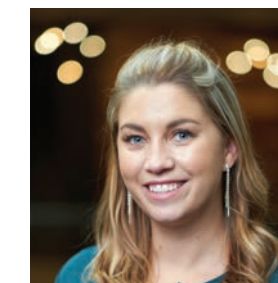
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VICTORY OVER CANCER[®]
FOR US AND OUR DOGS

Canine tumors can share multiple characteristics with human cancer, including responses to specific therapies. Humans and dogs also share the same environment, including air, water and pollutants. The V Foundation is partnering with leading veterinary schools and cancer centers for the Comparative Oncology Research Consortium.

We are funding research to explore similarities and differences between human and canine cancers. Our goal is faster and less costly therapies, as well as better informed clinical trials, for human and canine patients.

With the V Foundation leading the way as a premiere grant-maker in this exciting field, the future is bright. Visit www.jimmyv.org to learn more.

UPCOMING EVENTS:

APRIL 26 & 27, 2019
Virginia Vine
Leesburg, Virginia

AUGUST 1-4, 2019
V Foundation Wine Celebration
Yountville, California

MAY 10, 2019
Dick Vitale Gala
Sarasota, Florida

DECEMBER 9, 2019
An Evening with Robin Roberts
New York City

MAY 18, 2019
Victory Ride
Raleigh, North Carolina

DECEMBER 10, 2019
Jimmy V Classic
Presented by Corona
Madison Square Garden

JULY 8-10, 2019
ESPYS Week
Los Angeles