

# CORPORATE SPONSORSHIP OPPORTUNITIES

*Helping to improve traumatic  
brain injury (TBI) treatment  
and recovery*

## About Us

The *Caroline Can!* campaign is an effort to honor the hard work and dedication of Caroline Owen, who is recovering from a severe TBI following a car accident in November 2006. Caroline was in a coma for 7 months before finally “waking up” and beginning first in-patient and then out-patient care at the Patricia Neal Rehabilitation Center (PNRC) in Knoxville, TN. Through excellent care and support from the wonderful therapists and staff at PNRC, Caroline is on the road to recovery. She has benefitted from world class care, and the Owen family wants to ensure others have access to that same support since unfortunately, Caroline will not be the last to need PNRC’s care.



Caroline, with Jay (left) and Reid after their 26-mile swimming relay inside Dover Harbor.



The *Caroline Can!* Timberman Half-Ironman racing team after completing the race.

For more information about the campaign and past fundraising events, visit [www.carolinecan.com](http://www.carolinecan.com).

## Past *Caroline Can!* Fundraising Events

- ✓ Univ. of TN v. UGA Tailgate BBQ  
Knoxville, Fall 2007
- ✓ English Channel Swimming Relay  
Dover, England, August 2008
- ✓ Timberman Half-Ironman  
Lake Winnepesaukee, NH, August 2009
- ✓ Multiple *Caroline Can!* Happy Hours

***Raised over \$60,000 so far!!!***

## The Cause

In 2007, the Owen family partnered with the Fort Sanders Foundation, the foundation that supports PNRC, to endow a continuing education scholarship for the therapists at PNRC. Since then, the campaign has raised over \$60,000, almost exclusively through individual donations. Interest earned on the endowment funds will enable PNRC to send therapists to additional training courses on the latest techniques and to learn about emerging technologies that are changing the lives of patients with TBI. Caroline has really benefited from some of these innovative advancements in the treatment of TBI, and the Owen family wants to ensure that PNRC has the necessary resources in the future to continue improving the care PNRC patients receive.

*“Life isn’t about getting out of the storm. It’s about learning to dance in the rain.”*

*—Unknown, one of Caroline’s favorite quotes*

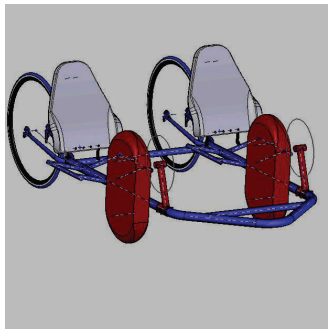


Jay and Reid entering the English Channel.

## The Next Phase

The *Caroline Can!* campaign has been so successful, and Caroline's recovery is so positive, that we're taking our fundraising to the next level. Starting in 2010, our *Caroline Can!* triathlon team will participate in several racing events in the Knoxville area, **and Caroline will be participating!!** She will not just be along for the ride—she will be working.

We have commissioned specially designed equipment that will allow Caroline to complete the events with her brothers as a relay team. She will participate in the swim using a raft, then she will help pedal a three-person bike for the



Schematic drawing of concept race equipment.

25 mile stretch. The tri-bike will then convert into a cart for the run, and Caroline will help pedal while Jay and Reid run beside her.

Our triathlon team has grown to include some of Caroline's therapists and friends from the Knoxville area, who will be helping us to increase our local fundraising. Your sponsorship will be

seen by these individuals and more!

### Potential Future *Caroline Can!* Events:

- 2010 Rev3 Olympic Triathlon in Knoxville—May 2010—*already signed up!*
- 2010 Rocky Top 100K Bike Race in Knoxville—TBD 2010
- 2010 Haunted Half-Marathon, Cookeville, TN—October 2010
- 2011 Knoxville Half-Marathon—March 2011
- 2011 Rev3 Half-Ironman in Knoxville—May 2011

## Benefits of Sponsorship

Your support will:

- Help to raise awareness about the TBI recovery process and the wonderful work being done at PNRG
- Promote your company name, logo, and philanthropic efforts in the Knoxville area at the racing events and through media coverage
- Build the specialty race equipment for the team
- Be partially tax deductible as a gift to the Fort Sanders Foundation, a 501(c)(3) organization

## Corporate Sponsorship Opportunities

There are several sponsorship levels available. We can work with you to pick the best level for your company, including additional advertising opportunities as applicable. All corporate sponsor logos will be featured on our team banner in our Rev3 tent.

### **GOLD—\$10,000—only 2 available!**

- *Caroline Can!* title sponsor
- Primary positioning of company logo on tri-bike equipment and team jerseys
- Large logo included on all fundraising/event media announcements and fundraising emails

### **SILVER—\$5,000**

- Primary positioning of company logo on swim equipment and team jerseys
- Medium logo included on all fundraising/event media announcements and fundraising emails

### **BRONZE—\$1,000**

- Small company logo on team jerseys
- Small logo included on all fundraising/event media announcements and fundraising emails

## Why the *Caroline Can!* Campaign is So Special

To understand that, you need to meet Caroline yourself. She is an amazing young woman, struggling to overcome obstacles and hurdles the rest of us pray we never have to face. Cognitively, she is 100% fine. Instead, her limitations are physical, such as still working to regain the gift of speech. Despite this setback, she communicates through sign language and laughs with family and friends. She has worked so hard in therapy before that she actually got physically sick! Her dedication and desire to get well are inspiring. Caroline and her family have never once given up hope that she will have a full recovery. Thanks to the work being done at PNRC, the chances of that hope becoming a reality increase everyday.

But the *Caroline Can!* campaign is about more than just Caroline—it is about her family, friends, and the larger community impacted by TBI. The campaign's fundraising events have taken Caroline's story across Knoxville, up to the lake shores in New Hampshire, and even across the ocean to England. Inspired by Caroline's strong will and determination, the Owen family and friends have attempted some impressive physical feats including a 7.5 hour swimming relay inside the Dover Harbor (typically bad English weather prevented a safe attempt across the Channel) in 2008. And this past August, a group of 15 friends of the Owen brothers in DC completed a half-Ironman race and raised over \$13,000 for the cause, many of whom had never even met Caroline. They were inspired by her story, and all that she has accomplished over the past 3 years.



Caroline and the rest of the Owen family, sporting their *Caroline Can!* t-shirts, on the Dover shoreline, celebrating the successful swim.

This campaign is personal. It has grown through a grass roots effort to educate the public about Caroline, her plight, and the challenges of TBI treatment and recovery. We hope you will join us in the fight to help others who will need TBI treatment and care in the future.

**JOIN THE *CAROLINE CAN!* CAMPAIGN AS A CORPORATE SPONSOR!**

**Contact: Whitney Owen, *Caroline Can!* co-founder**

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**Your gift will help improve TBI care for years to come.**