



THE *Harold Pump*
FOUNDATION

CELEBRITY DINNER &
GOLF TOURNAMENT

Honoring OSCAR DE LA HOYA, MARCUS ALLEN, JERRY WEST, BRIAN DUNN

CELEBRITY GOLF TOURNAMENT & DINNER

Wednesday, August 3, 2011

Honoring

OSCAR DE LA HOYA

MARCUS ALLEN

JERRY WEST

BRIAN DUNN

MASTER OF CEREMONIES
Cedric the Entertainer

GOLF

Robinson Ranch Golf Club,
Santa Clarita, CA

DINNER

Hyatt Regency Century Plaza Hotel,
Los Angeles, CA



"Muhammad has always said that everything in life is about doing good. We all should be in a race to do good and these young men are in a race to do good to help so many other people."

Lonnie Ali - Foundation Gala 2010



The Annual Harold Pump Foundation Golf Tournament & Celebrity Dinner celebrates Harold's love of family and sports. Honoring his memory, this event raises money for the fight against cancer.

OSCAR DE LA HOYA

A superstar whose popularity transcends boxing, Oscar De La Hoya has been considered to be one of the best fighters of this era - "Pound-for-Pound."



De La Hoya's road to greatness began on the tough streets of East Los Angeles, California. Oscar started boxing at the age of six and reportedly had 228 amateur fights. His father and grandfather were both boxers, but it was clear that the most talented member of the De La Hoya clan was Oscar, who earned a spot on the 1992 US Olympic team, becoming the only U.S. gold medalist in the games. Oscar had vowed to win at the Olympics for his mother, who died of breast cancer when he was working towards making the Olympic team.

Oscar has been successful at the highest levels of competition, and has beaten numerous current or former world champions. De La Hoya turned pro with much fanfare on November 23, 1992, with a first round knockout of Lamar Williams. By his eighth fight he had stopped tough veteran Troy Dorsey in the first round, and by his 12th he was a world champion.

In October 2001, De La Hoya married Puerto Rican singer Millie Corretjer in a private ceremony in Puerto Rico; Oscar said, "Ever since I met her, my life has been different. I have what I want. I have my jewel in Millie." They have two children, Oscar Gabriel De La Hoya and Nina Lauren Ninette De La Hoya.

On April 15, 2009, De La Hoya announced his retirement from the ring as an active participant, but he promises to still be involved with the sport as a promoter and ambassador of the game.

MARCUS ALLEN

Marcus Allen will long be remembered as one of the best to ever play the game at any level. His contributions to the NFL and the college game are legendary. Marcus ended his illustrious career as the NFL's all-time leader on several prestigious lists. He played more games (222), rushed for more touchdowns (123), and caught more passes than any other running back in his era. The former MVP of Super Bowl XVIII and NFL Rookie of the Year was inducted into the Hall of Fame in 2003.



Allen began his NFL career in 1982 and played 16 years with both the Oakland Raiders and the Kansas City Chiefs. During that time he gained 12,243 yards rushing, 5,411 yards receiving, and scored 145 total touchdowns. At the time of his retirement he was the only player in NFL history with over 10,000 yards rushing and 5,000 yards receiving. He also set the NFL

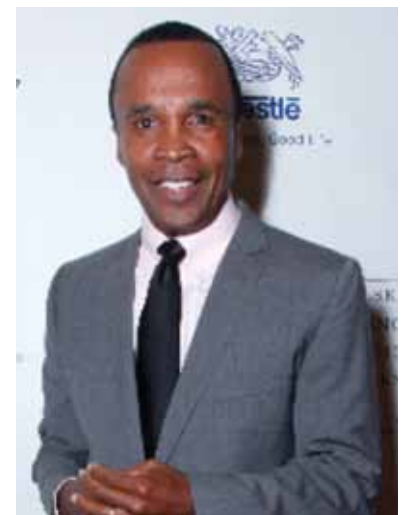
single season record in 1985 for combined yards rushing and receiving with 2,314. A six time Pro Bowl selection, Marcus Allen was a crowd favorite who always played the game with courage, tenacity, and class.

During his college career at USC, Marcus Allen caught the attention of a nation. While playing for the Trojans he became the first college player to rush for 2,000 yards in a single season in '81. During that season he also scored a record 22 rushing touchdowns and set 13 other NCAA records. He was awarded the coveted Heisman Trophy for his accomplishments that same year.

Even now, Marcus Allen's career continues to impress fans of both the college and professional level. He is arguably the best goal line runner to have ever played the game. A true Hall of Famer, his career on the field was the stuff of legends and he continues to live up to his reputation as an All-Star even in retirement.



The Pumps and 2010 Presenters and Honorees.



Sugar Ray Leonard

JERRY WEST

Combine a deadly jump shot, tenacious defense, obsessive perfectionism, unabashed confidence, and an uncompromising will to win, and you've got Jerry West, one of the greatest guards in NBA history.



During his 14-year playing career with the L.A. Lakers, West became synonymous with brilliant basketball. He was the 3rd player in league history to reach 25,000 points. He was an All-Star every year of his career and led L.A. to the Finals 9 times. He left the game holding records for career postseason scoring and the highest average in a playoff series.

When the chips were down, West was the guy the Lakers turned to for the big basket. Tagged "Mr. Clutch," West was responsible for perhaps the most famous buzzer-beater of all time: a 60-foot swish that tied Game 3 of the 1970 NBA Finals against the Knicks.

Like many NBA stars, West came from humble beginnings. A smallish youth, West didn't make junior high football, baseball or track teams. His only outlet was a basketball hoop nailed to a storage shed outside a neighbor's house. The dirt-covered court became his domain. In the rainy spring he dribbled in mud. When it snowed West played with gloves. He practiced shooting until his fingers bled. He taught himself his quick shot release by bouncing the last dribble hard off the ground. Until he got it right, the ball would frequently hit and bruise his face.

West was motivated by a relentless drive to succeed. Years after a game in which he hit 16 of 17 shots from the field, sank all 12 free throw attempts, and notched 12 rebounds, 12 assists and 10 blocked shots, West told the National Sports Daily, "Defensively, from a team standpoint, I didn't feel I played very well. Very rarely was I satisfied with how I played." This obsessive quest for perfection was a constant during West's playing years, and it continued in his later roles as coach and general manager of the Lakers, later, as president of basketball operations for the Memphis Grizzlies, and currently, in his charitable endeavors.



Dana Pump, Dr. J and David Pump.

BRIAN DUNN

Brian Dunn is the chief executive officer of Best Buy Co., Inc., a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. He assumed the role of Best Buy CEO on June 24, 2009.



Dunn started with Best Buy in 1985 as a sales associate when the company operated just a dozen stores. In 1989 he became a store manager and in 1990 a district manager in Minnesota. He was promoted to regional manager for Ohio, Indianapolis and Philadelphia stores in 1996, and in May, 1998 he became regional vice president of

the northeastern region, leading Best Buy's entry into that market. He was promoted to senior vice president of Division 3 Retail Sales in March 2000, which encompassed all of Best Buy's East Coast operations. He was named Executive Vice President of U.S. Retail in 2002, and President of Retail, North America, in 2004. He was named president and chief operating officer of Best Buy in 2006.

Dunn also is a member of the Best Buy Board of Directors. Dunn's multi-level career has equipped him with a special contextual understanding of how a company lives and breathes.



Frank and Barbara Robinson.

THE HAROLD PUMP FOUNDATION - DEDICATED TO RAISING FUNDS FOR THE TREATMENT AND CURE OF CANCER

PUMPED TO FIGHT CANCER

The **Harold Pump Foundation** (HPF) honors a beloved husband and father who lost his battle with cancer in 2000. Using their unique relationship-building talents and skills, Harold's wife Carole and their twin sons, Dana and David, have raised more than \$4.6 Million for the Leavey Cancer Center, Harold and Carole Pump Department of Radiation Oncology, the Carole Pump Women's Center at Northridge Hospital Medical Center and other non-profit community charities.

The HPF's three primary goals are to 1) Bring the best diagnostic and therapeutic technology to our community. 2) Reach out to our underprivileged community to educate and screen for cancer. 3) Comfort patients and families through a variety of holistic and supportive services.

"REACHING OUT" COMMUNITY HEALTH FAIRS

Nearly 2,000 FREE Cancer Screenings Provided for the Underinsured and Uninsured

Thanks to the generosity of the HPF, the Carole Pump Women's Center and the Thomas and Dorothy Leavey Cancer Center hosted four community health fairs for the uninsured and under-insured in 2010. These health fairs attract hundreds of people who receive free breast, cervical, prostate and skin cancer screenings in addition to free blood pressure, blood glucose and diabetes testing. Since prevention is key, attendees also learn how to decrease their chances of cancer diagnosis.

FREE SCREENINGS BY THE NUMBERS

Through the funding of the HPF there were:

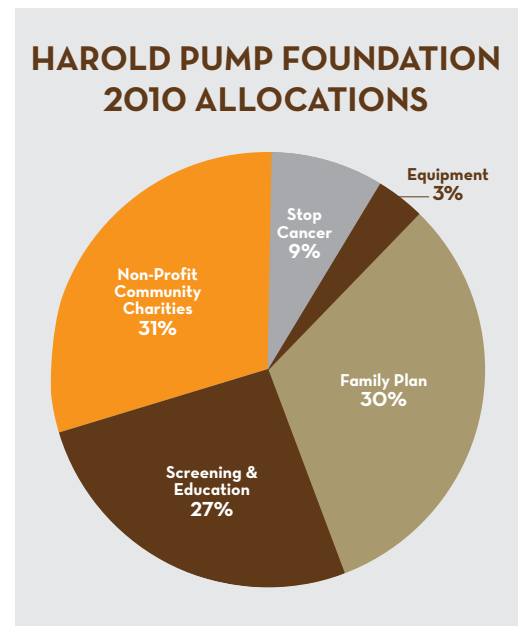
- **1,254 mammograms** performed in 2010. Of these, there were 12 cancer findings.
- **139 colonoscopies** performed with zero cancer findings.
- **378 cervical exams** performed with one abnormality but no cancer.
- **76 digital rectal exams (DRE)** and **143 Prostate Specific Antigen (PSA)** with no cancer findings.

COMMUNITY RESPONSE:

"Receiving these services at no cost in today's economy is a great benefit. With positive or negative results, women like me know our status and can take action if needed."

"Because of the Harold Pump Foundation, I had the opportunity to get screened for breast and cervical cancer. Many of us have no means of getting them otherwise."

"Thank you for the extremely generous humanitarian service you offer the community—I shared my wonderful experience with relatives and friends."



FAMILY PLAN - SUPPORT FOR THOSE IN NEED

The Family Plan Fund assists patients and their families with payment for services or equipment needs. Patients who are hospitalized or at home with a cancer diagnosis face many difficult hours filled with painful treatments, unpleasant side effects, invasive tests and much uncertainty. This is interspersed with periods of boredom, depression and fatigue - making it a very difficult time for the patient and their families.

In 2010, the HPF provided cancer patients with over 8,485 hours of home healthcare and one-on-one support.

Also for those cancer patients with no means of travel, the Family Plan made transportation available to and from the hospital for treatment and tests with over 410 rides.

FAMILY LETTERS:

"Thanks for helping my family during such a hard time. Because of your kind hearts, my mom has the care she needs."

"Thank you for helping and making my dad's last days comfortable. We very much appreciate what you did."

EDUCATION AND SCREENINGS

Educating the community about cancer prevention and early detection is vital to the health of our residents. In 2010, the HPF Outreach Program educated 4,832 people at 46 community events. Education is provided in both English and Spanish.

The HPF partnered with several community organizations to provide this vital outreach including California State University - Northridge, Northridge Fashion Center, Avon Foundation, Stop Cancer, Vallarta Supermarkets, Los Angeles Unified School District, WeSpark, West Valley YMCA, Relay for Life, local community health fairs and churches.

STOP CANCER—\$50,000 for Cancer Research

The HPF has partnered with Stop Cancer to provide \$50,000 in funding for lymphoma research. The mission of Stop Cancer is to find a cure for cancer by funding innovative cancer researchers at the three National Cancer Institute - designated Comprehensive Cancer Centers in the Los Angeles area.

CANCER FIGHTING EQUIPMENT

The HPF provided more than \$17,000 in 2010 to ensure the Leavey Cancer Center and Harold and Carole Pump Department of Radiation Oncology continues to have the most advanced cancer-fighting equipment resulting in more precise diagnoses and faster recoveries.



Elgin Baylor.



Dana Pump, Ozzie Smith, Rollie Fingers and David Pump.



Snoop Dogg, Cedric the Entertainer, Jamie Foxx.



Warren Sapp and Brian McKnight.

THE *Harold Pump*
FOUNDATION



Snoop Dogg, Cedric the Entertainer, Jamie Foxx, Dana Pump, Denzel Washington, David Pump and Morgan Freeman.



Gale Sayers.



"Most Interesting Man in the World" Jonathan Goldsmith and wife.

"Most importantly, if you're honoring us, you're honoring all those people whose lives have been touched by this beast, and who every day fight that battle. And with the help of these two slightly overweight red-headed freckle-faced Jewish boys, they'll win the battle."

Denzel Washington - Foundation Gala 2010



Michael Strahan.



Warren Moon and Dana Pump.



Rick Fox and Eliza Dushku.



Laila Ali.



Dana Pump, Eddie Murray and David Pump.



Lisa Leslie.



Dana Pump, Artis Gilmore and David Pump.



Michael Irvin.



Dana Pump, Deion Sanders and David Pump.



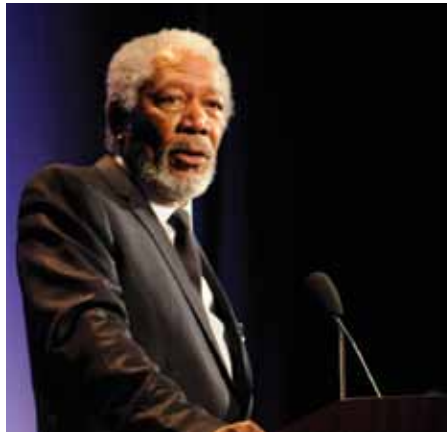
Judge Mathis.



Oscar De La Hoya.



Dana Pump with Jerry Rice.



Morgan Freeman.



Jaleel White.



Pumps with Michael Clarke Duncan and Omarosa.



Brian McKnight and Annalisa Mungcal.



CELEBRITY GOLF TOURNAMENT & DINNER

Honoring **OSCAR DE LA HOYA, MARCUS ALLEN, JERRY WEST, BRIAN DUNN**
 August 3, 2011 • Hyatt Regency Century Plaza Hotel, Los Angeles, CA

SPONSORSHIP & TRIBUTE JOURNAL OPPORTUNITIES

● EVENT SPONSORSHIP \$50,000

- 2 page spread in Tribute Journal
- VIP table of 20 and 4 celebrity guests - premiere seating
- Hosted Parking
- Event Sponsorship recognition in all printed materials, including the HPF website.
- 4 threesomes plus 4 celebrity players
- Tee Sponsorship featuring corporate signage
- Event "Golf Sponsor" recognition at Tournament
- Opportunity to contribute promotional incentives

● PLATINUM SPONSORSHIP \$30,000

- Platinum full-page ad in Tribute Journal
- VIP table of 10 and 2 celebrity guests - preferred seating
- Hosted Parking
- Platinum Sponsor recognition in all printed materials, including the HPF website.
- 3 threesomes plus 3 celebrity players
- Tee Sponsorship featuring corporate signage
- Platinum "Golf Sponsor" recognition at Tournament
- Opportunity to contribute promotional incentives

● TITLE SPONSORSHIP \$20,000

- Title full-page ad in Tribute Journal
- VIP table of 10 and 2 celebrity guests - special seating
- Title Sponsor recognition in all printed materials, including the HPF website.
- 2 threesomes plus 2 celebrity players
- Tee Sponsorship featuring corporate signage
- Title "Golf Sponsor" recognition at Tournament
- Opportunity to contribute promotional incentives

● GOLD SPONSORSHIP \$10,000

- Gold full-page ad in Tribute Journal
- Table of 10 at dinner
- Gold Sponsor recognition in all printed materials.
- 1 foursome in golf tournament
- Tournament Signage

● BRONZE SPONSORSHIP \$6,500

- Bronze Half-page ad in Tribute Journal
- 4 dinner tickets
- 1 foursome in Golf Tournament
- Tournament Signage

- TABLE SPONSOR • Table of 10 at dinner \$6000
- INDIVIDUAL DINNER TICKET \$600
- INDIVIDUAL GOLFER \$600

TRIBUTE JOURNAL RATES

- Outside Back Cover (7.5" x 10") \$3,500
- Inside Cover (Front/Back) (7.5" x 10") \$2,000
- Full Page Ad (7.5" x 10") \$1,000
- Half Page Ad (7.5" x 4.875") \$750
- Camera Ready art attached
- Design attached copy

All ads are color and non-bleed, with the exception of Event Sponsor spread. For ad copy we encourage MAC high-resolution (300 dpi) PDF, TIFF or EPS files with fonts embedded. CD's (along with a hard copy of finished art) are preferred or e-mail to tai@taievents.com if under 6 MB. For ads above 6 MB, please send via www.YouSendIt.com. If you would like us to design your ad, please attach copy and any instructions with a copy of this form. For more information, or to reserve your advertising space, please call TAI Events, Inc. at (310) 996-1188. The deadline for the tribute journal is **July 15, 2011.**

Please indicate exactly how you wish to be listed on event materials above

Enclosed is a check in the amount of \$_____ or please charge \$_____ to my Visa MasterCard AMEX

I/We regret that we are unable to participate in this year's event, but would like to make a donation in the amount of \$_____

Credit card# _____

Exp. Date _____ Code _____

Signature _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Bus phone _____ Home phone _____

Email _____

Send form, artwork, and check to:

THE HAROLD PUMP FOUNDATION

13636 Ventura Blvd., Suite 416, Sherman Oaks, CA 91423

ww.haroldpumpfoundation.com • 310.445.2588 (phone)

888.801.7981 (toll free) • 310.996.1198 (fax)

Tax ID # 95-4807001

MISSION STATEMENT

The mission of the Harold Pump Foundation is to raise funds and create awareness for the treatment and cure of cancer. By engaging the community, sports leaders, and those touched by this disease, financial support is given to the development of cancer treatments, programs and services as well as the procurement of advanced medical technologies.

BOARD OF DIRECTORS

Dana Pump,
*Founder &
President*

Ken Bentley,
*Nestlé USA
Vice President*

Steve Ambers,
*Myriad Litigation
Solutions, LLC
Treasurer*

Scott Avila,
CRG Partners Group, LLC

Tony Brown, Esq.,
Quinn Emanuel LLP

Jordan Cohen,
REMAX

Charles Delle Donne,
Fidelity Investments [Retired]

Andrew Dervin,
Valencia Pipe Company, Inc.

Bill Ficke,
Pieland LLC

Terry Fitch,
Coca-Cola

Sam Goldfeder,
Excel Sports Management

George Haralambous,
Agron, Inc.

James Hassett,
Trust Company of the West

Kenneth Hepps, M.D.,
Northridge Hospital

Marc Herman, CEO,
Wildcat Apparel Group

Marc Kerner, M.D., F.A.C.S.,
Private Practice

Percy Knox, Jr.,
*SIR Consulting/Élevée
Custom Clothing*

Hon. Darlene Lokey-Anderson,
*Office Hearings and Appeals,
Secretary of Defense*

Greg Malins,
*Emmy Nominated
Television Writer*

Chris Mussallem,
Entrepreneur

Mark Panfil,
*Panfil Wealth
Management*

Michael Pizzo,
W.J. Bonfanti

Carole Pump,
Founder

David Pump,
Founder

Barry Rudin,
Barry's Ticket Service

Christine Schaeffer,
Meissner MFG. Co., Inc.

Vivian Schoug-Wedelstedt,
Eddie's Kids

Jonathan Schwartz,
GSO Business Management

Ryan Stromsborg,
PARQADVISORS

Brian Whiteman,
Dot Printing

Member Ex-Officio

Brian Hammel,
Northridge Hospital Foundation

Michael Wall, CEO,
Northridge Hospital Medical Center