

BUGS AND BREW 2017
Benefiting
The Drew Rodrigue Foundation

May 20, 2017
Fulton Street
New Orleans, Louisiana 70130

SPONSORSHIP INFORMATION PACKET



BUGS AND BREW 2017

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The Event

Bugs and Brew for Drew is the signature event of The Drew Rodrigue Foundation. It is a crawfish boil cook off and beer festival with live music and creative crawfish dishes from local restaurants. The inaugural event was held at Drew's alma mater, Jesuit High School, but after three years, the event outgrew the space. In 2013, the Foundation moved from Jesuit's campus and in 2015 it settled into its current site on Fulton Street.

All proceeds from the event benefit The Drew Rodrigue Foundation. The Foundation was created in honor of Drew to raise awareness for individuals who are striving to overcome their battle with cancer and provide support for their patient, families, and friends. Our mission is to raise funds for cancer research, oncology centers, and for carrying on one of Drew's greatest passions through donations to youth athletic programs.

Past Initiatives

The Foundation was started in 2010, and during the first year, in collaboration with YATS (Young Adults Taking a Stand) Against Cancer, it raised \$50,000.00. The funds raised were donated to the Drew Rodrigue Memorial Fund with the Leukemia and Lymphoma Society (LLS), which LLS used to establish a research grant targeted at Advanced Hodgkin's disease. This donation was the single largest contribution in the history of the Louisiana Chapter of LLS!

In 2011, the Foundation committed to establishing a fund that would carry on Drew's generosity and passion for youth athletics. When Drew was coaching football at Abbeville, he would often pay out of pocket to provide equipment to his players that needed a little help. Accordingly, the Foundation created the Drew Rodrigue Memorial Equipment Fund for Abbeville High School. The Equipment Fund helps kids who can't afford essential equipment – such as football cleats – so that the students have an opportunity to get out and play some ball.

In addition to establishing the Drew Rodrigue Memorial Equipment Fund in 2011, the Foundation also awarded \$5,000 to the Patient Education Program at Mary Bird Perkins Cancer Center. This program consists of workshops and support groups for patients and their family members so they may receive information on treatment options, emotional support and healthy lifestyle choices.

In 2012, the Foundation matched its 2011 donation to the Patient Education Program at Mary Bird Perkins Cancer Center. It also funded a signature project benefiting Eric Searcy, a much deserved pillar in the community in his own right.

Eric Searcy was student athlete on the University of Louisiana at Lafayette Baseball team in 1998. On his way home from practice one evening, tragedy struck when a drunk driver hit Eric leaving him paralyzed from the mid back down. Over the course of the next few years, Eric endured numerous surgeries, complications, and therapies, but he maintained his unwavering spirit completed his college education at LSU. After graduating, Eric created his own foundation to help others who are paralyzed in unthinkable accidents.

In recognition of Eric's selfless drive and unbreakable spirit, the Foundation outfitted Eric with a customized Action Track Wheel Chair, which increases his mobility in his day to day activities and enabled him to pursue one of his greatest passions which he was unable to participate in following his accident, hunting. To Eric's great surprise, the Action Track Wheel Chair and a trip to a wheelchair accessible turkey hunting ranch in Texas were revealed to him at an event where Eric was speaking. A video of the big reveal can be found [here](#).

In 2013, the Foundation teamed up with The Wellness Studio – a local mental health counseling practice – and the New Orleans Sports Foundation to put on a wellness workshop before the New Orleans Bowl. The workshop provided inspiration to over 500 high school athletes to keep striving through life adversity to reach their goals by giving the students an opportunity to interact with a panel of athletes who have faced and overcome immeasurable circumstances in their life, both on and off of the field.

In addition to putting on the workshop, the Foundation honored Dr. Matthew Matherne, who was one of the youngest individuals in the world to be diagnosed with Frontal Temporal Lobe Dementia. Including Dr. Matherne, there have been only 10 documented cases of FRD in patients under 30. The Foundation honored him with a signature portrait by famed local artist, Frenchy. The portrait captured Dr. Matherne and his wife, Amy, as he advanced to late stage FRD. Although Dr. Matherne has since passed, his wife continues his legacy by advocating and fundraising for further research with the Mayo Clinic. She chronicled her experience of caring for her husband at <http://mattmatherne.blogspot.com>.

2014 was a deeply personal and sobering year for the Foundation, as one of our dearest friends, Chef Carl Schaubhut, was diagnosed with gastrointestinal cancer. To aid Carl in his battle with cancer, the Foundation placed our annual event on hold, and banded together with the New Orleans restaurant community to hold Kicking Cancer in the Gut, which raised \$50,000.00. All of the proceeds from that event were donated to Carl to help his family and to cover his medical expenses.

In 2015, the Drew Rodrigue Foundation embarked on its latest charitable endeavor. The Foundation partnered with The Bella Bowman Foundation and Our Lady of the Lake Children's Hospital to create the inpatient and outpatient playrooms for children 21 years old and younger that are being treated for cancer at the soon to be opened state of the art, medically advanced treatment center. The hospital is a St. Jude Affiliate Cancer Center and will service children all across Louisiana. The Foundation committed to raising \$100,000.00 over a five year period, and the hospital is currently slated to open in the spring of 2018.



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Sponsorship Request Letter

Oscar J. Tolmas Charitable Trust
info@ojtolmastrust.org

Re: Oscar J. Tolmas Charitable Trust Sponsorship of Bugs and Brew 2017

To Whom It May Concern:

The Drew Rodrigue Foundation is a non-profit organization working to raise awareness for individuals who are facing adversity. In the past our organization has raised funds and awareness for cancer research, physical disabilities, individual empowerment, and much more. Each year as we grow our efforts to help those in need, we also aim to pass on our enthusiasm to bring the community together in the spirit of helping others.

Our signature event, Bugs and Brew, is in the midst of fundraising for 2017, and this year we are taking it to the next level! Traditionally, this event is a crawfish boil cook-off, with plenty of beer and great music – past artists include Papa Gross Funk and Honey Island Swamp, as well as many others. In 2015, following our collaboration with area restaurants for Kicking Cancer in the Gut, we added a culinary element to the event. This year, we are working with Harrah's, New Orleans to expand our event to include additional space on Fulton Street, to increase the involvement of the restaurants that line Fulton Street, and to move the event from Sunday afternoon to Saturday afternoon and evening. We anticipate that these changes will lead to an extraordinarily successful year!

We invite the Oscar J Tolmas Charitable Trust to participate in this event, which continues to maintain its focus on bringing great beer, a spirited crawfish competition, and signature local music to our guests, all with the goal of raising funds for our charitable efforts. I look forward to hearing from you and working with you on Bugs and Brew this year and into the future.

Please note that all contributions are tax deductible to the extent allowed by law. DRF is a 501(c)(3) Louisiana non-profit organization, Tax ID #27-2135803.

Thank you for your time and consideration. We greatly appreciate your support of this important and worthwhile fundraiser.

Warmest Regards,

Mary Kathryn Rodrigue



BUGS AND BREW 2017

Donation Form

Name of Company: _____
(As you would like to be presented)

Contact: _____

Address: _____

City/State/Zip Code: _____

Email: _____

Phone: _____

Fax: _____

Description of Contribution(s):

Value (Each item please): _____

Approved: _____

Date: _____

BUGS AND BREW 2017

Drew's Story

Edward Andrew Rodrigue, III (1981-2009)

"Let's be real, cancer sucks. I'm no hero; I just do what I got to. I've had a positive attitude through most of it. That is not to say that I don't have my weaker moments as well. I say it is what it is and you can't do anything to change it, but fight the fight."

~ Drew Rodrigue, July 31, 2009

Drew was first diagnosed with Hodgkin's Lymphoma in 2002, and succumbed to his disease on August 15, 2009. Throughout his battle, Drew endured chemotherapy, radiation, two stem cell transplants, and eleven clinical trials.

When he was diagnosed, Drew was only twenty years old and a junior at the University of Alabama, and he spent the next seven years earning his degree. He enrolled every semester, but there were multiple times when he had to take medical leave and travel to MD Anderson for treatment. Including the University of Alabama, where Drew completed his first 2+ years of college, he eventually attended four different universities in his quest to earn his degree. He endured complex experimental treatments and months away from home both for treatment at MD Anderson and to escape his flooded home following Hurricane Katrina.



Throughout all of these challenges one thing remained constant, Drew's passion for football. He was a fullback for five years at Jesuit High School, and he was awarded Academic All-State honors in 2000. During one of his stem cell transplants at MD Anderson, he received a visit from his running backs coach, Robert Toomer, who was coaching high school football in the Houston area. Following that meeting, the two remained close, and Coach Toomer offered Drew the opportunity to coach with him when Drew was ready.

In 2007, Coach Toomer became the head coach of Abbeville High School in Abbeville, LA, and he asked Drew to be the running backs and special teams coach. Since Drew had not yet finished college, the position was voluntary; however, Drew jumped at the chance to pursue his occupational dream. He moved to Lafayette, LA, and enrolled at the University of Louisiana at Lafayette.

As soon as he moved into his new home, he went right to work creating a Saints room, equipped with black and gold painted walls, fat heads, and a jersey that was signed by Drew Brees. The jersey provided hope, courage, inspiration, and resiliency to Drew for years during his fight with cancer. It simply stated, "To Drew, Stay Tough, Love, Drew."

While he coached at Abbeville and attended school at ULL, his family and his future wife, Mary Kathryn Rodrigue, would drive down every Friday to see him on the side lines, wearing a headset, and watch him live out his dream of coaching football. Since Drew was still undergoing treatment, there were times when he had to coach games with chemotherapy being administered from a backpack. Although he could

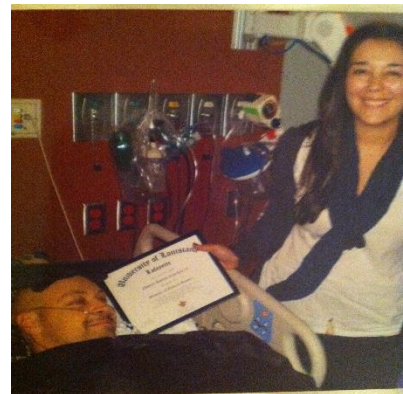
not hide the backpack nor what it contained, he never let his players see him weak, and he used it as a motivational tool, telling his players that anything is possible and not even cancer could dim the Friday night lights.

After nine years of dating, Drew and Mary Kathryn were married on April 18, 2009. Upon returning home from their honeymoon one week later, Drew began running high fevers and he was in and out of the hospital. On August 7, 2009 Drew was admitted to MD Anderson for the last time. He passed away on August 15, 2009.

During that last week, friends and family travelled from all over the country to see Drew one last time, yet Drew never uttered the words good bye. He remained brave and strong, telling everyone he would see them soon.

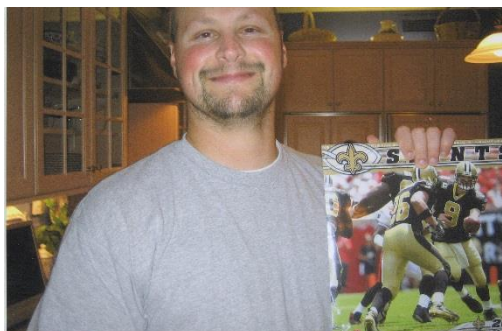
As for school, Drew had two classes remaining. With persistent phone calls, Drew and Mary Kathryn eventually spoke with the dean, who graciously asked Drew's teachers to average his grades, which qualified him for graduation. They managed to find a cap, gown, and make a diploma, and on the night of August 14, 2009, with his friends and family surrounding him, Drew graduated from college.

Drew's life was spent believing the notion that cancer would not win each day. He endured side effects that made him feel weak, but he refused to let cancer stop him from laughing, coaching, and encouraging young men to live their dream no matter what happens.



Although Drew was not cured of his disease, contributions to research and supportive services enables individuals, like Drew, to live longer and play harder.

To learn more about Drew and The Drew Rodrigue Foundation, please visit:
www.drfnola.org



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Future Goals and Initiatives

The Drew Rodrigue Foundation was created in honor of Drew Rodrigue, who battled Advanced Hodgkin's Lymphoma for 7 years and succumbed to his disease in August 2009. During his battle, Drew pursued his passion for coaching football, finished college, and married the love of his life. This Foundation was created by his family and friends to continue Drew's passion for helping youth athletic programs, fund research for his cancer type, and provide education and support for patients and their caregivers.

With the proceeds from Bugs and Brew 2017, the Foundation will continue to fund its commitment to the Bella Bowman Foundation and Our Lady of the Lake Children's Hospital to create the inpatient and outpatient playrooms for children 21 years old and younger that are being treated for cancer at the soon to be opened state of the art, medically advanced treatment center. The hospital is a St. Jude Affiliate Cancer Center and will service children all across Louisiana. The Foundation committed to raising \$100,000.00 over a five year period, and the hospital is currently slated to open in the spring of 2018.

In keeping with the "signature projects" tradition that has developed over the last several years, the Foundation continues to identify people who embody the gregarious, selfless, and unbreakable spirit of Drew. The Foundation takes pride in identifying deserving recipients and presenting them with creative benefits to thank them for the example that they set for others. The details of our next project will be announced at a later date.

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Sponsorship Levels

Bronze Sponsor:

A Bronze Sponsor is any company or individual that donates \$500.00. Bronze Sponsors will have their logo on our website, newsletter, and social media.

Silver Sponsor:

A Silver Sponsor is any company or individual that donates \$1,500.00. Silver Sponsors receive all of the benefits that Bronze Sponsors receive, plus signage at the event, which will be placed near the boiling teams, restaurants and VIP areas.

Gold Sponsor:

A Gold Sponsor is any company or individual that donates \$5,000.00. Gold Sponsors receive all of the benefits that Silver Sponsors receive, plus the Foundation will mention Gold Sponsors on news and radio media spots.

Title Sponsor:

A Title Sponsor is any company or individual that donates \$10,000.00 or more. Title Sponsors receive all of the benefits that Gold Sponsors receive, plus company signage on stage and recognition as a Title Sponsor in all publications, ads, and social media posts.