



# Prouty Sponsorship Opportunities

## Company Name

*Please join us for the 40<sup>th</sup> Annual Prouty!*

*Plans are underway for the 40<sup>th</sup> Prouty and we promise to bring an inspirational event to our community, despite the global pandemic. We will produce an enhanced virtual event in 2021 which will include a live ceremony broadcast, ProutyGear Rewards with curbside pick-up, and much more to raise vital funds for The Friends of the Norris Cotton Cancer Center.*

*We will announce our in-person Prouty participation options in early spring 2021 based on safety and health guidelines. Space will be limited. In-person participation sign-ups will open to pre-registered participants first. Stay-tuned for more details!*

*Thank you for your continued support.*

**June 1 – July 10 , 2021**

 **The Friends of  
NORRIS COTTON  
CANCER CENTER**  
Dartmouth-Hitchcock



## The Prouty

The Prouty is northern New England's largest family-friendly fundraising event combining cycling, walking, and more to raise funds and awareness for life-saving research and critical patient and family supportive services at Dartmouth and Dartmouth-Hitchcock's Norris Cotton Cancer Center.

### Cancer touches everyone.

At Dartmouth-Hitchcock's Norris Cotton Cancer Center we are on the cutting-edge of research and we are leaders in compassionate patient-centered care. In the United States, one in three men and one in two women will die of cancer. The Prouty and the Friends of the Norris Cotton Cancer Center work to change those statistics to prevent cancer, cure the disease, and enhance survivorship.

### Science saves lives.

At the Norris Cotton Cancer Center, lives are being saved each day thanks to ground-breaking research and clinical trials. Cancer research is expensive, and The Prouty and the Friends help drive science forward here and around the world. Funds raised by The Prouty make vital research possible by providing seed-funding to researchers to make new discoveries, develop novel technologies to prevent cancer, and implement innovative cancer treatments.

### We care for our communities.

As the only rural National Cancer Institute comprehensive Cancer Center in the country, Norris Cotton Cancer Center provides exceptional patient and family supportive services to the communities we serve throughout the Northeast. Each year, The Prouty and the Friends of the Norris Cotton Cancer Center help fund more than 26,000 instances of meaningful supportive services for patients and families – free of charge.

### You make it happen.

We are a rural community with global impact. By sponsoring The Prouty, you are making important research and services possible – offering hope and care to those affected by cancer and for future generations. We are Friends helping friends.

## Why sponsor The Prouty?

Federal funding for research remains increasingly scarce, it is vital for cancer research funding to come from other sources, like The Prouty.

Join our Prouty community and receive many months of corporate visibility throughout northern New England while supporting patient services and cancer research that makes a difference.

## Our Community

The Prouty raises more than **\$3 million** annually.

- **4,000** registered participants
- **1,000** volunteers
- **150** corporate sponsors
- **36%** of the participants are **between the ages of 25-54**
- **50% men** and **50% women**.
- **74%** of Prouty participants are from **NH and VT**
- Prouty participants are from **44 states**, the District of Columbia, and **8 foreign countries**

## Prouty Annual Visibility



Email distribution = **19,000+**  
Average open rate = **30%**



The Friends of NCCC Facebook =  
**3,300 followers** with **275,000 organic impressions**



Clicks to TheProuty.org = **48,000+**





# Your Support Makes A Difference

## Who are the Friends of Norris Cotton Cancer Center?

The Friends began in 1982. Over the 39 years it's been supporting Norris Cotton Cancer Center, more than \$48 million has been raised to support cancer research and patient supportive services.

## Where Does the Money Go?

This money helps fund world-class research, state-of-the-art equipment, critical education programs, and innovative clinical trials that make a difference in the treatment of cancer patients all over the world. Funds from the Friends also go toward important patient and family support services that help ease the journey of cancer patients and their families, such as support groups, massage therapy, art and writing programs, transportation assistance, resource libraries, and more.

## Cancer Center Facts and Figures

### CLINICAL CARE

- 32,000+** Patients served annually system-wide
- 3,700+** New cancers diagnosed in our system annually
- 200+** Cancer specialists
- 160+** Open clinical trials
- 17+** Interdisciplinary, cancer-specific and patient-centered oncology programs

### RESEARCH

- 160+** Senior scientific investigators from 21 departments within Dartmouth College
- 200+** Research projects within four programs; Immunology and Cancer Immunotherapy, Translational Engineering in Cancer, Cancer Population Science, Cancer Biology Therapeutics
- 40+** Consecutive years of core funding from the National Cancer Institute

In the last year, we provided

**27,745**

**instances of Patient and Family Support Services, including:**

- Transportation and grocery assistance
- Support groups
- Massage, writing, art, and harp therapy
- Nutrition, yoga, mindfulness, and Tai Chi classes
- Comfort cart and library resources

**7x**

**innovative pilot projects leverage Prouty's initial investment, bringing in an average of 7x additional research funding**



# Partnership Benefits and Recognition

PRESENTING Sponsor \$100,000	GOLD Wheel \$40,000	PALLADIUM Wheel \$25,000	SILVER Wheel \$15,000	TITANIUM Wheel \$10,000	COPPER Wheel \$5,000*	BIG Wheel \$2,500	SPOKES Sponsor \$1,000
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## OPPORTUNITIES

Naming opportunities and category exclusivity	✓							
Corporate Friends Member	✓	✓	✓	✓	✓	✓		

## MEDIA, PRINT & ELECTRONIC RECOGNITION

Dedicated email blast featuring partnership	✓	✓						
Inclusion in Prouty press release	✓	✓						
Logo on Prouty homepage	✓	✓	✓					
Comcast TV PSA	✓	✓	✓					
Ultimate brochure insert (14,000)	✓	✓	✓	✓				
Radio PSA interviews	✓	✓	✓	✓				
Prouty email footer inclusion (19,000)	✓	✓	✓	✓	✓			
Logo on Prouty flier (poster)	✓	✓	✓	✓	✓	✓		
Inclusion in Prouty brochure (14,000)	logo	logo	logo	logo	logo	logo	name	
Featured in social media post	dedicated	dedicated	dedicated	dedicated	within level	within level	within level	within level
Inclusion in Prouty Chronicle (7,000)	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on Prouty sponsor website with links	logo	logo	logo	logo	logo	logo	logo	name
Inclusion in Full Page Thank You Ad	✓	✓	✓	✓	✓	✓	✓	✓

## VIRTUAL EVENT RECOGNITION

Opportunity to speak during virtual ceremony broadcast	✓	✓						
Verbal recognition during virtual ceremony broadcast	✓	✓	✓	✓				
Visual recognition during virtual ceremony pre-show broadcast	✓	✓	✓	✓	✓	✓		
Opportunity to include item in Prouty goodie bag (2,000)	✓	✓	✓	✓	✓	✓		

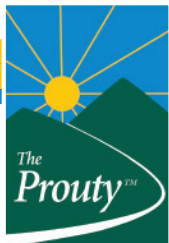
## ON-SITE EVENT RECOGNITION

Ultimate bike jersey branding	logo	logo	logo					
Your banner at event site on Rte. 10 (6 days)	✓	✓	✓	✓	✓			
Prouty bike jersey branding	logo	logo	logo	logo	logo			
Onsite sponsor tent	✓	✓	✓	✓	✓	✓		
Logo on mission moment signage	✓	✓	✓	✓	✓	✓		
Inclusion in Prouty t-shirt (5,400)	logo	logo	logo	logo	logo	logo	name	
Complimentary bike jersey or dri-fit t-shirt	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to display banner at SAG stop	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on Thank You signage	✓	✓	✓	✓	✓	✓	✓	✓

Corporate sponsorship can include employee participation in the Prouty. For each additional employee participant – excluding the Ultimate – add \$150 to your corporate sponsorship total.

\*A sponsor at the \$5,000 level and above is a "Corporate Friend" and receives:

- Visibility at Friends events year-round
- Honored at Friends Annual Fall Reception



## 2021 Corporate Sponsorship Pledge Form

*We are pleased to sponsor The Prouty and The Prouty Ultimate at the following level:*

- |  |   |
|--|---|
| <input type="checkbox"/> <b>\$100,000</b> Presenting Sponsor     | <input type="checkbox"/> <b>\$10,000</b> Titanium Wheel Sponsor |
| <input type="checkbox"/> <b>\$40,000</b> Gold Wheel Sponsor      | <input type="checkbox"/> <b>\$5,000</b> Copper Wheel Sponsor    |
| <input type="checkbox"/> <b>\$25,000</b> Palladium Wheel Sponsor | <input type="checkbox"/> <b>\$2,500</b> Big Wheel Sponsor       |
| <input type="checkbox"/> <b>\$15,000</b> Silver Wheel Sponsor    | <input type="checkbox"/> <b>\$1,000</b> Spokes Sponsor          |

### Method of Payment (check one):

- ☐ Enclosed is our check for \$\_\_\_\_\_, payable to DH-H/The Prouty (Please note "Prouty Sponsorship" in the check memo.)
- ☐ Please charge \$\_\_\_\_\_ to my ☐ Visa ☐ MC ☐ AmEx. Card #: \_\_\_\_\_  
Expiration: \_\_\_\_\_ CVW Code: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_
- ☐ Please send an invoice. (If you prefer to be invoiced at a later date, please indicate the month you would like to receive an invoice: \_\_\_\_\_ )
- ☐ In-kind Sponsor

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

Sponsorship Contact: \_\_\_\_\_

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

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

Assistant Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

\*Please send your company logo in high resolution and vector format to [info@TheProuty.org](mailto:info@TheProuty.org).

Tax ID #26-4812335

**Please return this form to:**  
**Jaclynn Rodriguez, Executive Director**  
**Friends of Norris Cotton Cancer Center**  
**One Medical Center Drive**  
**Lebanon, NH 03756**