

Prouty Sponsorship Opportunities

Company Name

Please join us for the 41st Annual Prouty!

Plans are underway for the 41st Prouty and we are excited to bring the community together for a traditional Prouty with new enhancements to raise vital funds and awareness for the Friends of the Norris Cotton Cancer Center.

Thank you for your continued support.

July 9, 2022

The Prouty Ultimate July 8-9, 2022





Go all in to end cancer.

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 support 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 support services to the communities we serve throughout the Northeast. Each year, The Prouty and the Friends help fund more than 27,000 instances of meaningful support 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 **\$4 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 = **39%**



Friends of NCCC & Prouty Facebook:
4,191 followers with **303,393 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 40 years it's been supporting Norris Cotton Cancer Center, more than \$52 million has been raised to support cancer research and patient support 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

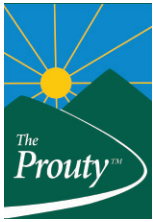
27,745

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 \$50,000 | PALLADIUM Wheel \$25,000 | SILVER Wheel \$15,000 | TITANIUM Wheel \$10,000 | COPPER Wheel \$5,000* | BIG Wheel \$2,500 | SPOKES Sponsor \$1,000 |
|------------------------------|---------------------|--------------------------|-----------------------|-------------------------|-----------------------|-------------------|------------------------|
|------------------------------|---------------------|--------------------------|-----------------------|-------------------------|-----------------------|-------------------|------------------------|

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 DEADLINE: 3/1/22 | ✓ | ✓ | ✓ | | | | | |
| Ultimate brochure insert (14,000) DEADLINE: 3/1/22 | ✓ | ✓ | ✓ | ✓ | | | | |
| Radio PSA interviews DEADLINE: 3/1/22 | ✓ | ✓ | ✓ | ✓ | | | | |
| Prouty email footer inclusion (19,000) | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Logo on Prouty poster DEADLINE: 3/1/22 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Inclusion in Prouty brochure (14,000) DEADLINE: 3/1/22 | 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) | logo | logo | logo | logo | logo | logo | name | name |
| Inclusion on Prouty sponsor website with links | logo | logo | logo | logo | logo | logo | logo | name |
| Inclusion in Full Page Thank You Ad | name | name | name | name | name | name | name | name |

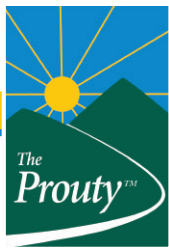
EVENT RECOGNITION

| | | | | | | | | |
|---|------|------|------|------|------|------|------|---|
| Opportunity to speak during opening ceremony | ✓ | ✓ | | | | | | |
| Ultimate bike jersey branding DEADLINE: 4/14/22 | logo | logo | logo | | | | | |
| Verbal recognition during opening ceremony | ✓ | ✓ | ✓ | ✓ | | | | |
| Your banner at event site on Rte. 10 (6 days) | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Prouty bike jersey branding DEADLINE: 4/14/22 | logo | logo | logo | logo | logo | | | |
| Onsite sponsor tent | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Visual recognition at Prouty kickoff | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Inclusion in Prouty t-shirt (5,400) DEADLINE: 5/9/22 | 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



2022 Corporate Sponsorship Pledge Form

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

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

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

*Please send your company logo in high resolution and vector format to 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