



Prouty Partnership Opportunities

Please join us for the 42nd Annual Prouty!

The Prouty is northern New England's largest family-friendly fundraising event. Our community celebration will raise vital funds and awareness for the Friends of Dartmouth Cancer Center. Inspired by our patients and supported by our Prouty community, the Dartmouth Cancer Center is turning innovation into hope for patients and families who need it most.

July 15, 2023

The Prouty Ultimate July 14-15, 2023

Friends of
Dartmouth Cancer Center



Dartmouth
Health



Dartmouth
GEISEL SCHOOL OF
MEDICINE



Go all in to end cancer.

The Prouty

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

Cancer touches everyone.

At the Dartmouth 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 Dartmouth Cancer Center work to change those statistics to prevent cancer, cure the disease, and enhance survivorship.

Science saves lives.

At the Dartmouth 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, Dartmouth 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?

By sponsoring The Prouty, you support cutting-edge research for new treatments and cures. You help provide exceptional care and services for patients and their families. And you help Dartmouth Cancer Center get closer to ending cancer once and for all.

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 **\$5+ million** annually.

- **3,000+** registered participants
- **1,000+** volunteers
- **150+** corporate sponsors
- **33%** of the participants are **between the ages of 20-49**
- **50% men** and **50% women**.
- **75%** of Prouty participants are from **NH and VT**
- Prouty participants are from **40 states**, the District of Columbia, and **4 foreign countries**

Prouty Annual Visibility



Email distribution = **25,000+**
Average open rate = **41.5%**



Friends of DCC & Prouty Facebook:
4,437 followers with **303,393 impressions**



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



Your Support Makes A Difference

Who are the Friends of Dartmouth Cancer Center?

The Friends began in 1982. Over the 40 years it's been supporting Dartmouth 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

74,000+	Appointments scheduled annually
32,000+	Patients served annually system-wide
200+	Cancer specialists
240+	Open clinical trials
17+	Interdisciplinary, cancer-specific and patient-centered oncology programs
14	Locations in New Hampshire and Vermont

RESEARCH

135+	Senior scientific investigators from 21 departments within Dartmouth College
250+	Active research projects within four programs; Cancer Population Sciences, Cancer Biology and Therapeutics, Immunology & Cancer Immunotherapy, and Translational Engineering in Cancer
40+	Consecutive years of core funding from the National Cancer Institute

Innovative pilot projects leverage The Prouty's initial philanthropic investment, bringing in an average of

7:1

additional national research funding

Dartmouth Cancer Center has made an investment of

\$1 million

of funds raised through The Prouty in their Clinical Trial Accrual Improvement Project, with a goal of doubling clinical trial accruals in the next 3-5 years.

Patient and Family Support Services are made possible by The Prouty and

offered to patients and their loved ones free of charge

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

Funds raised through The Prouty now support expansion of the new

Dartmouth Cancer Center Food Pantry

for patients in cancer treatment with food insecurity.



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
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OPPORTUNITIES

Naming opportunities and category exclusivity	✓							
Prominent exposure throughout Prouty event site including the main stage	✓	✓						
Dedicated email blast featuring partnership	✓	✓						
Logo on Prouty homepage	✓	✓	✓					
Verbal recognition during opening ceremony	✓	✓	✓					
Logo on Ultimate bike jersey DEADLINE: 3/15/23	✓	✓	✓	✓				
Logo on Prouty bike jersey DEADLINE: 3/15/23	✓	✓	✓	✓				
Logo on banner in all email communications	✓	✓	✓	✓	✓			
Logo on Prouty posters DEADLINE: 2/1/23	✓	✓	✓	✓	✓			
Opportunity to host onsite exhibit tent at event site	✓	✓	✓	✓	✓	✓		
Invitation to annual fall reception with Cancer Center leadership	✓	✓	✓	✓	✓	✓		
Inclusion in Prouty t-shirt (5,400) DEADLINE: 5/1/23	logo	logo	logo	logo	logo	name		
Inclusion in Prouty brochure (14,000) DEADLINE: 2/1/23	logo	logo	logo	logo	logo	name		
Visual recognition at Prouty Kickoff event	✓	✓	✓	✓	✓	✓	✓	
Organization banner at event site	✓	✓	✓	✓	✓	✓	✓	
Featured in social media post	dedicated	dedicated	dedicated	dedicated	within level	within level	within level	
Inclusion on Prouty sponsor website with links	logo	logo	logo	logo	logo	logo	logo	name
Inclusion in Prouty Chronicle (11,000)	logo	logo	logo	logo	logo	logo	name	name
Inclusion in full page newspaper thank you ad	name	name	name	name	name	name	name	name
Inclusion on Thank You signage	✓	✓	✓	✓	✓	✓	✓	✓

We look forward to partnering with you!

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

Custom opportunities are available. Final commitment deadline: June 30, 2023. Availability of benefits is dependent on date of commitment and is subject to change.

For more information, please contact: Sarah Earnest at sarah.e.earnest@hitchcock.org or (603) 646-5700.



2023 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"/> \$50,000 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:

**Sarah Earnest
Friends of Dartmouth Cancer Center
One Medical Center Drive
Lebanon, NH 03756**



Non Cash Donation Form

Thank you for supporting Dartmouth-Hitchcock

Donor Information (please print clearly)

Donor Name	_____
Organization (if applicable)	_____
Address	_____
City, State, Zip	_____
Phone Number	_____ E-Mail _____

Donation Information

Date of Donation	_____	Estimated Fair Market Value (donor assigned) \$	_____
Description and Honor/Memorial info <i>(Please be as specific as possible - i.e. 1 Oticon Hearing Aid, 5 stuffed animals, 1 case of paper)</i>	_____ _____ _____		
Donor Signature	_____		
Please Note			
<ul style="list-style-type: none">• According to IRS guidelines, D-H may <u>not</u> provide an estimated value of your in-kind donation.• In-Kind donations are tax deductible as determined by the IRS. Please consult your Tax Advisor and/or IRS Publications 526 and 561 at www.irs.gov for more detail.• Donors who wish to contribute an in-kind donation valued at \$500 or more may be required to complete IRS Form 8283 which D-H can provide with instructions.• D-H reserves the right to use this donation as it feels most appropriate (i.e. guest support, house support, fundraising).			
Donation Received By	_____	(D-H Volunteer/Staff Member)	

For Staff Use

Fund, Dept, or Project benefiting from donation:	_____
Appeal code (if applicable)	_____

Please send completed forms to:
Gift Recording - Development Office
One Medical Center Drive
Lebanon, NH 03756-0001