



# Prouty Partnership Opportunities

## Please join us for the 43rd Annual Prouty!

The Prouty is northern New England’s largest family friendly fundraising event combining cycling, walking, golfing and more. 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 13, 2024**

**The Prouty Ultimate July 12-13, 2024**

Friends of  
Dartmouth  
Cancer Center



# Go all in to end cancer.

## The Prouty

The Prouty™ began in 1982 when four NCCC nurses, inspired by the courage of their patient, Audrey Prouty, committed to cycling 100 miles through the White Mountains of New Hampshire. For more than 40 years, thousands of passionate individuals have come together to make a difference in the fight against cancer.

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 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. The Prouty makes vital research possible by providing seed-funding to innovative scientists who have dedicated their lives to discovering new and better ways to prevent cancer, and implement innovative cancer technologies.

### We care for our communities.

The Dartmouth Cancer Center is dedicated to the patients, families, and the communities we serve throughout New Hampshire and Vermont. Each year, The Prouty and the Friends help fund thousands of instances of meaningful support services that ease the journey of cancer patients and loved ones—free of charge.

### You make it happen.

More than 32,000 patients across New England receive care annually at the Dartmouth Cancer Center. By partnering with The Prouty, you are offering hope and care to patients and families who count on the Dartmouth Cancer Center to help them through the toughest challenges of their lives.



## 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 community engagement, corporate visibility, and recognition as a Dartmouth Cancer Center corporate partner while bringing hope to cancer patients in our community and beyond.

## Our Community

The Prouty raises more than **\$7+ million** annually.

- **3,500+** 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 of Dartmouth Cancer Center is dedicated to raising funds to support the services provided by Dartmouth Cancer Center, a world-renowned cancer treatment and research facility integrated with Dartmouth College, The Geisel School of Medicine, and the Dartmouth Health System. We are Friends helping friends.

The Prouty is the Friends of Dartmouth Cancer Center's signature annual event.

## Why Dartmouth Cancer Center?

Dartmouth Cancer Center combines nationally award-winning patient-centered care with advanced research at 14 locations throughout New Hampshire and Vermont.

Dartmouth Cancer Center is one of only 56 centers in the country to earn the National Cancer Institute's highest designation as a Comprehensive Cancer Center. This designation means that patients at these centers receive superior care and enhanced access to life-changing clinical trials, research and treatments. Receiving care at an NCI-designated cancer center has been shown to increase long-term survival rates by up to 25 percent. Dartmouth Cancer Center is the only NCI-designated comprehensive cancer center in northern New England and one of only three in New England.

Dartmouth Cancer Center is proud to provide compassionate cancer care woven into the fabric of the communities we serve.

## Where Does the Money Go?

Our patients today and those to come are directly touched by Prouty-sponsored funding. The Prouty helps fuel innovative cancer research, funds education programs, provides equipment for research labs, improves access to clinical trials, and supports the expansion of the food pantry.

Funds also support our Complementary Care Program offers a variety of free programs that enhance the well-being of patients and caregivers throughout the cancer journey, such as massage, reiki, creative arts, support groups, and much 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

### RESEARCH

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

**11:1**

additional national research funding.

### SUPPORT SERVICES

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

**offered to patients and their loved ones free of charge.**

### CLINICAL TRIALS

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 few years.

### FOOD PANTRY

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



## OPPORTUNITIES

	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
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	✓	✓	✓					
Opportunity to sponsor and host onsite exhibits at Prouty, St. J Community Walk & Prouty Golf	✓	✓	✓	✓				
Logo on Ultimate and Prouty bike jerseys <i>DEADLINE: 2/15/24</i>	✓	✓	✓	✓				
Logo on banner in all email communications	✓	✓	✓	✓	✓			
Logo on Prouty posters <i>DEADLINE: 2/1/24</i>	✓	✓	✓	✓	✓			
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) <i>DEADLINE: 5/1/24</i>	logo	logo	logo	logo	logo	name		
Inclusion in Prouty brochure (14,000) <i>DEADLINE: 2/1/24</i>	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, 2024. 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](mailto:sarah.e.earnest@hitchcock.org) or (603) 646-5700.**



# 2024 Corporate Sponsorship 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.  
Dartmouth Cancer Center Tax ID #26-4812335

**Please return this form to:**  
**Friends of Dartmouth Cancer Center**  
**Attn: Sarah Earnest**  
**One Medical Center Drive, HB 7070**  
**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  
*(Please be as specific as possible - i.e. 1 Oticon Hearing Aid, 5 stuffed animals, 1 case of paper)* \_\_\_\_\_

Donor Signature \_\_\_\_\_

Please Note

- According to IRS guidelines, D-H may not 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](http://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:**  
**Medical & Healthcare Advancement**  
**Attn: Gift Recording**  
**One Medical Center Drive, HB 7070**  
**Lebanon, NH 03756**