

You and the Friends of Norris Cotton Cancer Center:

Coming together to fight cancer at Dartmouth's Norris Cotton Cancer Center

Support the 38th Prouty and the 12th Prouty Ultimate



July 12 & 13, 2019



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

The Prouty™ is the signature event of the Friends of Norris Cotton Cancer Center - a group of people dedicated to raising money for cancer research and patient services at Dartmouth's Norris Cotton Cancer Center.

About Us

What is Dartmouth's Norris Cotton Cancer Center?

At Dartmouth's Norris Cotton Cancer Center, we transcend the traditional boundaries between medicine, public health, the sciences, engineering, and the liberal arts to create innovative, advanced, and patient-centered solutions to cancer. Our deep integration within one of the world's great academic institutions and one of the country's top academic medical centers creates a unique environment where interdisciplinary collaboration is easy and research and education walk hand in hand with patient care.

The Norris Cotton Cancer Center is one of 49 National Cancer Institute-designated Comprehensive Cancer Centers, and the only cancer center designated as such North of Boston and East of Buffalo. This designation recognizes its excellence in research, patient care, and community outreach across network of six regional centers, and partnership with nine community hospitals in New Hampshire and Vermont.

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

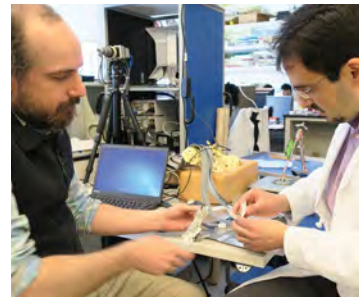
- 160+** Senior scientific investigators from 21 departments within Dartmouth College
- 200+** Research projects within four programs; Immunology and Cancer Immunotherapy, Translational Engineering in Cancer, Cancer Population Science, Cancer Biology Therapeutics
- 38+** Consecutive years of core funding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

Who are the Friends of Norris Cotton Cancer Center?

The Friends began in 1982. Over the 37 years it's been supporting Norris Cotton Cancer Center, more than \$40 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 program, transportation assistance and resource libraries.



1:23

For every dollar invested in pilot projects (small grants that we give to fund innovative research ideas), over time we received \$23 in additional funding from outside sources.



23,000

In addition to research, these funds also allow us to provide remarkable patient and family support services to our patients, all free of charge. Last year we provided 23,000 episodes of complimentary services

ranging from classes in nutrition, yoga, meditation and creative writing to free-of-charge massage therapy, art therapy, music and Reiki therapy.

About The Event

What is The Prouty™ and Prouty Ultimate?

- **The Prouty** is the largest charity event North of Boston drawing more than 4,000 participants, 1,100 volunteers, and 150 corporate sponsors who in 2018 came together to raise more than \$2.7 million. Participants choose from multiple routes of cycling, walking, rowing or 18 holes of golf
- **The Prouty Ultimate** is an inspiring two-day, 200-mile ride anchored in Hanover, NH, with participants cycling through scenic Vermont on day one, and joining The Prouty century route on day two



Who participates in The Prouty?

- More than 4,200 men, women, and children registered, and more than 1,100 volunteers participated in the 37th Prouty in 2018
- Approximately 36% of the participants are between the ages of 25-54. Of the total, 50% are men and 50% are women
- Showing solid regional support, 74% of Prouty participants are from NH and VT
- Illustrating a national awareness, last year's riders came from 34 states, the District of Columbia, and 6 foreign countries

Why sponsor The Prouty?

- Because the federal government has cut funding for research every year for the last several years it is increasingly vital that funding for cancer research come from other sources, like The Prouty
- Sponsor The Prouty and The Prouty Ultimate and receive many months of corporate visibility throughout northern New England while supporting patient services and cancer research that makes a difference locally and around the world

Prouty Visibility

- Emails
 - Email distribution = 20,000+
 - Average Open Rate = 23.5%
- Social Media
 - The Prouty Facebook = 2,997 followers
 - The Prouty Ultimate Facebook = 91 followers

Sponsorship Levels:

Businesses sponsoring at the upper levels will receive a customized publicity program.

Presenting	\$100,000*	(see page 5)
Platinum	\$75,000*	(see page 5)
24kt Gold	\$50,000*	(see page 5)
Gold	\$40,000*	(see page 5)
Palladium	\$25,000*	(see page 6)
Silver	\$15,000*	(see page 7)
Titanium	\$10,000*	(see page 8)
Bronze	\$7,500*	(see page 9)
Copper	\$5,000*	(see page 9)
Big Wheel	\$2,500	(see page 10)
Prouty Spokes	\$1,000	(see page 10)

Please note: Visibility increases in proportion to the level of sponsorship!

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

- Corporate link on Cancer Center website
- Visibility at Friends events year-round
- Honored at Friends Annual Fall Reception

SPONSOR BENEFITS:

SPOKES Sponsor \$1,000	BIG Wheel \$2,500	COPPER Wheel \$5,000*	BRONZE Wheel \$7,500	TITANIUM Wheel \$10,000	SILVER Wheel \$15,000	PALLADIUM Wheel \$25,000	GOLD Wheel \$40,000	24kt GOLD Wheel \$50,000	PATINUM Wheel \$75,000	PRESENTING Sponsor \$100,000
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Customizable – naming opportunities, etc.											
Comcast TV PSA						logo	logo	logo	logo	logo	logo
Ultimate bike jersey branding (125)						logo	logo	logo	logo	logo	logo
Ultimate brochure insert (15,000)						logo	logo	logo	logo	logo	logo
Ultimate rider minimum waived											
Radio PSA interviews											
Onsite sponsor tent											
Mention in Social Media Posts											
Prouty Emails											
Your banner at event site, on Rte.10 (6 days)											
Prouty bike jersey branding (350)											
Logo on Sponsor-a-mile sign(s)			1	1	2	2	2				
Flier (2,000)			logo	logo	logo	logo	logo	logo	logo	logo	logo
Scrolling logo on Prouty website											
Corporate Friends Member*											
Complimentary bike jersey or t-shirt		t-shirt	t-shirt	t-shirt							
Prouty T-shirt (6,000)		name	name	logo	logo	logo	logo	logo	logo	logo	logo
Visibility on SAG signage	name	logo	logo	logo	logo	logo	logo	logo	logo	logo	logo
Mention on Thank You Sign											
Mention in Prouty Chronicle (20,000)											
Mention in brochure (15,000)	name	logo	logo	logo	logo	logo	logo	logo	logo	logo	logo
Mention in Full Page Thank You Ad											
Sponsor Page Web Links	name	logo	logo	logo	logo	logo	logo	logo	logo	logo	logo

*Sponsors at the \$5,000 level and above become part of our Corporate Friends program and receive visibility at Friends events for one year and are guests of honor at the Friends Annual Reception in the fall.

Presenting/ Platinum/ 24kt Gold/Gold Levels

Presenting Sponsor	\$100,000
Program benefits to be customized to the individual sponsor	
Platinum Level Sponsor	\$75,000
Program benefits to be customized to the individual sponsor	
24kt Gold Level Sponsor	\$50,000
Program benefits to be customized to the individual sponsor	
Gold Level Sponsor	\$40,000
Program benefits to be customized to the individual sponsor	

The above sponsorship levels will be based on the benefits listed at the \$25,000 level. At the Gold level and above, customization could include naming opportunities, a special Prouty team-building day at your company, and additional branding opportunities, etc.



Palladium Level – \$25,000

Sponsorship Benefits

- **Television:** Logo to appear on television public service announcements that run on Comcast Cable Network, The Prouty website, on YouTube and on The Prouty video distributed to team captains and cable stations

Plus all the benefits of the Silver Level, including:

- **Complimentary spot in the Prouty Ultimate two-day, 200-mile ride:** One rider may participate in this exclusive, supported ride (\$2,500 value). The rider will receive an Ultimate bike jersey
- **Radio:** Company name and interview included in public service announcement aired throughout New Hampshire and Vermont for one month
- **Company Banner on the Event Site:** Option of placing one of your company banners on The Prouty event site (Richmond Middle School) beginning the week prior to the event
- **Prouty Road Sign:** Company logo placed on two signs along highly-traveled Prouty route
- **Member of “Corporate Friends” Program:**
 - Visibility at Friends events for one year; link on Friends of NCCC website
 - Honored at Friends Annual Fall Reception, attend featured research talk
- **Event-apparel Branding:**
 - Prominent logo placement on Prouty Ultimate bike jersey
 - Prominent logo placement on Prouty bike jersey
 - Prominent logo on T-shirt reaching all participants and volunteers
 - Eligible to receive a Prouty bike jersey, if desired
- **Social Media:**
 - A posting on The Prouty Facebook page that reaches 2,000 people
- **Print Media:**
 - Prominent logo placement in 15,000 brochures, 2,000 fliers and corporate name on 18,000 Prouty Chronicles
 - Logo on 15,000 freestanding Prouty Ultimate inserts in Prouty brochure
 - Company name in full-page thank-you ad in area newspapers
- **Web and E-mail:**
 - Your company logo and link will be included in a mass e-mail reaching more than 12,000 participants and volunteers
 - Scrolling corporate logo on The Prouty website homepage
 - Prominent corporate logo, link on The Prouty website
- **Event Day Publicity:**
 - Eligible to have a sponsor tent at Prouty event site
 - Prominent placement on thank-you signs at Prouty event site
 - Company logo on table tent cards

Silver Level – \$15,000

Sponsorship Benefits

- **Complimentary spot in the Prouty Ultimate two-day, 200-mile ride:** One rider may participate in this exclusive, supported ride (\$2,500 value). The rider will receive an Ultimate bike jersey

Plus all the benefits of the Titanium Level, including:

- **Radio:** Company name and interview included in public service announcement aired *throughout New Hampshire and Vermont for one month*
- **Company Banner on the Event Site:** Option of placing one of your company banners on The Prouty event site (Richmond Middle School) beginning the week prior to the event
- **Prouty Road Sign:** Company logo placed on two signs along highly-traveled Prouty route
- **Member of “Corporate Friends” Program:**
 - Visibility at Friends events for one year
 - Corporate name and link on Friends of NCCC website
 - Honored at Friends Annual Fall Reception, attend featured research talk
- **Event-apparel Branding:**
 - Prominent logo placement on Prouty bike jersey
 - Prominent logo on t-shirt reaching all participants and volunteers
 - **Eligible to receive a Prouty bike jersey, if desired**
- **Social Media:**
 - A posting on The Prouty Facebook page that reaches 2,000 people
- **Print Media:**
 - Prominent logo placement in 15,000 brochures, 2,000 fliers and corporate name on 18,000 Prouty Chronicles
 - Company name in full-page thank-you ad in area newspapers
- **Web and E-mail:**
 - Your company logo and link will be included in a mass e-mail reaching more than 12,000 participants and volunteers
 - Scrolling corporate logo on The Prouty website homepage
 - Prominent corporate logo, link on The Prouty website
- **Event Day Publicity:**
 - Eligible to have a sponsor tent at Prouty event site
 - Prominent placement on thank-you signs at Prouty event site
 - Company logo on table tent cards

Titanium Level – \$10,000

Sponsorship Benefits

- **Radio:** Company name and interview included in public service announcement aired *throughout New Hampshire and Vermont for one month*

Plus all the benefits of the Bronze Level, including:

- **Company Banner on the Event Site:** Option of placing one of your company banners on The Prouty event site (Richmond Middle School) beginning the week prior to the event
- **Prouty Road Sign:** Company logo placed on two signs along highly-traveled Prouty route
- **Member of “Corporate Friends” Program:**
 - Visibility at Friends events for one year
 - Corporate name and link on Friends of NCCC website
 - Honored at Friends Annual Fall Reception, attend featured research talk
- **Event-apparel Branding:**
 - Prominent logo placement on Prouty bike jersey
 - Prominent logo on t-shirt reaching all participants and volunteers
 - **Eligible to receive a Prouty bike jersey, if desired**
- **Social Media:**
 - A posting on The Prouty Facebook page that reaches 2,000 people
- **Print Media:**
 - Prominent logo placement in 15,000 brochures, 2,000 fliers and corporate name on 18,000 Prouty Chronicles
 - Company name in full-page thank-you ad in area newspapers
- **Web and E-mail:**
 - Your company logo and link will be included in a mass e-mail reaching more than 12,000 participants and volunteers
 - Scrolling corporate logo on The Prouty website homepage
 - Prominent corporate logo, link on The Prouty website
- **Event Day Publicity:**
 - Eligible to have a Sponsor tent at Prouty event site
 - Prominent placement on thank-you signs at Prouty event site
 - Company logo on table tent cards



Bronze Level – \$7,500

Sponsorship Benefits

Company Banner on the Event Site: Option of placing one of your company banners on The Prouty event site (Richmond Middle School) beginning the week prior to the event

Plus all the benefits of the Copper Level, including:

- **Prouty Road Sign:** Company logo placed on two signs along highly-traveled Prouty route
- **Member of “Corporate Friends” Program:**
 - Visibility at Friends events for one year
 - Corporate name and link on Friends of NCCC website
 - Honored at Friends Annual Fall Reception, attend featured research talk
- **Event-apparel Branding:**
 - Prominent logo placement on Prouty bike jersey
 - Prominent logo on t-shirt reaching all participants and volunteers
 - **Eligible to receive a Prouty bike jersey, if desired**
- **Print Media:**
 - Prominent logo placement in 15,000 brochures, 2,000 fliers and corporate name on 18,000 Prouty Chronicles
 - Company name in full-page thank-you ad in area newspapers
- **Web:**
 - Scrolling corporate logo on The Prouty website homepage
 - Prominent corporate logo, link on The Prouty website
- **Event Day Publicity:**
 - Appropriate billing on thank-you signs at Prouty event site
 - Company logo on table tent cards



Copper Level – \$5,000

Sponsorship Benefits

- **Prouty Road Sign:** Company logo placed on two signs along highly-traveled Prouty route
- **Member of “Corporate Friends” Program:**
 - Visibility at Friends events for one year
 - Corporate name and link on Friends of NCCC website
 - Honored at Friends Annual Fall Reception, attend featured research talk

Plus all the benefits of the Big Wheel Level, including:

- **Event-apparel Branding:**
 - Prominent logo on t-shirt reaching all participants and volunteers
 - Receive a Prouty t-shirt as a memento

Print Media:

- Prominent logo placement in 15,000 brochures, 2,000 fliers and corporate name on 18,000 Prouty Chronicles
- Company name in full-page thank-you ad in area newspapers

• Web:

- Scrolling corporate logo on The Prouty website
- Prominent corporate logo, link and company blurb on The Prouty website

• Event Day Publicity:

- Prominent placement on thank-you signs at Prouty event site
- Company logo on table tent cards



Big Wheel Level – \$2,500

Sponsorship Benefits

- **Event-apparel Branding:**
 - Company name on t-shirt reaching all participants and volunteers
 - Receive a Prouty t-shirt as a memento

Plus all the benefits of the Prouty Spokes Level, including:

- **Print Media:**
 - Prominent logo placement in 15,000 brochures, 2,000 fliers and corporate name on 18,000 Prouty Chronicles
 - Company name in full-page thank-you ad in area newspapers
- **Web:**
 - Prominent corporate logo and link on The Prouty website
- **Event Day Publicity:**
 - Appropriate billing on thank-you signs at Prouty event site
 - Company logo on table tent cards



Prouty Spokes Level – \$1,000

Sponsorship Benefits

- **Print Media:**
 - Company name in 15,000 brochures
 - Company name in 18,000 Prouty Chronicles
 - Company name in full-page thank-you ad in area newspapers
- **Web:**
 - Corporate name and link on sponsor page of Prouty website
- **Event Day Publicity:**
 - Appropriate billing on thank-you signs at Prouty event site
 - Company logo on table tent cards