



**(Your Company Name Here)**

and the

**Friends of Norris Cotton Cancer Center:**



Coming together to fight cancer at  
Dartmouth-Hitchcock Norris Cotton Cancer Center

**Support the 36<sup>th</sup> Prouty and the  
10th Prouty Ultimate**

**July 7 & 8, 2017**



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-Hitchcock Norris Cotton Cancer Center.

## Executive Summary

- Dartmouth-Hitchcock Norris Cotton Cancer Center is one of just 47 comprehensive cancer centers in the country—a premier research and treatment facility— as designated by the National Cancer Institute, and has 15 locations throughout New Hampshire and Vermont where patients have access to its superior care
- The Prouty™ is the largest charity event north of Boston drawing more than 4000 participants, 1200 volunteers, and 152 corporate sponsors who came together to raise more than \$3 million in 2016. 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
- 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

### Sponsorship Levels:

**Businesses sponsoring at the upper levels will receive a customized publicity program.**  
Please note: Visibility increases in proportion to the level of sponsorship!

<b>Presenting</b>	\$100,000*
<b>Platinum</b>	\$75,000*
<b>24kt Gold</b>	\$50,000*
<b>Gold</b>	\$40,000*

**Sponsors at these levels have their benefits specified in the following pages:**

<b>Palladium</b>	\$25,000*	(see page five)
<b>Silver</b>	\$15,000*	(see page six)
<b>Titanium</b>	\$10,000*	(see page seven)
<b>Bronze</b>	\$7,500*	(see page eight)
<b>Copper</b>	\$5,000*	(see page nine)
<b>Big Wheel</b>	\$2,500	(see page ten)
<b>Prouty Spokes</b>	\$1,000	(see page eleven)

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

- Corporate link on Cancer Center website
  - Honored at Friends Annual Fall Reception
  - Visibility at Friends events year-round
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### 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
- **Prouty turns \$1.2 million into more than \$20 million:** All funds from The Prouty stay at Norris Cotton Cancer Center. Some of it provides seed money to investigators to develop data that will become the basis for competitive research applications for federal or other national funding. Over a five-year period, Prouty Pilot Awards amounted to \$1.2 million which returned more than \$20 million in grant funding
- **Prouty dollars support all aspects of research:** procuring equipment, funding clinical trials, recruiting high level scientists
- Prouty dollars **help patients and their families** by providing services such as support groups, gas cards, massage therapy, art and writing programs, patient library services, a computer center, comfort cart - none of which is funded through insurance reimbursements

### What is Dartmouth-Hitchcock Norris Cotton Cancer Center?

- **A premier cancer research and care facility** combining advanced cancer research at the Geisel School of Medicine at Dartmouth with outstanding patient-centered care at Dartmouth-Hitchcock Medical Center in Lebanon, Kingsbury Pavilion in Keene, Notre Dame Pavilion in Manchester, Dartmouth-Hitchcock Clinic in Nashua, N.H.; Norris Cotton Cancer Center North in St. Johnsbury, Vt.; and 10 other regional locations and partner hospitals throughout New Hampshire and Vermont
- **A facility focused on prevention, treatment, and cure of cancer.** The 200-person medical staff cares for more than 3,700 new patients a year at 15 locations throughout New Hampshire and Vermont. At Norris Cotton Cancer Center, there are 150 investigators working on 200+ research projects aimed at understanding, preventing and defeating the many diseases we call cancer
- **The only NCI-designated *Comprehensive Cancer Center* in northern New England** (New Hampshire, Vermont, and Maine). Out of the thousands of cancer centers in the country only 47 of them are designated with this coveted NCI designation

### Who participates in The Prouty™ ?

- Close to 4,300 men, women, and children, in families, teams, and individually, along with more than 1200 volunteers participated in the 35<sup>th</sup> Prouty in 2016
  - Approximately 38% of the participants are between the ages of 25-54. Of the total, 50% are men and 50% are women
  - Showing solid regional support, 75% of Prouty participants are from NH and VT
  - Illustrating a growing national awareness, last year's riders came from a record 39 states, the District of Columbia, and 5 foreign countries
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## Corporate Sponsorship Benefits

**Presenting Sponsor** **\$100,000**

*Program benefits to be customized to the individual sponsor*

**Platinum Wheel Sponsor** **\$75,000**

*Program benefits to be customized to the individual sponsor*

**24kt Gold Wheel Sponsor** **\$50,000**

*Program benefits to be customized to the individual sponsor*

**Gold Wheel 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 24kt level and above there are potential naming opportunities, a special Prouty team-building day at your company, and additional branding opportunities, etc.*

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## **Palladium Wheel Sponsor**

**\$25,000**

- **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
  - **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 Friend” 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 2000 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:**
    - Prominent placement on thank-you signs at Prouty event site and on tables
    - Eligible to have a Sponsor tent at Prouty event site
    - Logo on “Hero” signs at SAGS and on site
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## Silver Wheel Sponsor

**\$15,000**

- ***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 Friend” 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 2000 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:***
    - Prominent placement on thank-you signs at Prouty event site and on tables
    - Eligible to have a Sponsor tent at Prouty event site
    - Logo on “Hero” signs at SAGS and on site
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## Titanium Wheel Sponsor

**\$10,000**

- **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 Friend” 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 2000 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 Prouty website homepage
    - Prominent corporate logo, link on the Prouty website
  - **Event Day Publicity:**
    - Prominent placement on thank-you signs at Prouty event site and on tables
    - Eligible to have a Sponsor tent at Prouty event site
    - Logo on “Hero” signs at SAGS and on site
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## **Bronze Wheel Sponsor**

**\$7,500**

- ***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 one sign along a highly-traveled Prouty route
  - ***Member of “Corporate Friend” 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 Prouty website homepage
    - Prominent corporate logo, link on the Prouty website
  - ***Event Day Publicity:***
    - Prominent placement on thank-you signs at Prouty event site
    - Logo on “Hero” signs at SAGS and on site
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## **Copper Wheel Sponsor**

**\$5,000**

- ***Prouty Road Sign:***  
Company logo placed on one sign along a highly-traveled Prouty route
  - ***Member of “Corporate Friend” Program:***
    - Visibility at Friends events for one year
    - Corporate name and link on Friends of NCCC website
    - Honored at Friends Annual Fall Reception
      - Reception with the Director of the Cancer Center, NCCC researchers, Friends Board members
      - Attend a research talk with a featured Cancer Center investigator
  - ***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 more than 18,000 Prouty Chronicles
    - Company name in full-page Thank-You Ad in area newspapers
  - ***Web:***
    - Scrolling corporate logo on Prouty website
    - Prominent corporate logo, link and company blurb on the Prouty website
  - ***Event Day Publicity:***
    - Appropriate placement on thank-you signs at Prouty event site and on tables
    - Logo on “Hero” signs at SAGS and on site
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## **Big Wheel Sponsor**

**\$2,500**

- ***Event-apparel Branding:***
    - Company name on T-shirt reaching all participants and volunteers
    - Receive a Prouty T-shirt as a memento
  - ***Invited to attend the Friends Fall Reception***
    - Reception with the Director of the Cancer Center, NCCC researchers, Friends Board members
    - Attend a research talk with a featured Cancer Center investigator
  - ***Print Media:***
    - Prominent logo placement in 15,000 brochures
    - Company name on 18,000 Prouty Chronicles
    - Company name in full-page Thank-You Ad in area newspapers
  - ***Web:***

Prominent corporate logo and link on sponsor page of Prouty website
  - ***Event Day Publicity:***
    - Appropriate billing on thank-you signs at Prouty event site and on tables
    - Logo on “Hero” signs at SAGS and on site
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## **Prouty Spokes Sponsor**

**\$1,000**

- ***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 and on tables
    - Company name on “Hero” signs at SAGS and on site
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