



Benefiting the Mass General Cancer Center
at Wentworth-Douglass Hospital

Save The Dates!

September 16-23, 2023 Virtual 5K
September 24, 2023 In-Person 5K*

** Join us in Portsmouth on the Pease Tradeport!*

RUN. RAISE. RALLY. ROCK!



Sponsorship Opportunities

We invite you to join us in celebrating the **10th Annual Seacoast Cancer 5K** to make a difference for patients and families impacted by cancer throughout the Seacoast. Participants have a choice of joining us in person on Sunday, September 24, 2023 at the **Mass General Cancer Center (MGCC) at Wentworth-Douglass Hospital's (WDH) Portsmouth Outpatient Center on the Pease Tradeport**, or virtually between September 16-23, 2023.

Since its inception, the Seacoast Cancer 5K has raised nearly **\$2 million** and has quickly grown into one of the largest fundraisers on the Seacoast. This year is no different with a goal of 2,500 participants and \$400,000 to benefit programs and services provided at the Mass General Cancer Center at Wentworth-Douglass Hospital. Our sponsors are the driving force behind the success of this event!

We hope we can count on you to make an impact this year. Sign up today to join our efforts to provide cutting edge, compassionate cancer care to patients, survivors and their loved ones at the Mass General Cancer Center at Wentworth-Douglass Hospital. Learn more at SeacoastCancer5K.org.

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**WENTWORTH-DOUGLASS
HOSPITAL**

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2022 FACTS AT A GLANCE

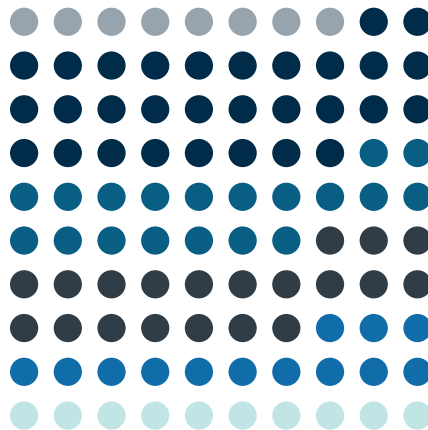


\$372,000

Funds raised

\$2M

Cumulative funds raised



1,800

Registered

8% Over age 65

30% Ages 50-64

19% Ages 40-49

20% Ages 30-39

13% Ages 18-29

10% Under age 18

Social Media

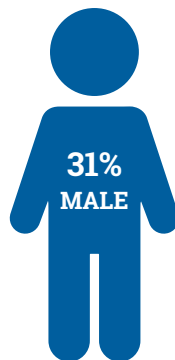


12,000+

WDH followers

2,000+

5K followers



31%
MALE



14% NO RESPONSE



55%
FEMALE



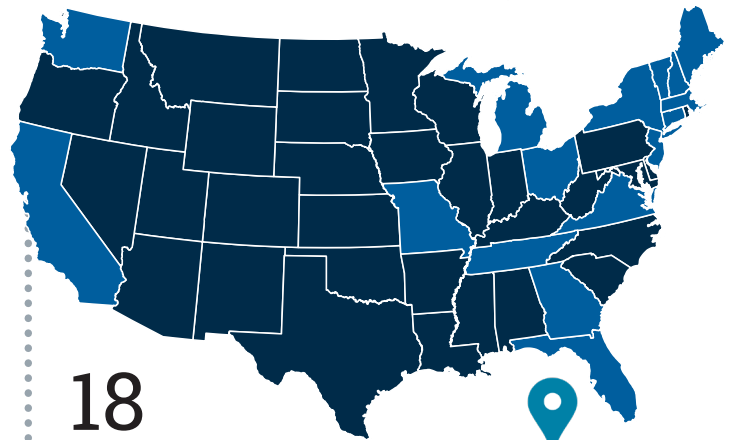
101

Survivors



5,049

Patients impacted at
Mass General Cancer
Center at WDH



18

States
represented

161

Cities



16,000+

E-mail subscribers



975

Donors

7

Countries

32

States

268

Cities and Towns

Supporting cancer survivors in the
Seacoast community since 2014!

SeacoastCancer5K.org



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September 16-23, 2023 Virtual 5K
Anytime, Anywhere



Download our RaceJoy app to choose
your 5K route.

September 24, 2023 In-person 5K | 9:00AM
Wentworth-Douglass Portsmouth Outpatient
Center 67 Corporate Drive | Pease Tradeport



Free parking onsite!



REGISTRATION FEE: Virtual or In-Person: \$35 (Bib + Shirt)

Learn more and register online at SeacoastCancer5K.org



Special Guest and Honorary 5K
Team Captain, NBC Sports Boston
Celtics color analyst
Brian Scalabrine!



Stay Informed

For the latest event details,
follow us on social media or
visit SeacoastCancer5K.org





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LEGEND:

* In-Person only

^ Virtual only

Title Sponsor

\$25,000

A unique, exclusive opportunity for joint co-branding of one of the largest fundraisers on the Seacoast, with a specially designed logo on all event marketing and promotional materials, website and electronic outreach. Features two high-visibility speaking opportunities for company leadership, as listed below, plus the following sponsorship benefits:

- Private tour of the Mass General Cancer Center at Wentworth-Douglass Hospital with MGCC leadership
- Year-round invitations to WDH events
- VIP experience with 5K and NBC Sports Boston Celtics Analyst, Brian Scalabrine
- 25 complimentary 5K event registrations
- Speaking opportunity at the start of the In-Person 5K to address the large crowd of participants *
- Invitation to Seacoast Cancer 5K Reception in October with MGCC leadership, top fundraisers, and WDH leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- Opportunity to hold finish line ribbon for top finisher *
- Co-branded event logo listed on event materials including promotional, marketing, website and email collateral
- Co-branded event logo on official 5K shirts
- DJ announcements at 5K *



Questions? Contact Judy Pinkham,
Development Officer, Corporate Philanthropy
(603) 609-6678 | Judy.Pinkham@WDHospital.org
789 Central Avenue, Dover, NH 03820



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Big Screen Sponsor (Exclusive)

\$15,000

A highly visible opportunity to brand the 5K "big screen" with your company's logo. Feature your logo on banners on both sides of the screen and one below, on the base of the trailer. The screen will be located at the festival site during the 5K Road Race on Sunday, September 24th. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 15 complimentary 5K event registrations
- Opportunity to address the participants at the in-person 5K on Sunday *
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *

Seacoast Cancer 5K Village Sponsor (Exclusive)

\$10,000

A highly visible opportunity for your company to be the exclusive sponsor of the Festival Site in Portsmouth where the Seacoast Cancer 5K celebration is located. This is the hub of all the action: bib pick-up, sponsor tents, food and drink, the awards ceremony, live entertainment and more! Your company's name & logo will be featured as the sponsor of the festival site on Sunday and your company's logo will be prominently featured on the large archway at the entrance to the festival site. Sponsorship also provides:

- Private tour of the Mass General Cancer Center at WDH with MGCC Leadership to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- Year-round invitations to 5K event and other events
- VIP experience with 5K Ambassador and NBC Sports Boston Celtics Color Analyst, Brian Scalabrine
- 20 complimentary 5K event registrations
- Opportunity to address the crowd at the event
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *





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Finish Line Sponsor (Exclusive)

\$10,000

An exclusive opportunity with extremely high visibility to have your company's logo on the 2023 5K finish line located at our Pease Tradeport Campus. Your company's logo will be seen by visitors to the Mass General Cancer Center at Wentworth-Douglass Hospital's Portsmouth Outpatient Center on the Pease Tradeport, and other medical practices and remind them of your incredible support of the Seacoast Cancer 5K. Sponsorship also provides:

- Year-round invitations to WDH Foundation events
- VIP experience with 5K Ambassador and NBC Sports Boston Celtics Color Analyst, Brian Scalabrine
- Opportunity to address the crowd at the finish line during the 5K
- 10 complimentary 5K event registrations
- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *



Questions? Contact Judy Pinkham,
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Awards Ceremony Sponsor (Exclusive)

\$10,000

An opportunity to feature your company's name and logo as the exclusive sponsor of the Awards Ceremony on the main stage on Sunday. Sponsorship provides a unique opportunity on the main stage for your company's representative during the ceremony. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Awards Ceremony and WDH Leadership Reception. Opportunity to address the crowd at the 5K Appreciation Reception.
- Logo listed on event materials including promotional, marketing, website and email collateral
- 10 complimentary 5K event registrations
- Logo on official 5K shirts
- DJ announcements during the 5K *

Start Line Sponsor (Exclusive)

\$10,000

Your company's logo will be featured on the two pillars prominently displayed at the start line area where a crowd of runners, walkers and spectators will gather. Your logo will also be featured on the start line stage. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Awards Ceremony and WDH Leadership Reception.
- Logo listed on event materials including promotional, marketing, website and email collateral
- 10 complimentary 5K event registrations
- Logo on official 5K shirts
- DJ announcements during the 5K *





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Bib Sponsor (Exclusive)

\$10,000

Your company's logo will be prominently displayed on the official race bib worn by 2,000+ race participants. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K
- 10 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *



Race Shirt Sponsor (1 Available)

\$7,500

Your company's logo will be featured prominently on the official race shirt for the 5K. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 5 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *





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Photo Sponsor (Exclusive)

\$7,500

Your company's logo will be featured on the race photography captured along the race route and provided complimentary to all Seacoast Cancer 5K participants via social media and email. Your logo will also be featured on all photos uploaded by participants through RunSignUp. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 5 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *

Main Stage Sponsor (5 Opportunities)

\$7,500

Your company's logo will be featured on two large banners displayed on the main stage at the SC5K Village that hosts Sunday's pre-event warm-up and post-event Awards Ceremony. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 5 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *





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Volunteer Sponsor (Exclusive)

\$5,000

Feature your company's logo on lanyards worn by all volunteers and event staff throughout all 5K events, on giveaway bags provided to event volunteers, and on the Volunteer Tent located at the race site. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 5 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo listed on volunteer email blasts
- Logo on official 5K shirts
- DJ announcements during the 5K *
- Coffee and refreshments for volunteers

Kid Zone Sponsor (Exclusive)

\$5,000

Feature your company's logo at the Kid Zone area located in the center of Festival Site during the in-person 5K. Your logo will also be featured on children's coloring pages, word searches, art projects and "Flat Scal" on the 5K website. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K.
- 5 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *





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Post-Race Support Sponsor (Exclusive)

\$5,000

Your company's logo will be featured at the Food Court area located in the center of the race site where all in-person 5K participants receive complimentary snacks and beverages post-race. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts
- DJ announcements during the 5K *
- 5 complimentary 5K event registrations

Appreciation Reception Sponsor (Exclusive)

\$4,000

Your company's logo will be featured as the exclusive sponsor of the Appreciation Reception. Sponsorship also provides:

- Speaking opportunity at the Appreciation Reception
- 4 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts





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5K Rockstars Sponsor (Exclusive)

\$3,000

5K Rockstars are our group of top fundraisers. Feature your company logo on the official 5K Rockstars t-shirts, trophy packaging, and hospitality tent at the 5K Festival Site, plus in all 5K communication regarding 5K Rockstars. Sponsorship also provides:

- Invitation to exclusive pre-race breakfast with Brian St. Pierre, CEO of Seacoast Cancer 5K, and leadership & top sponsors *
• 3 complimentary 5K event registrations
• "Call out" during Awards Ceremony
- Logo listed on event materials including promotional, marketing, website and email collateral
• Logo on official 5K shirts

5K ROCKSTARS

5K Hall of Fame Sponsor (Exclusive)

\$3,000

Hall of Fame Fundraisers are an elite group of top fundraisers for the Seacoast Cancer 5K. Feature your company's logo on the official 5K Hall of Fame t-shirt, trophy packaging, and hospitality tent at the 5K Festival Site, plus in all 5K communication regarding 5K Hall of Fame and Rockstar fundraisers. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 3 complimentary 5K event registrations
- "Call out" during Awards Ceremony
- Logo listed on event materials including promotional, marketing, website and email collateral
- Logo on official 5K shirts



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Celebration Sponsor (Unlimited)

\$3,000

Feature your company's logo on a customized tear drop banner located along the in-person 5K course. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- Logo on official 5K shirts
- 3 complimentary 5K event registrations
- Logo listed on event materials including promotional, marketing, website and email collateral

Cheer Zone Sponsor (6 Opportunities)

\$2,500

Feature your company's logo at a Cheer Zone location along the Seacoast Cancer 5K course. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 2 complimentary 5K event registrations
- Company name listed on event materials including promotional, marketing, website and email collateral
- Company name listed on official 5K shirts

Water Stop Sponsor (6 Opportunities)

\$2,500

Feature your company's logo at a Water Stop location along the Seacoast Cancer 5K course. Sponsorship also will provide:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 2 complimentary 5K event registrations
- Company name listed on event materials including promotional, marketing, website and email collateral
- Company name listed on official 5K shirts





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Tribute Wall Sponsor (Unlimited)

\$1,000

Feature your company's name on the banners that hang from the barricades lining the start/finish line of the 5K race where runners and walkers pass through. The banners will include survivor names plus Mass General Cancer Center at Wentworth-Douglass Hospital facts and will be visible on race day. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- Company name included on banner *
- Name listed on event materials including promotional, marketing, website and email collateral
- 2 complimentary 5K event registrations
- Company name listed on official 5K shirts

Corporate Partners (Unlimited)

\$500

Company name listed on event materials including promotional and marketing materials, as well as the event website and email communications. Sponsorship also provides:

- Invitation to the Seacoast Cancer 5K Appreciation Reception in October with fellow sponsors, top fundraisers, and WDH Leadership to celebrate the success of the 10th Annual Seacoast Cancer 5K. *
- 1 complimentary 5K event registration

In addition to the benefits associated with the specific opportunities above, all sponsors receive:

- Social media mentions to 16,000+ followers across multiple channels
- Recognition in 2023 Wentworth-Douglass Foundation Annual Report mailed to our donors and community members (over 50,000 recipients)
- Exhibit space at the Seacoast Cancer 5K
- Placement of sponsor-provided logoed items in giveaway bags

Thank You!

