



Sponsorship Prospectus

Event Overview

The UMass Cancer Walk is one of the region's most inspiring and impactful community events, bringing together thousands of participants and volunteers each year to honor loved ones, celebrate survivorship, and raise essential funds for adult and pediatric cancer research and care at UMass Chan Medical School.

Date: September 28, 2025

Location: Polar Park, Worcester, MA

Website: umasscancerwalk.org

Timeline:

7 a.m. GATE C open to staff, committee, volunteers, and sponsors

8 a.m. Gate D open to public and VIPs, concession open with coffee and breakfast menu for purchase

9 a.m. Speaking program begins with Survivor Lap

10 a.m. Walk begins

11 a.m. Walkers return

Route Length

5K (3.1 mile) route for walkers that will begin and end inside Polar Park.



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Why Sponsor?

Sponsoring the UMass Cancer Walk demonstrates your organization's commitment to health, innovation, and community. Your support fuels life-saving research and provides hope to thousands of patients and families. It also offers meaningful brand exposure to an engaged, cause-driven audience.

- Support groundbreaking research at UMass Chan Medical School
- Gain visibility with thousands of local participants and digital followers
- Align your brand with a respected and trusted regional institution
- Engage employees through community-facing philanthropy
- Reach a dedicated Central Massachusetts audience

Who You'll Reach

The UMass Cancer Walk draws a large and diverse audience from across Central Massachusetts and beyond:

- Total Annual Participants: 2,000+ walkers and volunteers
- Digital Reach: 20,000+ followers across email and social media
- Age Range: All ages — from children to seniors
- Top Audiences:
 - Cancer survivors and their families
 - Residents and families from Worcester County and surrounding communities
 - University staff, students, and alumni
 - Healthcare professionals and caregivers
 - Local business owners and community leaders

Many participants have a personal connection to cancer and are deeply engaged in the cause—making this event a powerful platform for brand alignment and meaningful visibility.

How Your Support Makes a Difference

UMass Chan Medical School is a respected leader in translational cancer research. Sponsorship of the Walk directly supports scientists and clinicians who are developing new therapies, advancing clinical trials, and improving outcomes for patients facing cancer today.



2025 Sponsorship Levels

(All sponsorships are considered charitable contributions; recognition opportunities outlined below.)

	Superhero \$25,000	Rescuer \$15,000	Champion \$10,000	Fighter \$5,000	Friend \$2,500
Registration fee waived for event participants	25	15	10	5	2
Recognition on event website (hyperlinked company logo)					
Company name displayed in event communications					
Recognition via social media					
Inclusion on event T-shirts	Logo on sleeve of shirt	Logo on back of shirt	Logo on back of shirt	Logo on back of shirt	
Sponsor table at event					
Company name and logo displayed at START and FINISH line					
Sponsor the Survivor Lap *3 spots available					

Ready to Join Us? To confirm your sponsorship or learn more, please contact:

Louisa Morris
Sr. Major Gifts Officer
774-370-8782
louisa.morris2@umassmed.edu

Thank you for considering a partnership in this meaningful work.



2025 Sponsorship Form

As a sponsor of the UMass Cancer Walk, you and your organization will be part of something special.

Help make vital adult and pediatric cancer clinical trials and research possible, right here in Central Massachusetts. Research will pave the way to better treatments and lead us to a cure.

Please join us in the fight against cancer.

Organization name:

Contact name:

Office phone:

Cell:

Email:

Street:

City:

State:

Zip:

Website address:

Choose from four sponsorship levels.

☐ \$25,000 - Superhero Sponsor

☐ \$15,000 - Rescuer Sponsor

☐ \$10,000 - Champion Sponsor

☐ \$5,000 - Fighter Sponsor

Submit this completed form no later than Friday, Aug. 22, 2025