



# 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](https://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

**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
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
Registration fee waived for event participants	25	15	10	
Sponsor table at event				
Company name and logo displayed at <b>START</b> and <b>FINISH</b> line				
Sponsor the Survivor Lap <i>*3 spots available</i>				

**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:

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Contact name:

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Office phone:

Cell:

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Email:

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Street:

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City:

State:

Zip:

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Website address:

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**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**