



2022 Sponsorship Form

As a sponsor of the UMass Cancer Walk and Run, 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 create better treatments and lead us to a cure.

**Please join us in the fight against cancer.
Together, we can make a difference.**

Organization name: _____

Contact name: _____

Phone: _____ Email: _____

Street: _____

City: _____ State: _____ Zip: _____

Website address: _____

Choose from 6 sponsorship levels.

Sponsorship packages can be individualized to best fit sponsor's needs. Details on next page.

\$50,000 - Presenting Sponsor

\$25,000 - Transformation Sponsor

\$10,000 - Breakthrough Sponsor

\$7,500 - Innovation Sponsor

\$5,000 - Discovery Sponsor

\$2,500 - Investigation Sponsor



"We are grateful for this funding that helps lead the way through our clinical trials program toward more survivors, gentler therapies that are more effective and far less toxic as we put these funds to work."

Jonathan M. Gerber, MD
Medical Director, UMass Cancer Center

"These vital funds support our Cancer Center, which is involved in cancer research, prevention, education, and training our next generation of researchers."

Michael Green, MD, PhD
Director, UMass Cancer Center

"These essential funds from the Cancer Walk help us enroll children in nationwide clinical trials and run additional patient centered trials and research here at UMass Chan Medical School. This in turn, helps ensure that we are providing the best chance of cure to all children in central Massachusetts fighting pediatric cancer."

Jason M. Shohet, MD, PhD
Chief, Division of Pediatric Hematology/Oncology

"We are honored to use our Cancer Walk proceeds to fund the UMass Palliative Medicine Fellowship, which trains physicians as palliative care specialists. These physicians work alongside oncologists to treat pain and other symptoms so patients can successfully receive cancer treatment, and provide emotional and practical support every step of the way."

Jennifer A. Reidy, MD
Chief, Division of Palliative Care



2022 Sponsorship Levels

Where necessary, please select the additional benefits for the level you choose.

\$50,000 – Presenting Sponsor

- > Prominent recognition on event website (hyperlinked logo)
- > Logo on all event-related marketing materials
- > Logo displayed in event communications
- > Logo included in monthly digital newsletter
- > Logo on digital promotional assets (i.e., Zoom background, etc.)
- > Recognition via social media
- > 15 lawn signs with logo for your preferred use
- > Logo on promotional event signage displayed around Worcester County
- > Registration fee waived for an unlimited number of event participants
- > “Sponsored-by” social media promotions and content
- > Inclusion in paid event promotional advertising
- > Inclusion on event T-shirts (logo exclusively on front)
- > Unlimited invitations to virtual Thank-you Reception with researchers and physician-scientists
- > Opportunity to speak during Thank-you Reception
- > Check presentation/photo acknowledgment of contribution
- > Sponsor table at event

\$25,000 – Transformation Sponsor

- > Recognition on event website (hyperlinked logo)
- > Logo displayed in event communications
- > Logo included in monthly digital newsletter
- > Sponsor table at event

Plus choose EIGHT additional benefits:

- Logo on digital promotional assets (i.e., Zoom background, etc.)
- Recognition via social media
- 10 lawn signs with logo for your preferred use
- Logo on promotional event signage displayed around Worcester County
- Registration fee waived for 30 event participants
- “Sponsored-by” social media promotions and content
- Inclusion in paid promotional advertising
- Inclusion on event T-shirts (logo exclusively on sleeve)
- Invitation for 10 to virtual Thank-you Reception with researchers and physician-scientists
- Recognition during Thank-you Reception
- Check presentation/photo acknowledgment of contribution

\$10,000 – Breakthrough Sponsor

- > Recognition on event website (hyperlinked logo)
- > Logo displayed in event communications
- > Logo included in monthly digital newsletter
- > Sponsor table at event

Plus choose SIX additional benefits:

- Logo on digital promotional assets (i.e., Zoom background, etc.)
- Recognition via social media
- Six lawn signs with logo for your preferred use
- Registration fee waived for 15 event participants
- “Sponsored-by” social media promotions and content
- Inclusion on event T-shirts (logo on back)
- Invitation for six to virtual Thank-you Reception with researchers and physician-scientists
- Recognition during Thank-you Reception
- Check presentation/photo acknowledgment of contribution

\$7,500 – Innovation Sponsor

- > Recognition on event website (hyperlinked logo)
- > Logo displayed in event communications
- > Logo included in monthly digital newsletter
- > Sponsor table at event

Plus choose FOUR additional benefits:

- Four lawn signs with logo for your preferred use
- Recognition via social media
- Registration fee waived for 10 event participants
- Inclusion on event T-shirts (logo on back)
- Invitation for four to virtual Thank-you Reception with researchers and physician-scientists
- Recognition during Thank-you Reception

\$5,000 – Discovery Sponsor

- > Recognition on event website (hyperlinked logo)
- > Company name displayed in event communications
- > Company name displayed in monthly digital newsletter
- > Sponsor table at event

Plus choose THREE additional benefits:

- Two lawn signs with logo for your preferred use
- Recognition via social media
- Registration fee waived for five event participants
- Inclusion on event T-shirts (logo on back)
- Invitation for two to virtual Thank-you Reception with researchers and physician-scientists

\$2,500 – Investigation Sponsor

- > Sponsor table at event

Plus TWO benefits:

- Recognition on event website (hyperlinked company name)
- Recognition via social media
- Company name displayed in event communications
- Registration fee waived for two event participants



For more information, please contact Traci Heath:
cancerwalk@umassmed.edu