



Dear Friend:

The Stowe Weekend of Hope is an annual three-day event, now entering its 21<sup>st</sup> continuous year that celebrates and supports cancer patients, survivors, families, their loved ones and caregivers

**We are writing to ask for your financial support right now, in this, our most trying and urgent year ever.**

This year's Stowe Weekend of Hope event comes at an unprecedented time in this nation's history—but also in the history of cancer treatment. Never before have cancer patients had fewer avenues of support. Fewer venues at which to congregate. Fewer opportunities to share their experiences with other patients.

To be sure, Covid-19 has affected different groups in different ways. But its effects on the cancer community have been devastating. Greater isolation. Greater difficulty accessing supports. Ultimately, greater despair.

Never before has it been more difficult for cancer patients to *simply be together*. To talk to each other. To feel a little less alone. Cancer is a 900-pound gorilla.

**Here are five reasons you should support this event now:**

**1. You are helping to meet a critical and unmet need.**

There are very nearly zero other events like SWOH. If SWOH disappears, cancer patients would literally have no other event forum at which they can come together. Your support helps to ensure that the cancer community retains at least one tent pole event, around which this entire, global community can rally—now, and for years to come.

**2. Your brand will be center-stage in front of our biggest audience ever.**

Going virtual hasn't weakened SWOH; it's greatly accelerated it. This year's event promises to be bigger than ever. Our keynote address at last year's event, our first virtual, drew nearly 500 attendees from more than 40 states. We believe this year's event has the potential to double that. As a major sponsor, your brand will enjoy direct access to a large, engaged and receptive audience for the entirety of the three-day event.



**3. Our new sponsorship opportunities are better aligned with your brand purpose.**

We've modified and/or created nearly a dozen new sponsorship opportunities. This gives you more innovative and impactful ways to share your story with our audience. From the new Co-Presenter sponsorship to Custom Content/Presenter sponsorships—even Co-Hosting our Virtual Walk—this year you will find opportunities that match your brand beautifully. (We're also open to customizing any sponsorship to better meet your needs.)

**4. Your sponsorship puts your brand in elite company.**

Not only does your sponsorship go to a proven organization—led for 21 years by a 100%-volunteer board—it puts your brand alongside other leading lights in the cancer field like Pfizer and NNECOS. Your support puts you right alongside some of the most respected names in oncology and its related fields. It also helps us strengthen our organization to present better, bigger, and more impactful events in the future.

**5. People are hurting and alone, and you can do something about it.**

No time is a good time for a cancer diagnosis, but this is surely a terrible one. And you can do something about that. Right now. Imagine the despair, knowing that any hospital visit could kill you—and not even from cancer. Imagine the fear and isolation of not even being able to have your loved one with you, meet, talk to or share your concerns with other patients. SWOH gives people this chance. Please don't let this vital, life-saving—LIFE-CHANGING—event go away.

**Please join hands with your fellow corporate leaders and support this unique and important event now.**

This event is one of the preeminent cancer patient support events in the world. There are just so few. Like ours, the few that do exist have been jeopardized even further by the economic contraction and financial uncertainty this pandemic has ushered in. Please don't let the Stowe Weekend of Hope be lost to the, "Better to wait and see..." mentality that has crippled so many charitable organizations this year. Now is not the time to, "Shelter in place." Now more than ever, we need people like you—organizations like yours—to take a stand. To say, "This matters. This makes a difference. This is something I can do."

**Cancer does not, 'Wait and see.' Cancer is happening now, but you can help.**

If you've looked at SWOH in the past, take another look now! We implore you to review the enclosed sponsorship opportunities—and to please contact us to discuss how we might further customize any one of them to better meet your needs. In particular, we would direct your attention to our new Diamond



Sponsorship, which puts your brand side-by-side with our own as Co-Hosts of the entire, three-day event. Again, please don't hesitate to contact us. We would love to discuss the many, new and exciting opportunities our new virtual platform offers.

We sincerely hope—our board, our presenting doctors, our attendees and their loved ones—that we can count on you for the absolutely mission-critical support "Stowe Weekend of Hope" so desperately needs. Now is the time.

Very Truly Yours,

The Stowe Weekend of Hope Board of Directors

*Leslie Anderson ~ Deborah Clark ~ Kristin Connors ~ Nick Haggerty ~ Chris Lee ~ Kathleen McBeth  
Hannah Normandeau ~ Valerie Rochon*

PS: We would love to talk about the new sponsorship opportunities. But space is booking up, so if you're interested in a Diamond- or Platinum-level sponsorship, let's talk soon. We would love to see your brand "own" this year's event.

**Tax exempt 501(c) (3) EIN#: 26-4134116**

# SPONSORSHIP OPPORTUNITIES & BENEFITS

The StoweWeekend of Hope offers a unique opportunity to reach a concentrated group of cancer survivors, their caregivers and physician presenters. As a sponsor your organization will benefit in the following ways:

LEVEL & PRICING	Diamond \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
<p><b>Title Sponsor</b> Be the sole event title sponsor across all branded materials* for this special event</p> <p>*full list of branded materials available upon request</p>	✓				
<b>Remarks at Opening/Keynote session</b>	✓				
<b>Remarks at the Closing Session</b>	✓	✓			
<p><b>Present a Session or Workshop Sponsor</b> Join our esteemed presenters with your own piece of valuable content to present our attendees on the day of the event</p>	✓	✓	✓	✓	
<p><b>Make Remarks at Session or Workshop</b> Join our esteemed presenters and sponsor your own piece of valuable content to present our attendees on the day of the event</p>	✓	✓	✓	✓	✓
<p><b>Pre-Event Email Series:</b> Logo included in SWOH email</p>	✓	✓			
<p><b>Virtual Event Site:</b> Logo and banners</p>	✓	✓	✓		
<p><b>Branded Thank You Package:</b> Thank You package sent to all attendees post event, branded direct marketing included in direct marketing</p>	✓	✓	✓		

<b>Stowe Reporter:</b> Logo in SWOH Ad Run	✓	✓	✓		
<b>Graphics During Event:</b> Logo	✓	✓	✓	✓	Name Listed
<b>SWOH Website:</b> Logo & link to your site	✓	✓	✓	✓	Name Listed

## EVENT SPONSORSHIPS

<b>Virtual Victory Walk Sponsor</b>	\$2,500	The Virtual Victory Walk is an inspiring end of the Weekend event. Logo will be included as sponsor of this specific event.
<b>Candle Light Service</b>	\$2,500	Sponsor this healing candlelight service and space which provides healing and reflection and serenity. Logo will be included as sponsor of this specific event.

To contribute online, visit our website at [www.stowehope.org](http://www.stowehope.org)