Sponsorship Opportunities

To learn more about the Lurie Cancer Center, visit cancer.northwestern.edu
25th Annual Cancer Survivors’ Celebration Walk & 5K

EVENT OVERVIEW

Over 4,000 cancer survivors and supporters will gather in Chicago’s Grant Park on Sunday, June 3, 2018 for the Robert H. Lurie Comprehensive Cancer Center of Northwestern University’s signature event—the Annual Cancer Survivors’ Celebration Walk & 5K.

This Chicago area community event honors cancer survivors and recognizes health care professionals who have dedicated their careers to providing patient care and pursuing research. This event provides survivors, caregivers, family members, and all whose lives have been touched by cancer a special day to celebrate the amazing strides made in cancer research and care. It also recognizes the improvements in quality of life for those living with and beyond cancer.

The Survivors’ Celebration Walk features a leisurely, non-competitive walk (approximately three miles in length) along Chicago’s lakefront followed by a picnic lunch for attendees, family entertainment, educational opportunities and a chance to sign the Dedication Wall. Participants will also be given the opportunity to participate in a chip-timed, 5K race that will begin prior to the walk.

EVENT PROMOTION

The Survivors’ Celebration Walk & 5K receives broad-based media coverage. Promotion is expansive and includes the following:

- Mass email and print mailing to past participants, patients, health care professionals, and cancer advocacy organizations
- Social media promotions
- Distribution of registration materials throughout the greater Chicagoland area

OVERCOMING CANCER

The Robert H. Lurie Comprehensive Cancer Center of Northwestern University is committed to being a national leader in the battle to overcome cancer. Every day we renew our dedication to scientific discovery, advancing medical knowledge, providing compassionate, state-of-the-art cancer care, and training the next generation of clinicians and scientists.

Each physician, scientist, and care team member shares our commitment to continuous progress and a sense of urgency to discover, develop and deliver the most effective, personalized treatment plan for each patient.

Lurie Cancer Center is one of only 49 centers in the United States to earn a “Comprehensive” Cancer Center designation from the National Cancer Institute (NCI). This prestigious designation reflects our dedication to the highest standards of cancer research, patient care, education, and community outreach.

Lurie Cancer Center is also a founding member of the National Comprehensive Cancer Network, an alliance of 27 of the world’s leading cancer centers dedicated to improving the quality, effectiveness, and efficiency of cancer care so that patients can live better lives.

Cancer care at our clinical home, Northwestern Memorial Hospital, was once again ranked 1st in both the Chicago Metro Region and Illinois by U.S. News & World Report.
$50,000
TITLE SPONSOR

Survivors’ Celebration Walk & 5K
Exclusive Sponsorship Opportunity

- Sponsor logo or name recognition on event webpage with link to sponsor’s website
- Exclusive sponsor logo or name printed on vertical signs flanking event mainstage
- Sponsor logo or name featured on dedication wall
- Sponsor logo or name featured on start/finish gates
- Sponsor logo or name featured on runners’ bibs
- Sponsor logo or name featured on event t-shirt
- Emcee recognition throughout the event
- Complimentary registration for 30 employees of sponsor company
- Acknowledgement in pre-event confirmation email and post-event email to 4,000+ recipients
- Lurie Cancer Center Risk Reduction Health Lecture for employees of sponsor company (to be held at sponsor’s offices)
$25,000

PRESENTING SPONSOR

Survivors’ Celebration Walk & 5K

- Sponsor logo or name on event webpage with link to sponsor’s website
- Sponsor logo or name featured on start/finish gates
- Sponsor logo or name featured on event t-shirt
- Sponsor name recognition either on walk course or at event site
- Emcee recognition throughout the event
- Complimentary registration for 15 employees of sponsor company
- Acknowledgement in pre-event confirmation email and post-event email to 4,000+ recipients
CANCER SURVIVORS’ CELEBRATION WALK & 5K SPONSORSHIP OPPORTUNITIES

**$15,000 SUSTAINING SPONSOR**
- Sponsor logo or name on event webpage with link to sponsor’s website
- Sponsor logo or name featured on start/finish gates
- Sponsor name featured on event t-shirt
- Sponsor name recognition either on walk course or event site
- Emcee recognition throughout the event

**$10,000 SUPPORTING SPONSOR**
- Sponsor name on event webpage with link to sponsor’s website
- Sponsor logo or name featured on start/finish gates
- Sponsor name featured on event t-shirt
- Emcee recognition throughout the event

**$5,000 GENEROUS AFFILIATE**
- Sponsor name on event webpage
- Sponsor logo or name featured on start/finish gates
- Sponsor name featured on event t-shirt
- Emcee recognition throughout the event

**$1,000+ SURVIVORSHIP SUPPORTER**
- Sponsor name listed on event t-shirt
- Emcee recognition throughout the event

**Donations CONTRIBUTOR**
Both cash and in-kind support at all levels (including food and supplies) are welcome and appreciated.
25th Annual Cancer Survivors’ Celebration Walk & 5K
SPONSORSHIP COMMITMENT FORM

Sponsorship Recognition Deadlines:  
May 1, 2018 (for inclusion on t-shirts) • May 15, 2018 (for inclusion on signage)

Please mail or email this information to:  
Northwestern University  
Feinberg School of Medicine  
ATTN: Elizabeth Gordon  
420 E. Superior St., 9th floor  
Chicago, IL 60611
elizabeth.gordon@northwestern.edu  
312.503.0759

Donations can also be made online by visiting:  
wewill.northwestern.edu/luriewalk2018

Please make checks payable to:  
Robert H. Lurie Comprehensive Cancer Center of Northwestern University

☐ $50,000 TITLE SPONSOR (exclusive opportunity)  
☐ $25,000 PRESENTING SPONSOR  
☐ $15,000 SUSTAINING SPONSOR  
☐ $10,000 SUPPORTING SPONSOR

☐ $5,000 GENEROUS AFFILIATE  
☐ $1,000 SURVIVORSHIP SUPPORTER  
☐ OTHER DONATION (explain below)

__________________________________________

Please list your name or company name as it should appear on printed materials

Name __________________________________________

Company ________________________________________

Address ________________________________________

Telephone ______________________________________

Email __________________________________________

Signature ________________________________________

For more information about the Lurie Cancer Center, please visit cancer.northwestern.edu