

# MaineGeneral Health DAY of HOPE

## Sponsorship Proposal

October  
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THE  
DATE



### Join us for a Day of Hope!

The Day of Hope is so much more than a day - it's an opportunity for cancer patients and their families to be surrounded by a unified community that supports them every step of the way.

In 2025 **1,700** Day of Hope supporters joined together, raising **\$220,583** to expand the Harold Alfond Center for Cancer Care, strengthening access to high-quality, comprehensive cancer treatment right here in our community.



### Hope – Rooted in Your Support

As the number of patients at the Harold Alfond Center for Cancer Care continues to grow, support from our community remains crucial. This year, the Day of Hope's goal is to raise **\$200,000** to fund vital programming and patient support services at the Cancer Center, provide updates to oncology technology and equipment and ensure patients continue to receive the cancer care they need close to home.

**Help support this event, your neighbors and our patients while promoting your own brand with one of the sponsorship opportunities enclosed!**

#### ALL sponsor levels receive the following:

- Inclusion on website, promotional and collateral materials; \*
- Recognition in *Philanthropy Matters* (mailed to approximately 1,200 homes); and
- Inclusion on sponsor boards at the event (5 total in prominent locations).

*\*Prominence is commensurate with level of sponsorship. Business logo included in collateral for sponsorship of \$1,500 and up. See reverse side for details.*

## Hope – *Rooted in Your Support*

**Day of Hope Sponsor** - \$30,000 *Thank you, Charlie's Family of Dealerships!*

**Rally for Hope Sponsor** - \$10,000 *Thank you, Radiology Alliance of Maine!*

**Walk for Hope Sponsor** - \$10,000 *Thank you, Kennebec Savings Bank!*

**Hope Shoppe Sponsor** - \$5,000 *Thank you, G&E Roofing!*

**Volunteer Sponsor** - \$5,000 *Thank you, Central Maine Power!*

### **Opening Ceremony Sponsor (1 opportunity) - \$5,000**

Help inspire our audience as we invite members of our cancer community to share words of hope and celebration. Sponsor receives:

- **Exclusive** inclusion in promotion of opening ceremony;
- **Prominent** recognition on ceremony stage;
- **Exclusive** social media mention; and
- Inclusion in sponsor shout-out on both the Day of Hope Facebook page and the MaineGeneral Health Facebook page.

### **Heroes for Hope Sponsor (1 opportunity) - \$5,000**

At the Cancer Center, our staff are more like celebrities and we are in constant awe of their dedication and compassion for the patients they treat. Sponsor receives:

- **Exclusive** recognition during the promotion of our Alford Angels, our local cancer care celebrities who walk for 40 hours the week of the event;
- **Prominent** recognition in our Hope Wall space at the Day of Hope;
- **Exclusive** social media mention; and
- Inclusion in sponsor shout-out on both Day of Hope Facebook page and MaineGeneral Health Facebook page.



# Hope – Rooted in Your Support

## **Pavilion Sponsor (multiple opportunities) - \$2,500** *Join Pine State Trading Co.!*

The Education and Food pavilions allow participants to learn more about cancer care resources, from prevention to survivorship. Attendees will also enjoy nutrient-dense recipe samples. Sponsors receive:

- **Prominent** recognition in education and food pavilions;
- Social media mention; and
- Inclusion in sponsor shout-out on Day of Hope Facebook page.

## **Survivor Space Sponsor (multiple opportunities) - \$2,500** *Join Steve's Heroes!*

The Survivor Space is a special part of the Day of Hope, exclusive to those who have faced or are facing cancer. Visitors are invited to choose their sash, enter raffles and connect with others who have the shared experience of fighting cancer. Sponsors receive:

- **Prominent** recognition in Survivor Space area;
- Social media mention; and
- Inclusion in sponsor shout-out on the Day of Hope Facebook page.

## **Kids Zone Sponsor (multiple opportunities) - \$2,000** *Join KV Federal Credit Union!*

Children often are the most affected by a cancer diagnosis and this Day of Hope invites them to have fun and enjoy every moment with their loved ones. Sponsors receive:

- **Prominent** recognition in Kids Zone;
- Social media mentions; and
- Inclusion in sponsor shout-out on the Day of Hope Facebook page.

## **Hero Sponsor (multiple opportunities) - \$1,500** *Join Rinck Advertising and SMRT!*

Be a hero to the cancer patients and their families in our community.

Sponsors receive:

- Recognition on golf carts and at photo booth;
- Social media mentions; and
- Inclusion in sponsor shout-out on the Day of Hope Facebook page.

## **Hope Sponsor (multiple opportunities) - \$1,000**

We need hope now, more than ever!

- Social media mentions.

## **Caring Sponsor (multiple opportunities) - \$500**

This sponsorship opportunity is a great option to ensure your business is included as a supporter of local cancer care.

- Social media mention.

*Proposals tailored to meet the needs of your organization are available – just ask!*

