



October  
**4** SAVE  
THE  
DATE

Every day, someone in our community hears the words, *"You have cancer."* In that moment, everything changes – and what follows often depends on the strength of the support surrounding them. In the face of a cancer diagnosis, we've learned something powerful: **hope is stronger when we stand together.** That's why we're inviting you to join us for MaineGeneral's annual Day of Hope – a day dedicated to celebrating and supporting those impacted by cancer.

### What is the Day of Hope?

Taking place at the **Augusta Civic Center on Saturday, October 4**, this special event brings together patients and families from across the state for a day of walking, fundraising, education, screenings and inspiration – all in support of the Harold Alfond Center for Cancer Care.

### How can you help?

As a sponsor, your support directly benefits patients –it helps with funding vital services, the expansion of our facility and provide compassionate care. It sets us on a strong path toward our goal of raising \$200,000 again this year! In addition, valuable marketing and promotional benefits are included with your sponsorship.

On behalf of our cancer community, we ask you to please take a moment to review the sponsorship opportunities enclosed. **We would love to welcome you and your business as a sponsor and celebrate this day together.**

With warmth and hope,

Natalie (Corrigan) Labbe  
Coordinator, Office of Philanthropy  
MaineGeneral Health

Last October, **more than 1,200** attendees rallied together to raise more than **\$200,000** to support the critical expansion of the cancer center – providing not just care, but comfort, connection and healing. Attendees received free cancer screenings, participated in wellness activities and left feeling seen, supported and inspired.

**This year, we're doing it again—  
and we need your help.**



MaineGeneral Health   
**DY of HOPE**

## Sponsorship Proposal

MaineGeneral Office of Philanthropy  
 philanthropy@mainegeneral.org  
 207.626.1809



# Your Support *Matters*

Patients at the Harold Alfond Center for Cancer Care need us now more than ever. Every dollar gets us closer to our goal of raising \$190,000 for high-quality, state-of-the-art, local cancer care. Help us support this event and our patients while promoting your own brand with one of the sponsorship opportunities outlined below!

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

**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!*

**Rally for Hope Sponsor (1) - \$10,000** *Thank you, Radiology Alliance of Maine!*

Bring excitement, hope and cheer as we rally our community!

- Exclusive recognition in Rally Alley that welcomes all participants for the Walk for Hope;
- Prominent recognition for teams and individuals to join the Day of Hope;
- Recognition on the Day of Hope Facebook page;
- Exclusive social media shout-out on both the Day of Hope Facebook page and the MaineGeneral Health Facebook page.

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

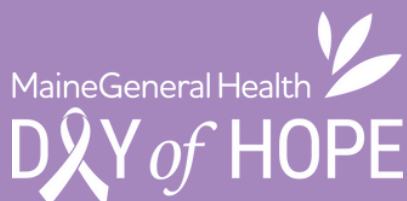
Help inspire our audience as we invite a member of our cancer community to share words of hope and celebration.

- Prominent recognition on ceremony stage;
- Inclusion in promotion of opening ceremony;
- 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) - \$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. Join us in celebrating our caregivers.

- Prominent recognition during the promotion of our Alfond 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.



Questions?  
Office of Philanthropy  
Philanthropy@mainegeneral.org  
207.626.1809



**Facebook Page Reach**

MaineGeneral Health: 10K  
Day of Hope: 2.2K

\*As of 4/1/2025

# MaineGeneral Health DAY of HOPE

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

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.

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

## **Survivor Sponsor (multiple) - \$2,500** *Join, Performance Foodservice!*

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 fill in their sash, enter raffles and connect with others who have the shared experience of fighting cancer.

- 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) - \$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.

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

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

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

- 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) - \$1,000** *Join, Connected Credit Union, Cross Insurance, and Langford & Low!*

We need hope now, more than ever!

- Social media mentions.

## **Caring Sponsor (multiple) - \$500** *Join, University Credit Union!*

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

- Social media mention.

## **ALL sponsor levels receive the following:**

Inclusion on website, promotional and collateral materials.\*

Recognition in *PhilanthropyMatters* (mailed to approximately 2,500 homes)

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.*

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

