



VIRTUAL
Hope Walks
October 4, 2020



**To Benefit
Mass General Cancer Center
at Newton-Wellesley**

2020 Sponsorship Opportunities



What is Hope Walks?

Hope Walks is a community walk that brings together patients, families, friends and cancer center staff to raise funds for the Mass General Cancer Center at Newton-Wellesley.



Given the challenges presented by the COVID-19 pandemic and our commitment to protecting the health of our community members and walk participants, we have made the difficult decision to move this year's Hope Walks – scheduled for October 4, 2020 – to a **fully virtual event**.

While we won't be walking side-by-side this year, we will still be walking together. Now more than ever, we need your support to raise funds for the Mass General Cancer Center at Newton-Wellesley. Your participation will help us continue to offer a range of programs and integrative support services (including massage, reiki, psychosocial counseling and more) to patients with a cancer diagnosis. ***Please help us reach our fundraising goal of \$100,000!***

How will the funds be used?

Funds raised at Hope Walks will benefit the following services at the Mass General Cancer Center at Newton-Wellesley:

- **Social work, psychosocial counseling, genetics and nutrition** – needed by many of our patients and all in need of additional funding
- **Integrative therapies** – including massage, reiki and the popular Strength in Motion class
- **Clinical trials** – another layer of treatment that benefits many cancer center patients. The center is now participating in an important Stand Up to Cancer grant funded trial
- **Facility upgrades** – such as replacing infusion chairs and creating greater privacy in the infusion area
- **Launching survivorship and other wellness programs** – The cancer center currently is piloting a highly regarded 12-week survivorship course called, "Paving the Path to Wellness" to provide survivors with the support they need



"I got involved with Hope Walks to show my appreciation for everything that the Mass-General Cancer Center at Newton-Wellesley has done for me and for my family. From the Infusion Nurses, to the support team, to the Doctors, I have received world class care. Every person living with a cancer diagnosis deserves this level of care."

- Lizzy Gill, Newton-Wellesley Hospital Patient



About Cancer Care at Newton-Wellesley Hospital

In collaboration with Mass General Cancer Center (MGCC), Newton-Wellesley provides advanced cancer treatment and support in a welcoming, state-of-the-art facility in Newton. The Mass General Cancer Center at Newton-Wellesley offers integrated, multidisciplinary care and easy access to sub-specialists, clinical trials and advanced technology. This allows our patients to receive world-class care, close to home.

Last year, patients at Mass General Cancer Center at Newton-Wellesley received the following support services, benefiting their mental and physical wellbeing:



542
appointments
with a
psychologist



302
visits with
a dietitian



235
massage
therapy
sessions



Event Details

Hope Walks is going fully virtual this year! This year's walk may look different compared to years past, but your support and dedication are more important than ever.

Date: Sunday, October 4, 2020

What does it mean to go virtual? It means you can walk wherever you like! Walk around your neighborhood, go to the park, head to the beach or hop on the treadmill. We are encouraging walkers to walk two miles, but choose what feels right to you!

2019 Hope Walks Facts:



Over **500**
Walkers



New location,
Babson College



10th
Anniversary



More than
\$126,000
raised



Multiple levels of sponsorship opportunities are available.

Please visit nwh.org/hopewalks for more information or contact Beth Anthony, Events and Corporate Sponsorship Director, at banthony1@partners.org or 617-243-6834.



Corporate Sponsorship Opportunities

Platinum \$25,000

- Acknowledgement as a lead corporate sponsor
- Up to 20 complimentary walk entries
- Invitation for 4 guests to attend Newton-Wellesley's annual Leadership Donor Recognition event in November 2020
- Prominent company placement:
 - Logo on walk t-shirt
 - Logo on event website
 - Full-page color ad on virtual tribute wall
 - Inclusion in event e-communications to invitees and walkers
 - Dedicated social media posts

Gold \$10,000

- Up to 10 complimentary walk entries
- Invitation for 2 guests to attend Newton-Wellesley's annual Leadership Donor Recognition event in November 2020
- Company placement:
 - Logo on walk t-shirt
 - Logo on event website
 - Full-page color ad on virtual tribute wall
 - Inclusion in event e-communications to invitees and walkers
 - Dedicated social media posts

Silver \$5,000

- Up to 6 complimentary walk entries
- Invitation for 2 guests to attend Newton-Wellesley's annual Leadership Donor Recognition event in November 2020
- Company placement:
 - Logo on walk t-shirt
 - Logo on event website
 - Full-page color ad on virtual tribute wall
 - Inclusion in event e-communications to invitees and walkers

Bronze \$2,500

- Up to 2 complimentary walk entries
- Company placement:
 - Logo on walk t-shirt
 - Logo on event website
 - Half-page color ad on virtual tribute wall

Copper \$1,000

- Company placement:
 - Logo on walk t-shirt
 - Logo on event website
 - Logo on virtual tribute wall

Deadline for sponsorship forms and materials: August 18, 2020



MASS GENERAL
CANCER CENTER
at Newton-Wellesley



Sponsorship Form

Sponsor Name

Contact Name (if sponsor is a company)

Address

City, State, Zip

Tel.

E-mail

Please indicate level of support:

- \$25,000 – Platinum Sponsor
- \$10,000 – Gold Sponsor
- \$5,000 – Silver Sponsor
- \$2,500 – Bronze Sponsor
- \$1,000 – Copper Sponsor

Donation Option:

- I/We are unable to attend, but please accept our tax-deductible contribution of \$ _____

PAYMENT

- Enclosed is my check for \$ _____
(payable to Newton-Wellesley Hospital)
- Please send an invoice for \$ _____

- To pay via credit card, please visit nwh.org/hopewalks or call 617-243-6243 to give your credit card information over the phone.

Due to PCI Compliance standards and to protect your personal information, we can no longer accept credit card information via email or regular mail.

**Deadline for sponsorship forms
and materials: August 18, 2020**

Please make checks payable to:

Newton-Wellesley Hospital
Development Office
2014 Washington Street
Newton, MA 02462
617-243-5491 (T) | 617-243-6288 (F)
hopewalks@partners.org



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