

LURIE CANCER CENTER
29TH ANNUAL CANCER SURVIVORS'
**Celebration
Walk & 5K**

M Northwestern
Medicine®



Moving Forward Together to Honor and Celebrate Cancer Survivors

For 29 years, the Robert H. Lurie Comprehensive Cancer Center of Northwestern University has held our annual Cancer Survivors' Celebration & Walk, honoring cancer patients, survivors, healthcare professionals, and the community that stands by their sides. Our signature event has been a one-of-kind opportunity for our community to connect and celebrate the milestones we have reached in cancer research and patient care. Today, we're more committed than ever to moving forward, together.

In 2021, thanks to the commitment of nearly 1,100 participants and 88 teams in 29 states, we were able to honor cancer survivors, celebrate milestones, and raise more than \$300,000 to advance lifesaving research and treatment. No matter where or when participants chose to be active on National Cancer Survivors Day, our program provided them with event T-shirts, music, videos, and all the resources for a memorable celebration. Our virtual Dedication Wall brought everyone together, with photos and messages of love, support, and hope.

Now that we are back in person in 2022, we are excited to increase our efforts and offer added benefits and flexibility for ways our participants can celebrate stronger than ever! We will be holding a non-competitive walk in Grant Park in downtown Chicago, in addition to a chip-timed 5K race. While everyone rallied among loved ones in their homes last year, this year our guests, friends, and supporters have the opportunity to come together as a community to enjoy plenty of entertainment in a fun-filled atmosphere!

cancer.northwestern.edu/walk



Cancer Survivors' Celebration Walk & 5K

Our 29th Annual Cancer Survivors' Celebration Walk & 5K is a one-of-kind opportunity for people who have faced or are facing cancer to connect as a community and celebrate milestones with the families, friends, physicians, scientists, and care providers who support them every step of the way.

Attendees have once again started to create teams to raise funds, support, and awareness by inviting friends and family to help them celebrate and fuel life-changing research and cancer care.

We are excited to host this year's event back in person at Chicago's Grant Park on National Cancer Survivors Day—Sunday, June 5, 2022—for a memorable morning filled with family-friendly activities:

- Guests will choose to participate in a non-competitive walk or chip-timed 5K race along the lakefront.
- Participants will receive a custom 29th Annual Cancer Survivors' Celebration & Walk T-Shirt (purple T-shirts for cancer survivors, white T-shirts for supporters); enjoy music and entertainment; hear from inspiring speakers; and have the opportunity to share a message on our Dedication Wall.
- The event will take place rain or shine!
- Starting at 8:30 a.m., our program will include a welcome from our Lurie Cancer Center Director, Dr. Leonidas Platanius; special messages from our sponsors; inspiring cancer survivors' stories; an in-person walk and 5K run—and more.

Advances in cancer prevention and treatment—based on life-changing research—give us more reasons to celebrate each year. Imagine what we can achieve together!

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 31 centers in the United States to earn a "Comprehensive" Cancer

Center designation from the National Cancer Institute. 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 28 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 first in both the Chicago Metro Region and Illinois by *U.S. News & World Report* in its 2021-2022 rankings.



To learn more about Lurie Cancer Center, visit cancer.northwestern.edu

Social Media



We encourage participants to share photos, videos, stories, and reasons they celebrate with the hashtag **#LurieCelebrates**.

We are also offering this year's sponsors the unique opportunity of sharing videos in order to provide our audience with more information about your organization. We plan to post these videos in the weeks leading up to our event to help our audience learn more about the organizations with which we partner.

- Our Lurie Cancer Center [Facebook](#) page
- Our Lurie Cancer Center [Instagram](#) account
- Our Lurie Cancer Center [Twitter](#) account

Lurie Cancer Center
14.9K Tweets

Lurie Cancer Center
@LurieCancer

@LurieCancer at Northwestern Memorial Hospital, ranked No. 8 in U.S. by @USNews. Translating leading-edge discoveries into better cancer care.

Chicago, IL cancer.northwestern.edu Joined December 2012

5,562 Following 7,695 Followers

Tweets Tweets & replies Media Likes

Lurie Cancer Center @LurieCancer · 2h

Join the celebration! Register for our virtual Cancer Survivors' Celebration & Walk by May 14 to receive your commemorative T-Shirt in time for the event. Check out the details and register here: bit.ly/2QcVXEw



Sign In

+ Add to board

28TH ANNUAL CANCER SURVIVORS' Celebration & Walk

VIRTUAL DEDICATION WALL

Join us by posting your thoughts, images and videos here.

From Lurie Cancer Center
9 months ago

Thank you to our sponsor, the All of Us Research Program at Northwestern Medicine! The All of Us Research Program has a simple mission. They want to speed up health research breakthroughs. To do this, they are asking one million or more people to help them lead the way in discovering better care for all of us both in the future and today.

From Lurie Cancer Center
8 months ago

Thank you to our sponsor, AccessHope!

AccessHope is a new collaboration of two National Cancer Institute-designated comprehensive cancer centers that enables remote delivery of world-renowned expertise to employers, patients and treating oncologists nationwide. AccessHope's members and their treating oncologists will be matched with Northwestern Medicine cancer specialists for case review and treatment plan recommendations.

Celebration Highlight Board

Our online Celebration Highlight Board brings everyone together leading up to the event with photos and messages of love, support, and hope.

We are creating an addition for top sponsors' logos to be featured, and we will also include sponsor videos pinned to the top of our virtual Dedication Wall where all attendees will see them.

View last year's celebration highlight board here: luriecancer.kudoboard.com/boards/LcEiGmDb

Lurie Cancer Center is thrilled to grow this event in our 29th year, but we cannot do it alone. Continuing the tradition of this meaningful occasion would not be possible without the continued support of our sponsors!

2022 Sponsorship Opportunities

Thank you for your kind consideration. To become a sponsor, or if you have any questions, please contact us at survivorswalk@nm.org

On Sunday, June 5, 2022, cancer survivors and supporters around Chicagoland and across the country will celebrate National Cancer Survivors Day by participating in the Robert H. Lurie Comprehensive Cancer Center of Northwestern University's signature event—the **Annual Cancer Survivors' Celebration Walk & 5K**.

This community event honors cancer survivors and recognizes healthcare 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.

	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$1,000
	TITLE	PRESENTING	SUSTAINING	SUPPORTING	AFFILIATE	SPONSOR
Sponsor logo or name featured on event T-shirt <i>Sponsorship must be confirmed, with name/logo received, by April 29, 2022.</i>	LOGO	LOGO	NAME	NAME	NAME	NAME
Exclusive sponsor logo or name printed on vertical signs flanking event mainstage	LOGO	NAME				
Sponsor remarks during event program	Yes	Yes				
Sponsor logo or name featured on start/finish gates and/or race bibs	LOGO on bibs & gates	LOGO on gates	NAME on gates	NAME on gates	NAME on gates	
Sponsor logo or name recognition on event webpage	LOGO + URL	LOGO + URL	NAME + URL	NAME	NAME	
Acknowledgement in pre-event confirmation email and post-event email to 2,500+ recipients	LOGO	LOGO	NAME	NAME	NAME	
Complimentary registration for employees of sponsor company	25	15	10	8	5	
Verbal sponsor recognition during event program	Yes	Yes	Yes	Yes	Yes	
Sponsor video featured on Lurie Cancer Center's Facebook page in weeks leading up to event	5-min. max	4-min. max	3-min. max	2-min. max		
Sponsor video pinned to top of virtual dedication wall	5-min. max	4-min. max	3-min. max	2-min. max		
Sponsor logo featured at top of virtual dedication wall	LOGO	LOGO				
Lurie Cancer Center Risk Reduction Health Lecture for employees of sponsor company	Title Perk					