Benefiting Prisma Health-Upstate Cancer Institute
Saturday, May 2, 2020
Portman Marina
Prevention & Early Detection:

- **Mobile Mammography Initiative** – Our Prisma Health Mobile Mammography Initiative will provide proactive healthcare to various populations and will decrease barriers in access to preventive care as a part of a larger population health management strategy, improving the health of the communities we serve. The Prisma Health unit would be the first 3D mammography mobile unit in the Upstate and will screen 3,000 to 4,000 patients annually. As part of the Prisma Health Business Health program, over 20+ corporations and their employees would benefit from increased access and mammography scheduling.

- **Center for Cancer Prevention and Wellness (CCPW)** – CCPW is a new Prisma Health Cancer Institute prevention and research initiative designed to:
  - Recommend evidence-based cancer prevention lifestyle changes to participants
  - Use screening results to guide participants into appropriate programs based on their risk level
  - Utilize Cancer Institute surveillance and prevention programs
  - Establish a CCPW registry to provide longitudinal navigation, track outcomes, promote bio-banking and synergize allied health science center-based research

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**Dragon Boat Dollars at Work**

**Providing Support for Prisma Health Cancer Institute**

Since its inception in 2006, Dragon Boat Upstate Festival has been a catalyst for individuals in the Upstate to work together and change the face of cancer here in our community. Over the years, more than $3,000,000 have been raised by caring community members, helping propel the Prisma Health Cancer Institute forward in the areas of advanced cancer research and patient survivor programs in the Upstate.

Funds raised through Dragon Boat in 2020 will provide much needed support for local prevention and early detection, advanced cancer research and patient programs, as well as life-changing patient and survivor programs.
Advanced cancer research and patient programs:

• Institute for Translational Oncology Research (ITOR) - Funds to this area support clinical research and trials at all levels. Tissue has been banked for hundreds of patients across the country through the Prisma Health tissue bank. Among the items funded by Dragon Boat is the MoFlo, a machine that allows researchers to sort cancer cells in a way that keeps them viable for additional research instead of having to get more tissue from the patient. This also helps in individual drug therapy research, allowing doctors to evaluate several medication protocols on live tumors and better able to predict which drug therapy will have the greatest impact on the individual cancer being treated.

• McCrary Blood & Marrow Transplant Unit (BMT) - Funds to this area continue to help with patient and family housing during transplant and screenings not covered by insurance. Dragon Boat funds help to support this unit and among other things have helped create a wellness suite in the unit, creating a more comfortable environment for both the patient and their loved ones during the long stay needed for a transplant.

Patient & Survivor Programs:

• Center for Integrative Oncology & Survivorship (CIOS) – CIOS supports a comprehensive oncology rehabilitation program focused on helping a person with cancer regain maximum physical, social, psychological and vocational functioning with the limits imposed by the disease and its treatment. Music therapy and oncology rehab have been made possible because of Dragon Boat funds. In addition, hundreds of patients have had body composition scans as part of the “Moving On” Program for pre and post analysis within the 12-week program. CIOS has also rolled out a Nutrition program for hundreds of patients and offers monthly survivorship programs, such as Walking Club, Art, Music and Yoga. Recently a brand new “Sexual Health” program was added to the CIOS umbrella. All these programs, aimed at improving the lives of cancer patients, are made possible because of funds raised through Dragon Boat.

• South Carolina Ovarian Cancer Foundation – Dragon Boat continues to support patient and survivor services at the local and state level through the work of our organizing partner South Carolina Ovarian Cancer Foundation, whose mission is to improve the health of women through education on the warning signs of ovarian cancer, support those diagnosed with the disease and promote ovarian cancer research.

For more information on how you can change the face of cancer in the Upstate through the 2020 Dragon Boat Upstate Festival, please contact Isabel Posada, Special Events Coordinator, at isabel.posada@prismahealth.org or visit www.dragonboatupstatesc.org.
2020 Sponsorship Levels

TITLE Sponsor - $25,000
($21,000.05 is tax deductible before April 4, $20,875.05 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
- Includes registration fee, team t-shirt and safety lanyard
- A 20’X20’ festival tent in a roped off prime location with four 48” round table clothed tables, four 6’ table clothed tables and 32 chairs
- Company logo on the website and a link to the company’s website from the Sponsor Page
- Company logo in all festival materials
- Company logo in advertisements
- Invitations for 12 to Pep Rally in mid-April
- Invitations for 12 to VIP Night in May, with recognition at the event, with the opportunity to speak at the event
- Invitations for 12 to a VIP Lunch & Tour with Larry Gluck, MD, the medical director of the Prisma Health Cancer Institute

CEREMONIES Sponsor - $15,000
($11,133.05 is tax deductible before April 4, $11,008.05 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10 x 10’ festival tent in a prime location with three 48” round table clothed tables, two 6’ table clothed tables and 24 chairs
- Company logo in festival materials
- Company logo in advertisements
- Exclusive rights to speak at the event by officially starting the event, and handing out company branded awards during the awards ceremony to conclude the event
- Invitations for 10 to Pep Rally in mid-April
- Invitations for 10 to VIP Night in May, with recognition at the event
- Invitations for 10 to a VIP Lunch & Tour with Larry Gluck, MD, the medical director of the Prisma Health Cancer Institute

TENT VILLAGE Sponsor - $15,000
($11,102.05 is tax deductible before April 4, $10,977.05 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10 x 10’ festival tent in a prime location with three 48” round table clothed tables, two 6’ table clothed tables and 24 chairs
- Company logo in festival materials
- Company logo in advertisements
- Exclusive rights to oversee and judge the Tent Village competition and have the company logo on all team tent signage in Tent Village
- Invitations for 10 to Pep Rally in mid-April
- Invitations for 10 to VIP Night in May, with recognition at the event
- Invitations for 10 to a VIP Lunch & Tour with Larry Gluck, MD, the medical director of the Prisma Health Cancer Institute
AGORA GATHERING AREA Sponsor - $12,500
($9,057.65 is tax deductible before April 4, $8,932.65 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10 x 10’ festival tent in a prime location with two 48” round table clothed tables, two 6’ table clothed tables and 12 chairs
- Company logo in festival materials
- Company logo in advertisements
- Exclusive rights to all signage in the Agora Gathering Area
- Invitations for 8 to Pep Rally in mid-April
- Invitations for 8 to VIP Night in May, with recognition at the event

RACE STAGING Sponsor - $12,500  (SOLD - DPR Construction)
($9,183.15 is tax deductible before April 4, $9,058.15 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10 x 10’ festival tent in a prime location with two 48” round table clothed tables, two 6’ table clothed tables and 12 chairs
- Company logo in festival materials
- Company logo in advertisements
- Exclusive rights to all signage in the Race Staging Area including team photo station
- More than 2 dozen exclusive mentions during race day, in addition to all sponsor mentions
- Invitations for 8 to Pep Rally in mid-April
- Invitations for 8 to VIP Night in May, with recognition at the event

DRAGON BOATS Sponsor - $10,000 (SOLD - McNaughton-McKay)
($7,577.45 is tax deductible before April 4, $7,452.45 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 48” round table clothed tables, one 6’ table clothed tables and 10 chairs
- Company logo in festival materials
- Exclusive rights to signage on each of the dragon boats used at the event
- Invitations for 6 to Pep Rally in mid-April
- Invitations for 6 to VIP Night in May, with recognition at the event

HOSPITALITY Sponsor - $10,000
($7,552.45 is tax deductible before April 4, $7,427.45 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 48” round table clothed tables, one 6’ table clothed tables and 10 chairs
- Company logo in festival materials
- Exclusive rights to all signage in the Hospitality Area and on the golf cart shuttles
- Invitations for 6 to Pep Rally in mid-April
- Invitations for 6 to VIP Night in May, with recognition at the event
2020 Sponsorship Levels (cont.)

PRACTICE WEEK Sponsor - $10,000 (SOLD - ORTEC)
($5,392.95 is tax deductible before April 4, $5,267.95 is tax deductible thereafter)
• Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
• A 10’X10’ festival tent in a prime location with one 48” round table clothed table, one 6’ table clothed tables and 10 chairs
• Company logo in festival materials
• Exclusive rights to all signage in e-communications, along the docks and on the dragon boats for the duration of Practice Week
• Invitations for 6 to Pep Rally in mid-April
• Invitations for 6 to VIP Night in May, with recognition at the event

FINISH LINE Sponsor - $7,500 (TBD - TrendMicro, INC.)
($5,129.45 is tax deductible before April 4, $5,004.45 is tax deductible thereafter)
• Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
• A 10’X10’ festival tent in a prime location with one 48” round table clothed table, one 6’ table clothed tables and 8 chairs
• Company logo in festival materials
• Exclusive rights to signage at the finish line of the race in the water
• Invitations for 4 to Pep Rally in mid-April
• Invitations for 4 to VIP Night in May, with recognition at the event with opportunity to speak

PEP RALLY Sponsor - $10,000
($5,129.45 is tax deductible before April 4, $5,004.45 is tax deductible thereafter)
• Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
• A 10’X10’ festival tent in a prime location with one 48” round table clothed table, one 6’ table clothed tables and 8 chairs
• Company logo in festival materials
• Exclusive rights to signage at the Pep Rally in April
• Invitations for 6 to Pep Rally in mid-April
• Invitations for 6 to VIP Night in May, with recognition at the event
HALL OF FAME Sponsor - $7,500  (TBD - AccessHealth)

($5,178.78 is tax deductible before April 4, $5,053.78 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 48” round table clothed table, one 6’ table clothed tables and 8 chairs
- Company logo in festival materials
- Exclusive rights to signage at the Kick-Off event, opportunity to “jacket” each of the 2019 Hall Of Fame inductees at the event and opportunity to be branded in the Hall Of Fame full-page color photo TOWN advertisement in early 2020 to promote the event
- Invitations for 4 to Pep Rally in mid-April
- Invitations for 4 to VIP Night in May, with recognition at the event

STARTING LINE Sponsor - $7,500

($5,129.45 is tax deductible before April 4, $5,004.45 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 48” round table clothed table, one 6’ table clothed tables and 8 chairs
- Company logo in festival materials
- Exclusive rights to signage at the starting line of the race in the water
- Invitations for 4 to Pep Rally in mid-April
- Invitations for 4 to VIP Night in May, with recognition at the event

PARKING Sponsor - $5,000

($2,675.85 is tax deductible before April 4, $2,550.85 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to signage on all parking and directional signs leading in to the event and in the parking lots
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event
2020 Sponsorship Levels (cont.)

SPIRIT WALL Sponsor - $5,000  (TBD - HPE)
($2,675.85 is tax deductible before April 4, $2,550.85 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to signage at the Spirit Wall on race day
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event

RESTROOMS Sponsor - $5,000  (TBD - ECO Waste Systems)
($3,075.85 is tax deductible before April 4, $2,950.85 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to signage outside and inside of all restrooms at the facility
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event

TRASH / RECYCLING Sponsor - $5,000  (SOLD - REWA)
($3,075.85 is tax deductible before April 4, $2,950.85 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to signage on all trash and recycling receptacles at the event
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event

WATER STATION Sponsor - $5,000
($3,075.85 is tax deductible before April 4, $2,950.85 is tax deductible thereafter)

- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to signage at water stations
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event
PHOTO BOOTH Sponsor - $5,000  (TBD - BDR Partners)
($3,075.85 is tax deductible before April 4, $2,950.85 is tax deductible thereafter)
- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to signage on all photos provided at the photo booth
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event

VOLUNTEERS Sponsor - $5,000  (SOLD - Interim Healthcare)
($3,081.85 is tax deductible before April 4, $2,956.85 is tax deductible thereafter)
- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to branding on exclusive volunteer t-shirts and all communications to volunteers
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event

MISSION MOMENT Sponsor - $5,000  (TBD - Champion Solutions Group)
($3,081.85 is tax deductible before April 4, $2,956.85 is tax deductible thereafter)
- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 4 chairs
- Company logo in festival materials
- Exclusive rights to branding on signage during Mission Moment
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event

VIP NIGHT Sponsor - $5,000  (TBD - Auro Hotels)
($1,830.40 is tax deductible before April 4, $1,705.40 is tax deductible thereafter)
- Team entry for up to 25 team members: 20 paddlers, 1 drummer and 4 alternates
  - Includes registration fee, team t-shirt and safety lanyard
- A 10’X10’ festival tent in a prime location with one 6’ table and 2 chairs
- Company logo on the website
- Exclusive rights to signage at the VIP Night event with the opportunity to speak during the event
- Invitations for 2 to Pep Rally in mid-April
- Invitations for 2 to VIP Night in May, with recognition at the event
For a healthier community

Together we are looking at health in a completely new way, and we are dedicated to supporting the health and well-being of the individuals and families we serve daily.

Join us in our commitment.

Our purpose is to: *Inspire health. Serve with compassion. Be the difference.*

Prisma Health Office of Philanthropy
Isabel Posada
Isabel.Posada@PrismaHealth.org
864-797-7747

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Prisma is a registered 501(c)3 organization operating as Upstate Affiliate Organization, D.B.A. Prisma Health Cancer Institute.

Please make payment to:

Prisma Health
Prisma Health Cancer Institute
ATTN: LaTronica Harris
Office of Philanthropy
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Greenville, SC 29650