



*A Celebration of Life and Learning for Survivors of All Cancers, and Those Who Love Them*

**12<sup>th</sup> Annual Stowe Weekend of Hope**  
Friday, May 4 - Sunday May 6, 2012

Dear Friend,

Rare are the families that have not been touched by cancer. Rarer still are those communities who open their hearts, minds and businesses to support cancer survivors and their families. The **Stowe Weekend of Hope**, through a partnership of Vermont's medical community and Stowe's hospitality businesses, offers an educational and inspirational retreat weekend for cancer survivors and their families. The 12<sup>th</sup> Annual Stowe Weekend of Hope will be held May 4 - 6, 2012 and we are reaching out to all businesses for all levels of support. We need your help to continue our commitment to cancer survivors.

Since its inception, this weekend-long event has grown locally and nationally, and has become a showcase for traditional and non-traditional cancer treatments and therapies. People come to the Stowe Weekend of Hope for networking, information, education, inspiration and healing strategies. There is a broad menu of diverse events that participants can choose from to help them find the information and inspiration they need to cope with their cancer challenge at any stage in their disease. Furthermore, participants have the opportunity to meet others who have shared a similar life experience.

The Stowe Weekend of Hope is unique in that it provides support for the whole family, and the goal is to offer this enriching experience without the financial burden. All are given the chance to attend at no charge. Many participants come from low to moderate incomes and they could not afford to receive this kind of education. Funding from a variety of sources is necessary in order to keep this event free for survivors to attend.

Your support as a sponsor or donor will help make this event possible! The Stowe Weekend of Hope is a 501 c-3 not for profit organization, and your gift is tax deductible. Your contribution will have a large impact on this unique and innovative event and I hope you will consider our request.

**Thank you very much.**

Best Regards,

Susan Rousselle , President  
Stowe Weekend of Hope  
Phone: 802-253-7321 x208  
Email: susanr@stowehope.org  
Tax exempt 501(c) (3) EIN#: 26-4134116

**[www.stowehope.org](http://www.stowehope.org)**





## About the Event:

The Stowe Weekend of Hope is a celebration of life and learning for cancer survivors and those who love them. The event is organized in cooperation with the Stowe Area Association, Vermont Cancer Center at the University of Vermont/Fletcher Allen Health Care, Cancer Patient Support Program, Central Vermont Medical Center, and Copley Hospital. People come to the Stowe Weekend of Hope for networking, information, education, inspiration and healing strategies. There is a broad menu of diverse events that participants can choose from to help them find the information and inspiration they need to cope with their cancer challenge at any stage in their disease.

**EDUCATION:** presentations on the most current medical research on cancer prevention and treatment from nationally renowned oncology specialists from around New England and local area hospitals including the Vermont Cancer Center at Fletcher Allen Health Care, Central Vermont Hospital, Copley Medical Center, Dartmouth Hitchcock Medical Center and the Rutland Regional Medical Center

**HEALING:** hands-on workshops, support group gatherings, spiritual services, yoga, meditation, recreational opportunities and time for relaxation

**INSPIRATION:** inspirational musical events, ecumenical services, and motivational talks are held throughout the restorative environment of Stowe featuring an Opening Ceremony, an Ecumenical Candle Service at the Stowe Community Church and a Closing Ceremony of music, dance and hanging the Flags of Hope and Healing

## About the Audience:

### ATTENDEES:

- Approximately 70% of attendees are from the northern New England area; over 20 states on average are represented, and some attendees come from as far as Wisconsin and California to attend.
- Over 70% of people are "first-time attendees," while one-third are returning participants.
- Over 25 cancer types are represented.
- We expect to see between 600 and 900 survivors and their families throughout the course of the weekend.

**WHY DO PEOPLE PARTICIPATE?** For education, encouragement, inspiration and hope!

"My desire to participate in the Stowe weekend of hope is to receive and offer support while being part of this community that understands and shares the challenges my family and I have faced with a cancer diagnoses."

"I have had cancer 4 times in the last 6 years, most recently diagnosed with metastatic. I'm a single mom with a 16 year old son and I'm in need of some encouragement and HOPE!"



[www.StoweHope.org](http://www.StoweHope.org)

## SPONSORSHIP OPPORTUNITIES & BENEFITS:

The Stowe Weekend of Hope offers a unique opportunity to reach a concentrated group of cancer survivors, their caregivers and physician presenters. As a sponsor your organization will benefit in a number of ways:



- ✧ Increase **Brand Loyalty** and **Visibility** by demonstrating commitment to weekend participants by building new relationships in a casual, one-on-one environment
- ✧ Showcase your **Social Responsibility** and **Community Engagement** by partnering with the Stowe Weekend of Hope to make this event possible

Here are suggested contribution options for ways you can get help. Partial sponsorships are available.

EVENT SPECIFIC SPONSOR OPPORTUNITIES: <i>Lend your support to one of these Stowe Weekend of Hope activities</i>		
<b>Opening Ceremony - Friday, May 4</b>	\$3,500	High visibility event and official kick-off of the weekend.
<b>Closing Ceremony - Sunday, May 6</b>	\$3,500	An inspirational ceremony of performances to close the weekend, with over 350 cancer survivors and their caregivers, presenters, and local Stowe residents.
<b>Keynote Speaker - Saturday, May 5</b>	\$2,000	A motivational speaker to begin the day-long educational program
<b>Workshop/Track</b>	\$2,000	If you want to reach a specific subgroup of cancer survivors (lung, colon, breast, etc), then this is the most concentrated sponsorship for you.
<b>Attendee Gift Bag</b>	\$2,000	All attendees receive a special gift bag at registration that includes samples of local products, discount coupons for the weekend, and event materials. Your logo will be prominently displayed on the bag, and this item will have a lasting use for participants after the event is over.
<b>Candlelight Ceremony - Saturday, May 5</b>	\$2,000	This moving event includes music, dedications and prayer.
<b>ENTITLEMENTS INCLUDE:</b>		
<ul style="list-style-type: none"> <li>✧ Recognition on stowehope.org website, which serves as the primary source of information about the event</li> <li>✧ Verbal recognition (<i>Mention from podium at sponsored event</i>)</li> <li>✧ Your materials distributed at your sponsored event</li> <li>✧ Logo and listing in the Stowe Weekend of Hope tabloid supplement inserted into the "Stowe Reporter," with distribution throughout Vermont, taken to Cancer events in the Northeast and distributed to all participants during the weekend</li> <li>✧ Exhibit Space at Health &amp; Information Fair on Saturday, May 5</li> </ul>		
Contribute at any of these levels to help make this event possible		
Crystal <i>(the top level sponsorship with the most exposure in return)</i>	\$5,000	<b>ENTITLEMENTS INCLUDE:</b> <ul style="list-style-type: none"> <li>✧ Logo and listing on stowehope.org website</li> <li>✧ Logo prominently displayed in the Stowe Weekend of Hope tabloid supplement inserted into the "Stowe Reporter"</li> <li>✧ Logo presence on signage during event</li> <li>✧ Verbal recognition (<i>Mention from podium at opening &amp; closing events</i>)</li> <li>✧ Exhibit Space at Health &amp; Information Fair on Saturday, May 5</li> </ul>
	Gold	\$2,000
	Silver	\$1,500
	Bronze	\$1,000
	Green	\$500.00
	Patron	\$250.00
Friend	\$100.00	
<b>ENTITLEMENTS INCLUDE:</b> <ul style="list-style-type: none"> <li>✧ Recognition on stowehope.org website</li> <li>✧ Listing in the Stowe Weekend of Hope tabloid supplement inserted into the "Stowe Reporter"</li> <li>✧ FOR GOLD LEVEL: Exhibit Space at Health &amp; Information Fair on Saturday, May 5</li> </ul>		
NEW THIS YEAR!		
Adopt a Survivor <i>(multiple opportunities available)</i>	\$250	Help more people attend by "adopting" a survivor and contributing toward their travel expenses.
Miles for a Mission	\$500	Support the Stowe Weekend of Hope relay team runners by sponsoring the 2012 Key Bank Vermont City Marathon " <i>Miles for a Mission</i> "



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**SPONSOR/DONATION FORM**

Business Name:
Contact Person:
Address:
City, State, Zip
Email:

**Yes, I want to contribute to the Stowe Weekend of Hope!**

SPONSORSHIP (EVENT-SPECIFIC)	Total
Indicate Event: _____ Amount: \$ _____	
CONTRIBUTION LEVELS	Total
<input type="checkbox"/> Crystal (\$5,000) <input type="checkbox"/> Gold (\$2,000) <input type="checkbox"/> Silver (\$1,500) <input type="checkbox"/> Bronze (\$1,000) <input type="checkbox"/> Green (\$500) <input type="checkbox"/> Patron (\$250) <input type="checkbox"/> Friend (\$100) <input type="checkbox"/> Other: _____	
ADOPT A SURVIVOR	Total
\$250 each	
MILES FOR MISSION	Total
\$500	
TOTAL ENCLOSED:	Total

**PAYMENT INFO:**

Complete and mail on or before April 2, 2012  
 Make check payable to: **Stowe Weekend of Hope 2012**  
**Tax exempt 501(c) (3) EIN#: 26-4134116**

Credit Card (MC, VISA, AMEX, DISCOVER accepted)  
 Number \_\_\_\_\_ Exp Date \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_

**Mail to:**  
 Stowe Weekend of Hope  
 c/o Delaney Meeting & Event  
 Management  
 1 Mill Street, Suite 315  
 Burlington, VT 05401  
**FAX:** (802) 865-8066  
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