DEMPSEY™ CHALLENGE

Presented By AMGEN Oncology

RALLY TOGETHER 2022

RALLY. HONOR. CELEBRATE.

WE'RE IN THIS TOGETHER.

The Dempsey Center helps make life better for people impacted by cancer by providing a haven of support to cancer patients, their loved ones, and care partners—all at no cost.

Our flagship fundraising event, the Dempsey Challenge presented by Amgen Oncology, is an annual run/walk/ride experience. Founded by actor Patrick Dempsey in 2009, the event has raised over $17 million for the Dempsey Center since its inception, with 100% of all funds raised going directly to client care.

With two physical Centers in Lewiston and South Portland, Maine, and our third, virtual Center—Dempsey Connects, which launched in 2020—our specially-trained team of experts provides curated, holistic care to people impacted by cancer in Maine and beyond. Whether you are a cancer patient, survivor, care partner, or family member, the Dempsey Center has services designed with you in mind.

In 2021 we broke Dempsey Challenge records by raising over $1.5 million. People around the world came together on Dempsey Challenge weekend participating either virtually or in-person to raise funds to help make life better for people impacted by cancer.

Today, we move forward with that same unifying spirit as we RALLY TOGETHER for Dempsey Challenge 2022, our eyes focused on a $1.6 million goal.

As a partner for Dempsey Challenge 2022, you'll be a part of a global community joining forces to RALLY, HONOR, and CELEBRATE TOGETHER on Dempsey Challenge weekend.

CHALLENGE 2021

STATS + HIGHLIGHTS

DONATION
STATS

- 16,695 Donations totaling $1,508,805
- 7,715 Donors from Maine donated $801,085
- 8,890 Donors outside of Maine donated $707,720

- 519 Facebook Fundraisers were created
- $222,195.40 Total Raised on Facebook
- 14.7% of Total Revenue was raised through Facebook Fundraisers

- $522,460 Total Amount raised by corporate team partners

DIGITAL
STATS

Organic Page Reach (June 3 - October 31)	**308,460**
Organic Page Reach (June 3 - October 31)	**178,022**

Emails Sent	Recipients Per Email	Average Open Rate
25	**18,000+**	**19%**

MEDIA
COVERAGE

MAINE
News Center MAINE, WLBZ2, WMTW, WGME, WJBQ, WBLM, WCYY, 103.7 The Peak, 107.5 Frank FM, 99.9 FM The Wolf, WIGY, WOXO, Maine Public, Maine Magazine, Maine Chamber of Commerce, Maine Activity Magazine, Portland Press Herald, Sun Journal, Bangor Daily News, Kennebec Journal, The Cryer, Turner Publishing, Twin City Times, FOXBangor.com

NATIONAL
Live with Kelly & Ryan, GMA, EXTRA, 10% Happier Podcast, Business Insider, AP News, US News, Good Housekeeping, The Ellen DeGeneres Show, Wheel of Fortune

OVER 600 GLOBAL CHALLENGERS

OVER 400 VOLUNTEERS

OVER 1,400 LOCAL CHALLENGERS

CHALLENGE 2022

NEW OPPORTUNITY HIGHLIGHTS

RALLY TOGETHER

- 2,000+ participants, locally + globally, lift each other up and cheer each other on
- TUESDAYS TOGETHER virtual series offers partners the opportunity to reach a global audience through this bi-weekly, 8-week summer-long offering
- Top-notch incentive items donated by partners motivate participants to hit fundraising marks
- Double the Donation Days provide astounding impact for partners who want to leverage support to help raise more funds

HONOR TOGETHER

- Opening, Closing, and Awards Ceremonies held in-person and livestreamed throughout the weekend offer partners both a local and global audience
- A curated Mission Walk experience connects the Challenge event to the work of the Dempsey Center, and provides partners the chance to connect their message with stories from clients and participants
- Select spaces in Simard-Payne Park are available for naming opportunities by partners

CELEBRATE TOGETHER

- Partners at select levels invited to have presence in Simard-Payne Park to celebrate participants
- CELEBRATE TOGETHER: A Night of Love + Light will kick-off the weekend with a Friday evening celebration of cancer survivors and Champions for Hope (top fundraisers). A special evening with both exclusive and inclusive elements
- Digital screens in Simard-Payne Park offer space for partners to share a message of celebration locally
- Space in our digital Participant Guide offers partners the eyes of all 2,000+ participants for a global message of celebration

CHALLENGE 2022: PARTNER BENEFITS We incorporate in-kind donations as part of sponsorship proposals	$100K	$50K	$25K	$10K	$5K
PATRICK DEMPSEY SITE VISIT (DATE TO BE MUTUALLY AGREED UPON)	●				
SOCIAL MEDIA POST OR STORY ON PATRICK DEMPSEY'S CHANNELS	●				
LOGO ON DIGITAL + IN-PERSON BIBS*	●	●			
LOGO ON START + FINISH LINE TRUSS*	●	●			
ABILITY TO NAME SELECT LOCATIONS IN SIMARD-PAYNE PARK*	●	●	●		
LOGO ON DIRECT MAILER*	●	●	●		
SOCIAL MEDIA POST OR STORY ON DEMPSEY CENTER CHANNELS	●	●	●		
AD SPACE AVAILABLE ON DIGITAL SCREENS IN PARK (AD PROVIDED BY PARTNER)*	●	●	●		
LOGO PRINTED ON PARTICIPANT T-SHIRT (SHIPPED WORLDWIDE)*	●	●	●	●	
AD SPACE AVAILABLE IN PARTICIPANT GUIDE (AD PROVIDED BY PARTNER)*	●	●	●	●	
ABILITY TO HAVE PRESENCE IN SIMARD-PAYNE PARK (IN COLLABORATION WITH DC STAFF)*	●	●	●	●	
OPPORTUNITY TO DISPLAY COMPANY BANNER AT START OR FINISH LINE	●	●	●	●	●
LOGO INCLUDED IN CHALLENGE LAUNCH & WRAP-UP E-BLASTS	●	●	●	●	●
LOGO IN PARTICIPANT + VOLUNTEER GUIDES*	●	●	●	●	●
LOGO ON EVENT POSTER*	●	●	●	●	●
LOGO WITH HYPERLINK ON DEMPSEY CHALLENGE WEBSITE	●	●	●	●	●
INVITATION TO FRIDAY NIGHT VIP SPONSOR RECEPTION	●	●	●	●	●
VIP PASSES FOR FOOD + BEVERAGE	●	●	●	●	●
COMPLIMENTARY REGISTRATIONS	●	●	●	●	●

*These partner benefits are offered with the understanding that deadlines will be associated with each benefit. Your Dempsey Center point-person will outline deadlines with you as you craft your partnership.

CHALLENGE 2022

RALLY TOGETHER

BUILD COMMUNITY

From the moment you reach out to become a partner for the Dempsey Challenge, you'll be supported every step of the way. In addition to your Dempsey Center point person, you'll have access to our Dempsey Challenge Concierge, who'll be available to you before, during, and after Challenge to answer any questions, provide guidance, and offer heartwarming stories of motivation from our clients and participants.

CREATE A TEAM

A corporate team is an excellent way to engage staff, create excitement, and build connection. Your Dempsey Challenge Concierge will support you from start to finish line so you spend less time coordinating and more time connecting!

Who doesn't love swag? We'll help you pull together your team look with your company logo, text, or images, and a portion of every purchased item will go directly to the Dempsey Center!

BECOME A PARTNER

Our innovative, virtual experience combined with our revered, in-person event allows us to get creative with curating partnerships. We can customize your partnership package to align with your goals and mission, and with countless new ways to engage both global and local participants, your brand will have even more reach through your partnership with the Dempsey Challenge!

To get started, contact Chrissie Penney, Chief Advancement Officer at cpenney@dempseycenter.org