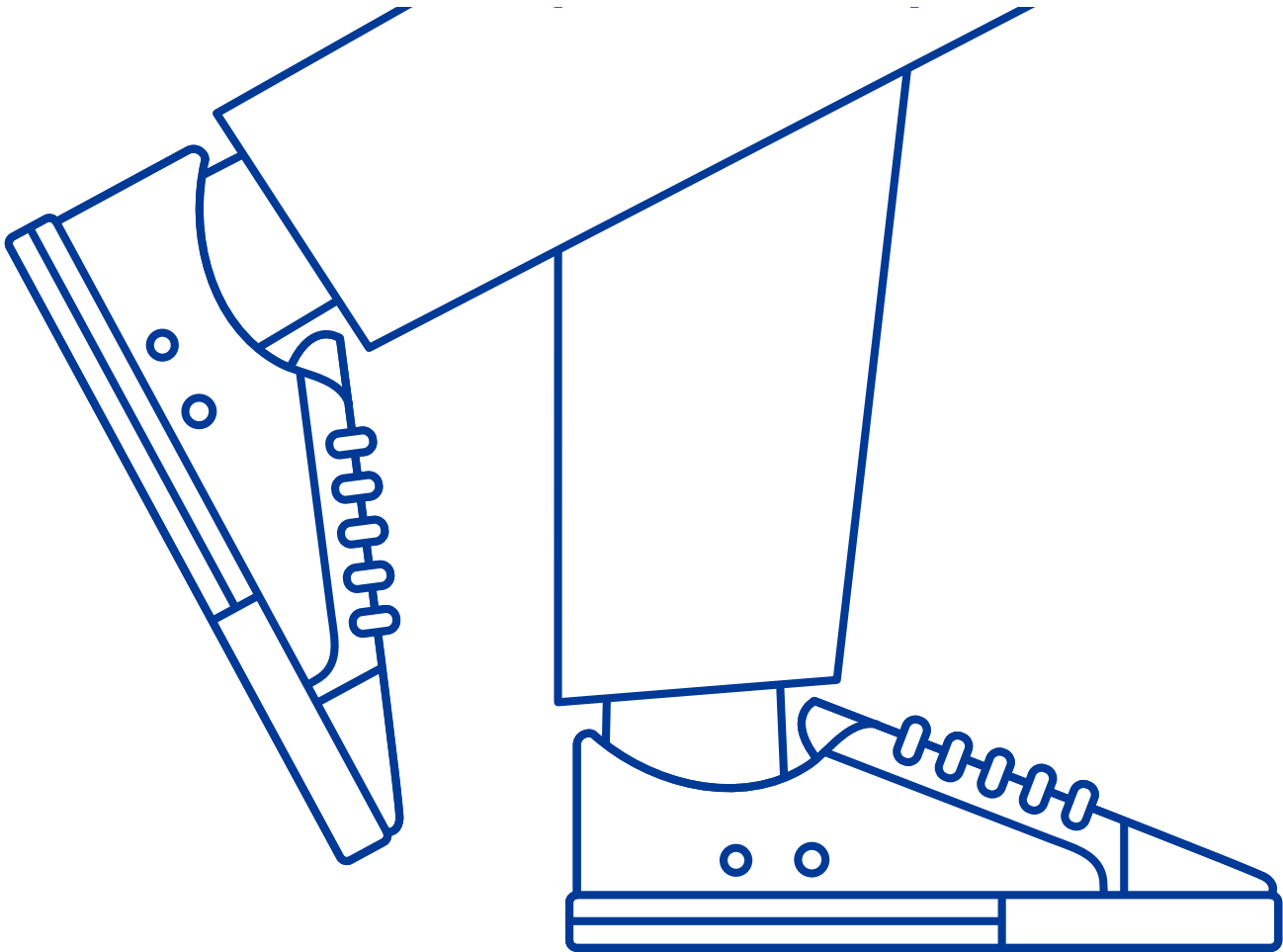


12th Annual Hope Walks

Sunday, October 24, 2021

To benefit the Mass General
Cancer Center at Newton-Wellesley

nwh.org/hopewalks

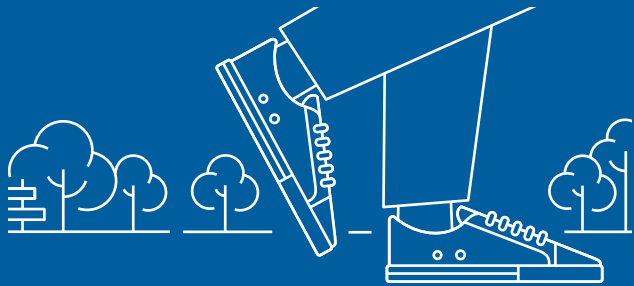


2021 Sponsorship Opportunities

Event Details

Hope Walks is going virtual in 2021...
with a brand new look!

Date: Sunday, October 24, 2021



Just like last year, you can walk where 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 2 miles but walk what feels right to you.



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.

We remain committed to protecting the health of our community and walk participants and have made the difficult decision to keep this year's Hope Walks – a fully virtual event. We hope by continuing to do our part in the fight against COVID-19, we will be back walking in person together next year.



2020 Hope Walks Facts



First ever
all-virtual
walk



More than
\$160,000
raised



Over **420** Walkers
joined us from
all over New
England, the U.S.
and globally!

How will the funds be used?

Your participation in Virtual Hope Walks this year will help us expand vital care by securing a second linear accelerator (LINAC), the equipment that provides radiation therapy to patients. It will also contribute to replacing the existing machine that was installed when the Center opened in 2009. The addition of two new linear accelerators is a top priority and will:

- Grow and accommodate the current need and the continued increase in patients who need treatment at Newton-Wellesley.
- Expand offerings of innovative radiation treatments.
- Replace the existing machine.
- Provide redundancy for routine maintenance.

Why is the linear accelerator important?

Today's radiation oncology includes a number of advances that benefit patients and assist the Cancer Center staff who plan and deliver their radiation oncology treatments. Those advances include:

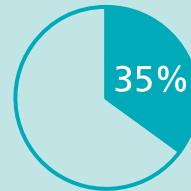
- **Higher dose rate:** this allows for shorter treatment delivery times and is especially important for Stereotactic Body Radiation Therapy (SBRT), a targeted treatment that directs multiple thin and varying beams of radiation at a tumor to overlap and destroy cells.
- **Intra-fractional imaging and feedback:** this new technology detects tumor responsiveness during treatment.
- **Respiratory motion management:** this is particularly important when treating cancer in the chest, and the patient's breathing may cause movement that must be controlled. It assures that the radiation beam is only on when it is aimed at the tumor.

Growing Demand for Radiation Treatment

5,900
radiation
treatments
provided
in 2009



9,500
radiation
treatments
provided
in 2020



35% of patients with new cancer diagnoses at NWH receive radiation treatment

NWH operates radiation treatment sessions an average of **12 hours per day** – the longest treatment day in the Mass General Brigham system



About Cancer Care at Newton-Wellesley Hospital

In collaboration with Mass General Cancer Center (MGCC), NWH provides advanced cancer treatment and support in a welcoming, state-of-the-art facility in Newton. Thanks to our collaboration with MGCC, NWH 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.



Corporate Sponsorship Opportunities



Platinum \$25,000

- Acknowledgement as a lead corporate sponsor
- Up to 20 complimentary walk entries
- Invitation for 4 guests to attend NWH annual Leadership Donor Reception event in November 2021
- Prominent company placement:
 - o Logo on walk t-shirt
 - o Logo on event website
 - o Inclusion in event e-communications to invitees and walkers
 - o Full page color ad on virtual tribute wall

Gold \$10,000

- Up to 10 complimentary walk entries
- Invitation for 2 guests to attend NWH annual Leadership Donor Reception event in November 2021
- Company placement:
 - o Logo on walk t-shirt
 - o Logo on event website
 - o Inclusion in event e-communications to invitees and walkers
 - o Full page color ad on virtual tribute wall

Silver \$5,000

- Up to 6 complimentary walk entries
- Invitation for 2 guests to attend NWH annual Leadership Donor Reception event in November 2021
- Company placement:
 - o Logo on walk t-shirt
 - o Logo on event website
 - o Inclusion in event e-communications to invitees and walkers
 - o Full page color ad on virtual tribute wall

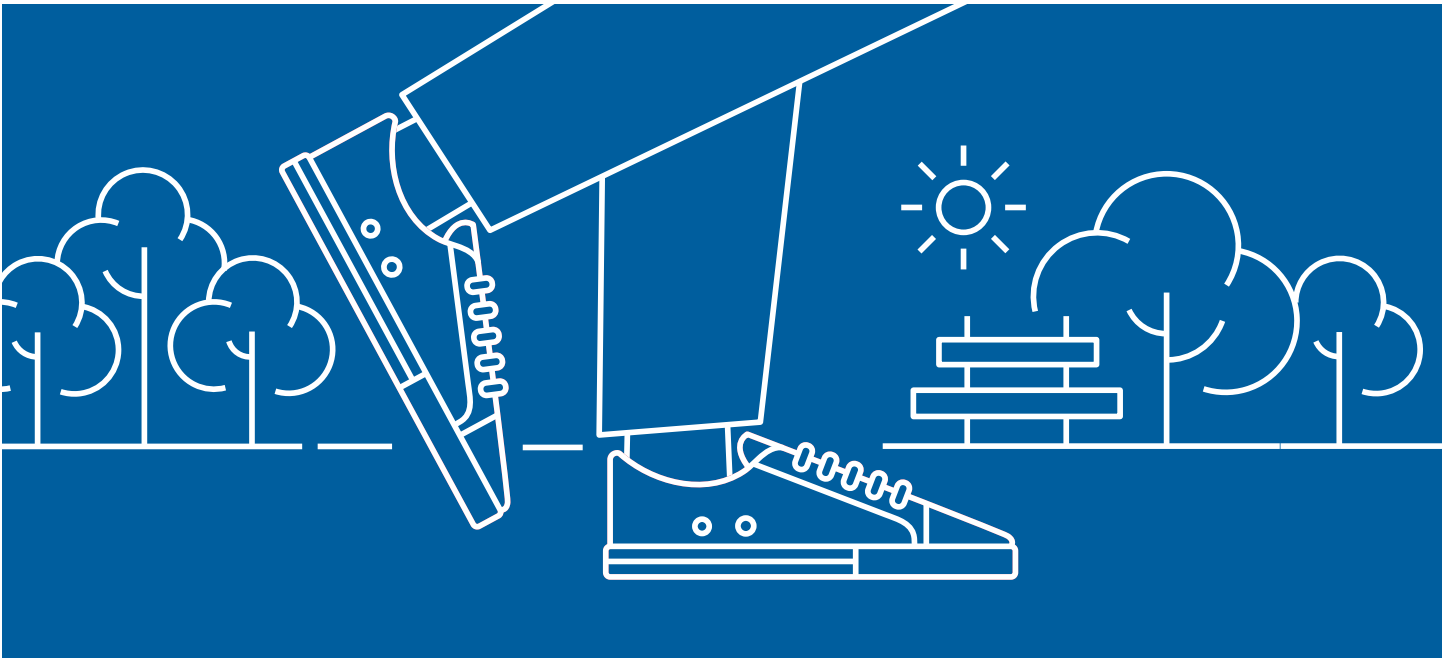
Bronze \$2,500

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

Copper \$1,000

- Company placement:
 - o Logo on walk t-shirt
 - o Logo on event website

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



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 \$ _____
(make checks payable to Newton-Wellesley Hospital)

Send sponsorship form and payment to:
Development Office
ATTN: Hope Walks
Newton-Wellesley Hospital
2014 Washington Street
Newton, MA 02462

- 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.

617-243-5491
nwhhopewalks@partners.org
nwh.org/hopewalks