

MUSC HOLLINGS CANCER CENTER
 **LOWVELO**

2021 Partnership Playbook



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Raymond N. DuBois, M.D., Ph.D.
MUSC Hollings Cancer Center Director

“100% of participant-raised dollars are used for cancer research to improve the ways that we can more effectively treat our cancer patients now and in the future and to achieve better results with health disparities.”

**We want to improve our
services and treatments
to advance and unite in the
fight against cancer.**

About **LOWVELO**

LOWVELO is:

No ordinary bike ride.

A grassroots event that raises money for innovative and lifesaving cancer research at MUSC Hollings Cancer Center in Charleston, SC.

A fun ride geared towards all fitness levels ages 10 and up to celebrate those who have fought and continue to fight cancer.

A dedicated group of riders, volunteers, virtual participants and staff members who are driven by compassion and a determination to end cancer.

A moment to honor, support and celebrate our patients of the past, today and tomorrow.

An event designed to bring communities together from throughout the state and beyond to rally together to end cancer.

An opportunity for each rider to commit to the cause by fundraising a minimum amount based on their chosen distance: 8 miles, 20 miles, 50 miles, 100 miles, or an outdoor stationary bike class.

An opportunity to provide a sustainable source of research funding to connect, engage and synergize cancer research at Hollings.



A guarantee that 100% of every participant-raised dollar will go directly to cancer research. The money raised will be the catalyst for groundbreaking and lifesaving projects that will impact cancer care across the state and country.

Due to COVID-19, this year's ride will be a one-day event on Sat., Nov. 6, 2021. On Saturday morning, our riders embark on one of four routes or in a cycling class, as we put our best foot forward in the name of cancer research. The ride culminates in true Charleston fashion with a finish line celebration to remember.

A platform to form lasting corporate and community partnerships and forge friendships for one great cause.



Denis Guttridge, Ph.D., director of Darby Children's Research Institute and associate director of Translational Sciences at MUSC Hollings Cancer Center, participates in LOWVELO every year. Here's what he has to say:

Forge friendships for one great cause.

“Research isn't done in a silo. It takes the collaboration of an entire team, from the scientists and their labs who make the discoveries, to the physicians and their staffs who pull those discoveries into the hospital for our patients. The efforts are always in sync, and that's exactly why we have LOWVELO.

For me, being on the bike with a team supporting each other is absolutely no different than my lab and my collaborator in the clinic working together to make that next discovery possible for our cancer patients in South Carolina. I believe in my core that this is the only way a comprehensive cancer center should function.”





Power the Movement

As a partner in LOWVELO, you are powering the movement to fund cancer research at MUSC Hollings Cancer Center. Hollings is the only National Cancer Institute-designated cancer center in the state of South Carolina and one of only 71 in the country. The collaborative research environment is focused on the causes, prevention, treatment, outcomes and survivorship of cancer. Your partnership will underwrite the event costs and allow us to donate 100% of the participant-raised dollars (**\$686,788 in 2019!**) straight to the scientists.

Your partnership is the fuel for innovative research.

Together we can change what's possible in cancer care!

Choose your partnership level to join us.

The partnership benefits, listed below, will be presented on a tiered basis based on the partnership level that's chosen. All riders are still responsible for their fundraising minimums. We are happy to customize any item for you and make this a unique experience for you and your company!

Partnerships may be monetary or in-kind.

Presenting Partner (exclusive)

Sold

Premier Partner (non-exclusive)

\$100,000

Platinum Partner (non-exclusive)

\$50,000

Gold Partner (non-exclusive)

\$25,000

Silver Partner (non-exclusive)


































































\$10,000



















































Bronze Partner (non-exclusive)

\$5,000

Signature Partner (non-exclusive)

\$2,500

| Benefit | Presenting | Premier | Platinum | Gold | Silver | Bronze | Signature |
|---|---|---|---|---|---|---|---|
| Presented by Company Name in Title |  | | | | | | |
| Expo Tent on MUSC Day |  |  |  |  |  |  |  |
| Social Media Recognition |  |  |  |  |  |  |  |
| Event T-shirt | Logo | Logo | Logo | Logo | Logo | Name | Name |
| Logo on Jersey** |  |  |  |  | | | |
| Logo on Website |  |  |  |  |  |  |  |
| Logo on Event Emails |  |  |  |  |  | | |
| Logo on Photo Background |  |  |  | | | | |
| Logo on Start Line Truss (Horizontal) |  | | | | | | |
| Logo on Start Line Truss (Vertical) |  |  |  | | | | |
| Logo on Mesh Signage at Start Lines |  |  |  |  |  | | |
| Logo on Mesh Signage at Finish Lines |  |  |  |  |  |  |  |
| Event Program | Logo | Logo | Logo | Logo | Logo | Name | Name |
| Logo on Event Screens | Solo | Solo | Solo | Solo | Group | Group | Group |
| Opportunity to provide swag to riders ~1,000 pieces |  |  |  |  |  |  |  |
| Opportunity to provide digital promo to riders & volunteers |  |  |  |  |  |  |  |
| Logo on volunteer shirts ~ 250 |  | | | | | | |


| Benefit | Presenting | Premier | Platinum | Gold | Silver | Bronze | Signature |
|---|---|---|---|---|---|---|---|
| Complimentary rider registrations* | 25 | 20 | 15 | 10 | 8 | 5 | 3 |
| Promoted through Strava |  |  |  |  |  | | |
| VIP parking on Sat. |  |  |  |  |  | | |
| VIP rider check-in |  |  |  |  |  | | |
| Training Rides Sponsored by (company name) |  |  |  |  |  | | |
| Recognition in HCC Newsletter (digital) |  |  |  |  | | | |
| HCC lunch 'n learn |  |  |  |  |  |  |  |
| Logo included on Advertising |  |  |  |  |  | | |
| Opportunity to staff and decorate a rest stop |  |  |  |  |  |  |  |
| Changing What's Possible in Cancer Care |  |  |  |  |  |  |  |

Disclaimer: These sponsorship benefits are subject to change if this year's in-person event ends up being canceled due to COVID-19. Our riders and volunteers' safety and well-being are our top priority. Our modified, live event is planned in conjunction with COVID-19 safety protocols, and will be ever evolving. Our planning decisions are being guided by MUSC medical experts and public health guidelines, and we will keep participants and sponsors readily informed.

*Riders are still required to fundraise.

**Jerseys will be available for purchase & partnerships must be confirmed 8 weeks prior to event.



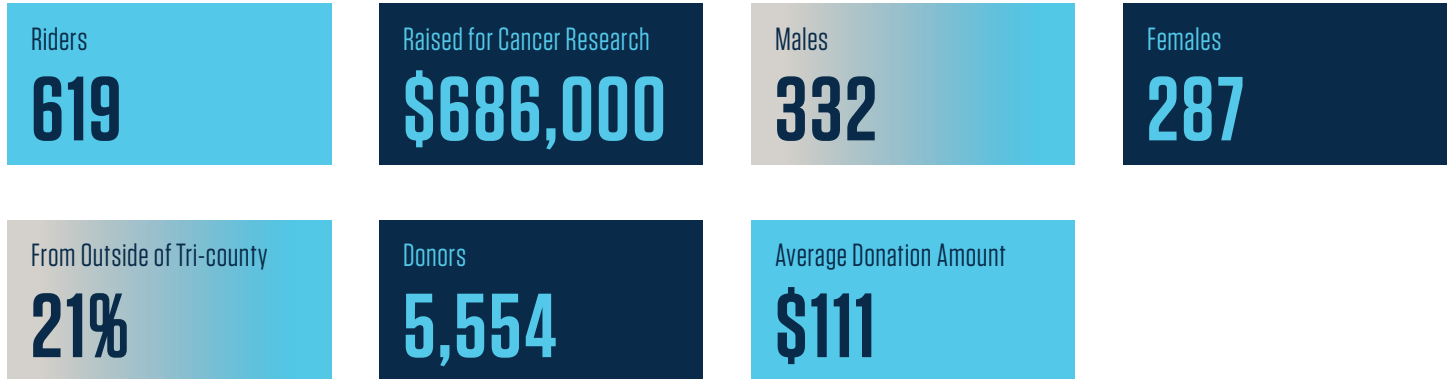


**On behalf of our
mothers, fathers,
brothers, sisters,
children, friends,
coworkers and
neighbors who
have been touched
by cancer.**

Let's join together to change what's possible in cancer care and be part of the cure.

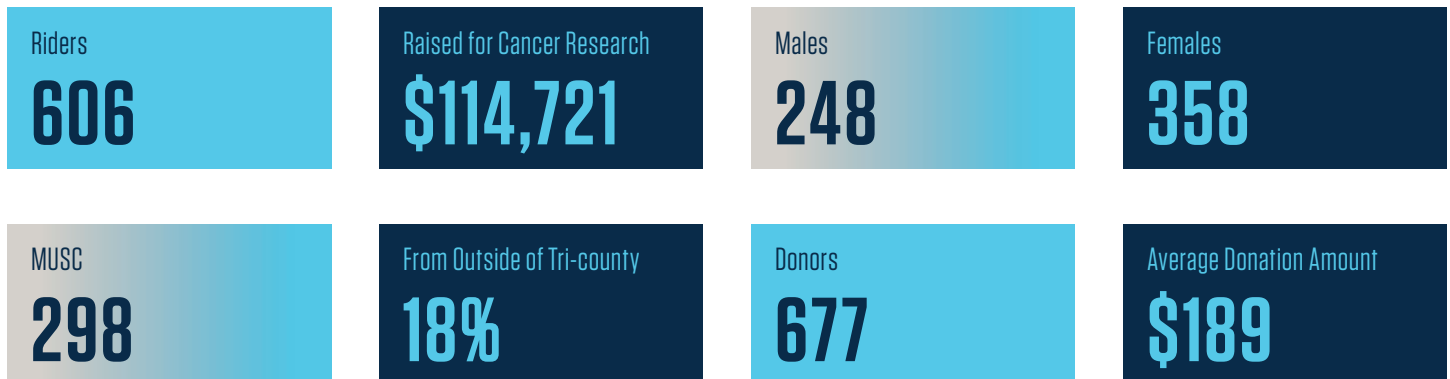
By the Numbers

LOWVELO 2019



LOWVELO 2020

Because of COVID-19, we made LOWVELO20 a virtual event to maintain our momentum and keep participants safe.



About Hollings

MUSC Hollings Cancer Center

At Hollings, specialists across more than 20 academic departments join forces to study and treat cancer from diverse perspectives. Our four research programs include cancer biology, cancer control, cancer immunology, and developmental cancer therapeutics to create new and better methods for preventing and treating this complex disease.

With an annual research funding portfolio of more than \$44 million and more than 200 clinical trials, Hollings focuses on getting this research to where it matters most: in clinics for the benefit of cancer patients. We are dedicated to developing epidemiologic, environmental, and behavioral research to reduce the cancer burden and disparities in South Carolina, with a focus on underserved and rural areas.

Hollings offers clinical expertise and advanced technology that's only available at the nation's best hospitals, including offering the first CAR-T therapy in the state in 2019 and providing multidisciplinary scientific tumor boards to review cancer cases. As part of an elite network of 71 NCI-designated cancer centers across the nation since 2009, Hollings has teams of health professionals from basic researchers to clinicians who collaborate to accelerate scientific discoveries and offer cancer patients more and better treatment options.

As part of our 100% to cancer research model, LOWVELO supports fellows who are conducting cancer research as part of their postgraduate and postdoctoral educations. Their research aims to impact translational work to advance new treatments for our patients. Together, we can change what's possible.



Hollings Cancer Center
An NCI-Designated Cancer Center

Want to know more?

Check out the exciting advances happening at Hollings by visiting our news center:

hollingscancercenter.musc.edu/news



2021 Partnership Playbook

For more information regarding partnership opportunities, please contact Rachel Haynie at 843-708-0788 or haynier@muscc.edu.

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