



MUSC HOLLINGS CANCER CENTER



Partnership

Playbook24



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.”

**LOWVELO is one way
MUSC Hollings Cancer Center
strives to improve our
cutting-edge treatments and
patient care. Riding together
keeps us united in the fight
against cancer.**

MUSC Hollings Cancer Center

At Hollings, specialists across 20 academic departments join forces to study and treat cancer from diverse perspectives. Our three research programs — cancer biology and immunology, cancer control and developmental cancer therapeutics — continually search for 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. Part of an elite network of 72 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 as well as senior investigators pushing the boundaries of what has been done to date. Their research aims to impact translational work to advance new treatments for our patients.



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

LOWVELO is:

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 riders of all abilities, volunteers, staff, students, and virtual participants who are determined to end cancer.

An opportunity for riders to support past, present and future cancer patients through peer-to-peer fundraising.

An event designed to build community partnerships and sponsorship opportunities that foster meaningful connections.

An opportunity to provide a sustainable source of funding to kickstart and advance cancer research at Hollings.

An annual source of awareness and fundraising to drastically improve cancer treatment outcomes.

Making an Impact

LOWVELO supports a wide variety of cancer research projects as well as fellowships and scholarships to help train the next generation of cancer researchers. Here are some exciting highlights:



Game-Changing Treatment

LOWVELO funding is helping Hollings researchers explore ways to create purified versions of CAR-T-cells, which are used to treat certain leukemia and lymphoma patients. The goal of the project is to reduce the side effects associated with CAR-T-cell therapy and potentially make it more effective. By building up its own program, Hollings will make this cutting-edge treatment much more accessible to patients in South Carolina.



Finding Better Ways to Support Survivors

Hollings' Survivorship and Cancer Outcomes Research (SCOR) Initiative is funded in part by LOWVELO. SCOR's goal is to identify better ways to support and care for cancer survivors and implement the new ideas efficiently through a collaborative approach between MUSC researchers and doctors. In the years ahead, SCOR's work will improve quality of life for survivors and their caregivers.



Innovative cancer research makes all the difference for patients like me. To our researchers working hard on the next discovery... Thank you for all you do!

Marcus, lymphoma survivor



Clinical trials are crucial to developing new and better treatments. For patients like me, research results in the availability of more successful treatment options.

Susan, oral cancer survivor

Impact by the Numbers

Forward Progress

Growth from 2022 to 2023

+50%

rider raised funds

+50%

total riders

+14%

number of teams

LOWVELO23 Statistics



1,334
participants



\$1.94M
total raised



305
volunteers



16%
from outside
Tri-county area



120
teams



401
MUSC
933
non-MUSC



Participant Breakdown

80-Mile Ride	135	Stationary Rider	36
50-Mile Ride	156	Virtual Participant	229
23-Mile Ride	124	Volunteer Fundraiser	88
20-Mile Ride	176		
10-Mile Ride	390		

Media and Social Media Impact

LOWVELO23 Social Media Statistics

1,135,744 total impressions in 2023



▶ 262 published posts
1,008,545 impressions
40,733 engagements

389 published posts
112,879 impressions
4,540 engagements ◀



▶ 195 published posts
14,319 impressions
363 engagements

Television News Promotion

6

LOWVELO team appearances on
WCSC, WCBD and WCIV

31

mentions on local tv news programs

5.4M

potential news reach

2,603

promo spots run on WCBD, ECBD,
WCSC, Bounce and Circle

\$88,100

total value of promo spots run



The Post and Courier

Sponsored ·

Raising money for lifesaving cancer research at MUSC
Hollings Cancer Center



share.ntv.io

Curing cancer together

Learn more

Sponsored Content Ad in Post and Courier

Full page print and online advertorial in October 2023

- Published in 11 newspapers across South Carolina with approximate circulation of 150,000
- Posted on the digital version of the Post & Courier – 60,000 total impressions and 72 clicks
- Posted on Post & Courier social media – 13,069 total impressions, 8,808 reach and 287 clicks



Power the Movement

As a partner in LOWVELO, you are powering the movement to fund cancer research at MUSC Hollings Cancer Center, the only National Cancer Institute-designated cancer center in South Carolina.

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.

 **New for 2024**

Presenting Partner – SOLD



Awards Ceremony Partner – SOLD



Premier Partner (non-exclusive)

\$100,000

Platinum Partner (non-exclusive)

\$50,000

Gold Partner (non-exclusive)

\$25,000

 **Packet Pick-up Partner (exclusive)**

\$15,000

 **VIP Reception Partner (exclusive)**

\$15,000

Silver Partner (non-exclusive)

\$10,000

 **LOWVELO Lounge Partner (exclusive)**

\$7,500

 **Stationary Ride Partner (exclusive)**

\$7,500

Bronze Partner (non-exclusive)

\$5,000

 **Rest Stop Partners (4) (exclusive)**

\$3,500
























































Signature Partner (non-exclusive)

\$2,500

Custom Partnership (non-exclusive)

Ask us for details about custom opportunities.

Partner Amenities

Benefit	Presenting	\$100,000 +	\$50,000 +	\$25,000 +	\$10,000 +	\$5,000 +	\$2,500 +
Expo Tent at Packet Pick-up Party & Ride Day							
Social Media Recognition							
Logo on Website							
Opportunity to Host Lunch & Learn							
Logo Included on Advertising							
Event T-shirt	Logo	Logo	Logo	Logo	Logo	Name	Name
Logo on Mesh Signage at Start & Finish Lines							
VIP Parking on Ride Day							
Event Program	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition in LOWVELO Newsletter (digital) & HCC Magazine							
Event Screens	Solo	Solo	Solo	Solo	Group	Group	Group
Logo on Rider Numbers or Rider Wristbands							
Logo on Start Line Truss (Vertical)							
Presented by Company Name in Title							





2024 Partnership Playbook

For more information regarding partnership opportunities, please contact the LOWVELO team at LOWVELO@musc.edu.

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