

MUSC HOLLINGS CANCER CENTER



Partnership Playbook



Who We Are



MUSC Hollings Cancer Center

Our mission at MUSC Hollings Cancer Center is to eradicate cancer. It's a bold mission, we know. We also know the toll cancer takes each year on our state's residents. There will be an estimated 36,920 cases in 2026, with more than 11,000 deaths.

Hollings is the only National Cancer Institute-designated cancer center in the state. As the largest academic-based cancer research program in South Carolina, we are at the forefront of cancer research. We are also part of a network of 73 designated centers across the nation collaborating to accelerate scientific discoveries and offer cancer patients more and better treatment options.

The NCI designation places Hollings in the top 4 percent of all cancer centers in the United States.



LOWVELO

LOWVELO is a signature cycling and community event that brings together riders, volunteers, sponsors, and supporters with one shared purpose: to fuel lifesaving cancer research, prevention, and patient care at MUSC Hollings Cancer Center. Since its inception, LOWVELO has raised more than \$4 million to advance innovation and hope for patients and families impacted by cancer.

The event offers multiple participation options – from a 7-mile Island Ride to an 80-mile route passing through some of the Lowcountry's most iconic locations. This makes it accessible to riders and supporters of all ages and abilities. Each year, LOWVELO attracts more than 2,000 riders and volunteers, dozens of corporate partners, and thousands of supporters, creating a highly visible and emotionally compelling platform for brand engagement.





What Sponsors Gain

Sponsorship of LOWVELO provides a unique opportunity for companies to align with a trusted, mission-driven cause while gaining meaningful exposure to a loyal and motivated audience. Sponsors receive recognition through branded attendee experiences, digital and social media promotion, swag placement, and storytelling opportunities that highlight their commitment to community impact and corporate social responsibility.

Last year's event delivered exceptional visibility for our partners, with a **potential earned media reach of 141.7 million**. Our digital presence generated more than **4.1 million social media impressions**, over **90,000 engagements**, and **1.55 million Google impressions** – providing sponsors meaningful exposure across trusted media, social platforms, and search.

Most importantly, every sponsorship dollar supports ride day expenses so that every dollar riders raise can directly support cancer research breakthroughs and patient-centered programs that change lives. By partnering with LOWVELO, sponsors are not only investing in a premier community event – they are investing in hope, healing, and a future without cancer.

Why LOWVELO is a powerful sponsorship platform

- Access to a highly engaged, health-conscious audience
- Peer-to-peer fundraising extends brand reach beyond event day
- Multi-touch exposure: digital, onsite, earned media
- Year-over-year growth momentum
- Authentic cause alignment – cancer touches everyone

Partnering with LOWVELO aligns your brand with one of only 73 NCI-designated cancer centers in the U.S., reinforcing credibility, trust, and community leadership.

Make 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. Over the years, \$1.2M raised by LOWVELO participants has seeded high-risk, high-reward cancer research that would have otherwise been difficult to fund.

Thanks to LOWVELO riders and donors, these projects have now secured fullscale grants totaling \$23.8M from the National Institutes of Health (NIH) – an 1,800% return on investment! Research like this is made possible by corporate partners like you!

Your sponsorship helps ensure that more LOWVELO dollars go to support work on:



Health benefits of quitting vaping



Optimizing care for cancer survivors with depression



Colon cancer causes and biomarkers



Bladder cancer treatment response



Novel anti-platelet therapy



Regulating osteosarcoma progression



Sphingolipid metabolism and immunotherapy



Reinvigorating exhausted anti-tumor T cells



Augmenting immune response in head and neck cancers



Non-invasive tool to help identify pre-cancerous oral lesions



Diagnostic biomarkers for liver cancer detection



Mental health access for people living with likely incurable cancer



“If I had had ALL 10 years ago, I would 100% be dead right now, without a doubt. There weren’t treatments for people with my Philadelphia chromosome and ALL, and it’s because of cancer research that I am here.”

Sylvie, leukemia survivor



“When I joined the clinical trial, I put my faith in MUSC. I felt very comfortable and confident taking it based on what the oncologist said. I’m glad I gave it a chance because it’s what’s keeping me here today.”

Matt, lung cancer survivor

“100% of funds raised are bringing cancer care into the future and creating real improvements in care and outcomes. You are making a real difference.”

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



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/about/news-events





1,640
participants



295
volunteers



7%
from outside
South Carolina

MUSC HOLLINGS CANCER CENTER
LOWVELO



OCTAVIA MITCHELL
@OctaviaNews

CHRIS WINN
Event Director

\$1,132,416
total raised



LOWVELO25
By the Numbers

139
teams



In-kind Promotion

7,719

Promo spots run on WCBF, ECBD, WCIV, ECIV, WCSC, Bounce, Palmetto Sports & Entertainment Network, and cable

\$287,775

In-kind value of promo spots run

Earned Media

18

Mentions - print, TV news, digital

12

LOWVELO interviews and features on WCSC, WCBF and WCIV

141.7M

Potential Earned Reach

\$1.3M

AVE - Advertising Value Equivalency

Paid Streaming Ads

87,500

Impressions



332
MUSC riders

1,308
Non-MUSC riders



+11.6%
rider-raised
funds



Social Media

4.1M

Impressions on Facebook, Instagram, X, and Threads

90,360

Social media engagements

56%
returning riders



69%
of total funds
raised by teams

\$691
average raised
per rider



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. The partnership types listed below are broken up into two categories - location and campaign sponsorships. 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. Together we can change what's possible in cancer care!

Location Sponsorships

 Awards Ceremony

SOLD



 Packet Pick-Up at Firefly Distillery

\$15,000

 VIP Reception at MUSC Hollings Cancer Center

\$10,000

 Hospitality at Finish Line Festival

\$10,000

 Launch Spin-a-thon

\$10,000

 Rest Stop Partners (2)

SOLD

Each of these sponsorships offer unique visibility, branding opportunities and high touch engagement with participants.

Campaign Sponsorships

 Presenting Sponsor

SOLD



 Premier Partner

\$100,000

 Platinum Partner

\$50,000

 Gold Partner

\$25,000

 Silver Partner

\$15,000

 Bronze Partner

\$10,000

 Signature Partner

\$5,000

Partner Amenities

Benefit	\$100,000+	\$50,000+	\$25,000+	\$15,000+	\$10,000+	\$5,000+
Expo tent at Packet Pick-Up Party and Ride Day						
Social media recognitions	6	6	5	4	3	2
Logo on website						
Opportunity to host Lunch & Learn						
Logo included on advertising						
Logo on event T-shirt	Logo	Logo	Logo	Logo	Name	Name
Logo on mesh signage						
Blade flags at finish line						
Logo on jersey						
Branding on course						
Recognition in LOWVELO & HCC newsletters (digital)						
Event screens	Solo	Solo	Solo	Group	Group	Group
Trusses (vertical) and stages at Brittlebank and Isle of Palms						

All of our sponsorship packages can be tailored to your branding needs. Let's discuss how we can maximize your impact and find you the best opportunity.



2026 Partnership Playbook

Thank you for considering a sponsorship of MUSC Hollings Cancer Center's LOWVELO. This event will be meaningful, and we know you can have an impact. For more information, please contact the LOWVELO team at LOWVELO@muscc.edu.

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