

2022 SPONSORSHIP OPPORTUNITIES

Four Seasons Hotel
WASHINGTON, DC

October 10-22, 2022
racetobeatcancerdc.com



Four Seasons Hotel

WASHINGTON, DC

Since 1980, Four Seasons has organized and participated in annual charity runs and other initiatives all over the world to raise funds toward advancing cancer research, a cause that has been supported by Four Seasons employees since Terry Fox's historic Marathon of Hope across Canada 42 years ago.

Along highways, through towns and in pouring rain, Terry inspired thousands along a route that was lined with supporters from all walks of life who cheered on his courage and advocacy. Terry succumbed to cancer before reaching his goal. Following Terry's passing, Isadore Sharp, founder of the Four Seasons, worked closely with the Canadian Cancer Society and other sponsors to ensure Terry's legacy lived on through an annual run held in his name.

The first Terry Fox Run, held the following year, drew more than 300,000 participants and raised \$3.2 million. Supporting Terry's dream is just one way Four Seasons employees strive to advance cancer research. Through annual runs, golf tournaments, food and beverage promotions and other activities, every Four Seasons hotel and resort actively supports local and regional efforts to find a cure for cancer. Over \$800 million has been raised in his name to date.



TERRY FOX AND ISADORE SHARP

“

Race to Beat Cancer is part of the DNA of our hotel and our company. We are so proud of how the race has grown over the past 42 years and we are excited for this new chapter supporting the Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital. Any size donation counts and, more than ever, we need your help to fund important clinical trials and research in our community.

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MARC BROMLEY

Regional Vice President and General Manager of
Four Seasons Hotel Washington, DC

2022 will mark the 42nd year of the Four Seasons Hotel Washington, DC raising crucial funds for cancer research. Our vision is to expand this to a 10K race that will further engage a broader group of people to rally the community toward one shared goal: #BeatCancer. We look forward to welcoming you on this next venture with us in our 42nd year!



SIBLEY MEMORIAL HOSPITAL

Cancer is the second leading cause of death in the United States. Between 2008 and 2016, the District of Columbia ranked 6th highest in the nation for cancer deaths, third highest in the nation for colorectal cancer deaths, and first in the nation for deaths due to prostate, lung, cervical and breast cancers.

Race proceeds will support cancer research at the Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital. With more than 120 clinical trials open at any given time, patients at the Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital have access to world-class, innovative and groundbreaking care provided by teams of specialists in medical oncology, radiation oncology and surgical oncology in a state-of-the-art facility.

Benefitting



WHY PARTNER?

There are many ways to get involved with Four Seasons Washington, DC supporting the Race To Beat Cancer. Whether through building a team, recognition opportunities, or volunteering, you and your network can make a real difference in finding tomorrow's cures today. Find out what's right for you, your company or organization, and join our mission to support cancer research and clinical trials.

As the city's only five-star, five-diamond luxury hotel, Four Seasons Hotel Washington, DC is a prime location to showcase your company's generous support of this 42nd annual event supporting a lifesaving cause. We need businesses and individuals like you to support the innovative research conducted by experts at Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital, who translate discoveries into new cancer therapies.

*Join us in the fight to
#BeatCancer by becoming
a sponsor today!*

AT-A-GLANCE



\$486,000+
*raised to support
cancer research*



OVER 1,500
*patients treated at Sibley
Memorial Hospital annually*



900+
*runners & walkers
participated*



500+
*patients have been treated at
Johns Hopkins Kimmel
Cancer Center at Sibley
Memorial Hospital*



26
teams participated



120+
*Ongoing at Johns Hopkins
Kimmel Cancer Center at
Sibley Memorial Hospital*



Dr. Ben Levy
Clinical Director of Medical Oncology at
Johns Hopkins Kimmel Cancer Center at
Sibley Memorial Hospital

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This (Checkmate-816 study) is a remarkable and practice-changing breakthrough and has far reaching implications for those diagnosed with non-small-cell lung cancer. Because the data was so profound, the treatment was recently FDA-approved and gives us another treatment option with improved outcomes for patients with this type of lung cancer.

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RACE TO BEAT CANCER TEAM

Grab some friends or rally your co-workers and create a champion team to **#BeatCancer**. Help power the fight against cancer by teaming up to help raise much-needed funds for cancer research. Every little bit helps, and we need teams like yours to help Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital continue its innovative clinical research.

Visit racetobeatcancerdc.com for more information and sign up today!

You don't have to be a runner to participate. With one goal, runners and walkers of all types— hospital doctors, nurses, cancer survivors, friends and loved ones, serious runners, and elected officials all participate. No matter your mission, all are welcome to be part of this year's virtual race and mission to **#BeatCancer**. We can't wait to celebrate with you in person on October 22, 2022!

VOLUNTEERING

The Race To Beat Cancer seeks volunteers to serve as champions prior to and on race day to support runners at packet pick-up sites, distribute SWAG, and much more. You don't have to run the race to make a difference to **#BeatCancer**.

GIFT BAGS

All runners and walkers in the race receive gift bags filled with marketing items from sponsors. Does your company have something that our champions would find engaging and make this day memorable?

Help us fill up those gratitude bags with swag that will last beyond this Race Celebration Day.

YEAR-ROUND SUPPORT

Every bit helps - individuals like you help advance clinical research at Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital

"We are so grateful for the support of the Four Seasons Hotel Washington, DC and of everyone participating in this event. Together, we're making a difference in the lives of cancer patients from all over the world."

Ashwani Rajput, M.D.
Director of the Johns Hopkins Kimmel Cancer Center for the
National Capital Region



SPONSORSHIP BENEFITS	PRESENTING \$100,000	PREMIER \$50,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000+	BRONZE \$2,500+	PARTNER*
AVAILABILITY	2	4	6	8	10	Unlimited	Unlimited
MARKETING							
# of Race packets, parking passes & breakfast passes for race celebration day	20	15	10	8	6	4	2
Access to VIP Room on Race Celebration Day	20	15	10	8	6	4	2
Delivery of race packets to preferred location	✓						
Speaking opportunity for key donor	✓	✓					
VIP check-in on celebration day with opportunity for professional photo	✓	✓	✓				
First rights of refusal for 2023 race	✓	✓	✓	✓			
Opportunity to place branded items in gift bags (up to 1,000 qty.)	✓	✓	✓	✓	✓	✓	✓
RECOGNITION							
Logo on race bibs	✓						
Priority recognition in media event ad	✓	✓					
Logo placement and recognition in all event collateral and marketing (must commit by October 1, 2022)	✓	✓	✓	✓			
Recognition on all race t-shirts	✓	✓	✓	✓	✓		
Logo on all digital communication	LOGO	LOGO	LOGO	LOGO	LOGO	Name only	Name only
Recognition on event day sponsorship signage	LOGO	LOGO	LOGO	LOGO	Name only	Name only	Name only
ADDITIONAL BENEFITS							
2-night weekend stay for 2 in luxury suite with breakfast at Four Seasons Hotel Washington, DC	✓						
Sunday brunch for four at Seasons Restaurant	✓	✓					
Dinner for 4 at Bourbon Steak at Four Seasons Hotel Washington, DC	✓	✓	✓				
Invitation to Race to Beat Cancer DC Appreciation Dinner	10	8	6	4	2		



MAKE YOUR GIFT COUNT!

Please make checks payable to Sibley Memorial Hospital Foundation and include Race To Beat Cancer in the memo line.

Sibley Memorial Hospital Foundation/Johns Hopkins Medicine

Attn: Dorothy Jean Abernathy
5255 Loughboro Road, NW
Washington, DC 20016

For questions, please contact Dorothy Jean Abernathy:
DorothyJAbernathy@jhmi.edu | (202) 537-4149.

\$100,000 \$50,000 \$25,000 \$10,000 \$5,000 \$2,500 \$1,000

Other: _____

Name _____

Supporting _____

Address _____

Phone Number _____ Email _____

Enclosed is a check for \$_____ payable to Sibley Memorial Hospital Foundation.

Please include Race to Beat Cancer in the memo line.

I / We cannot participate, but wish to make a tax-deductible contribution of \$_____ to support the Johns Hopkins Kimmel Cancer Center at Sibley Memorial Hospital.

Please charge my: ___ VISA ___ MASTERCARD ___ AMEX ___ DISCOVER

Card Number _____ CCV Code _____ Exp. Date _____

Print Your Full Name _____

Signature _____ Date _____

Please contact the following individual/company who may be interested in supporting the **Race To Beat Cancer**:

Sibley Memorial Hospital Foundation is a registered 501(c)3 organization. The tax identification number is, 45-0562642. All eligible contributions are tax deductible to the extent of the law. All gifts are non-refundable.

