

DEMPSEY

CHALLENGE

SATURDAY, SEPTEMBER 21, 2024

RALLY

TOGETHER

2024

2023 marked the 15th year anniversary of the Dempsey Challenge and the 15th year of helping to make life better for people impacted by cancer through the services provided by the Dempsey Center. **In 2023, our Challengers raised over \$1.8 million to support cancer patients, survivors, care partners, and their loved ones.** Together with our over 2,200 Challengers, over 30 sponsors, and countless partners, the event was a resounding success.

We are looking forward to bringing our event back to our hometown of Lewiston, Maine in 2024 with a goal to raise over \$2 million for people impacted by cancer and we invite **YOU** to be a part of it and make a difference in lives of thousands.

MARKETING

2023 STATS



Organic Reach
(April 1 - Sept. 30)

137,213



Organic Reach
(April 1 - Sept. 30)

167,880



Paid Reach
(April 1 - Sept. 30)

228,892



Emails Sent
18

Recipients Per Email
17,000+

Average Open Rate
38%

“At Unum, we deeply value our enduring community partnership with the Dempsey Center. It is our sincere endeavor to create a significant and positive influence on organizations like the Center... Our dedicated team actively engages in volunteering efforts, reinforcing our commitment to making a positive difference in the lives of those facing the challenges of cancer.” – Cary Olson Cartwright, AVP, Corporate Social Responsibility at Unum

DOUBLE THE DONATION 2023 STATS

Dempsey Challenge 2023 was once again fortunate to have a number of generous donors and partners who helped rally our participants together to raise funds in new and unique ways. With the use of Double the Donation days, Dempsey Challenge participants were inspired and motivated to raise even more money to support the Dempsey Center on these very special incentive days. We are grateful to WEX, UNUM, Rock Row, and the Hall Family Foundation for their generosity!

Ask us about how you can sponsor one of these great opportunities for exposure and impact!

\$306,226

Total amount raised by participants on DTDDs

\$120,000

Total Double the Donation Match Funds



OVER 2,000 LOCAL CHALLENGERS



OVER 250 GLOBAL CHALLENGERS



37 STATES + 8 COUNTRIES



OVER 400 VOLUNTEERS

2024 SPONSOR BENEFITS	\$100k+	\$50k+	\$25k+	\$10k+	\$5k+
CHALLENGE SEASON (APRIL - SEPTEMBER 2024)					
Access to Challenge Social Media Toolkit	✓	✓	✓	✓	✓
<u>Dempsey Challenge Website</u>					
Logo with Hyperlink on Home Page	✓				
Logo with Hyperlink on Sponsor Page	✓	✓	✓	✓	✓
<u>Dempsey Center Social Media</u> (44k FB, 45k Instagram)					
Dedicated Post on Static Feeds (1)	✓	✓			
Reshare Post to DC Instagram/Facebook Stories (1)	✓	✓	✓		
<u>Patrick Dempsey Social Media</u> (6.5M Instagram)					
Reshare Post on Instagram Stories (1)	✓				
<u>Dempsey Challenge Emails</u> (18k recipients)					
Logo included in Footer Banner	✓				
Recognition in Launch + Wrap-Up Emails*	Logo	Logo	Logo	Logo	Name
<u>Event Materials</u>					
Recognition in Participant and Volunteer Guides*	Logo	Logo	Logo	Logo	Name
Ad Space in Guides (ad provided by sponsor)*	✓	✓			
Logo on Event Poster*	✓	✓	✓	✓	
EVENT MONTH (SEPTEMBER 2024)					
Complimentary Registrations	10	8	6	4	2
VIP Sponsor Reception Invitation	10	8	6	4	2
VIP Food + Beverage Passes	10	8	6	4	2
Logo on Patrick Dempsey Jersey + Replica Jersey	✓				
Inclusion on Participant Bibs (+ Digital Versions)	✓	✓			
Logo on Start + Finish Line Truss*	✓	✓			
Presence in Simard-Payne Park (in collaboration w/ DC staff)*	✓	✓	✓		
Logo Printed on Participant Shirt (shipped worldwide)*	✓	✓	✓		
Opportunity to have Banner at Start OR Finish Line*	✓	✓	✓	✓	
Recognition on Digital Screens in Park	Logo	Logo	Logo	Logo	Name
POST-EVENT (OCTOBER 2024)					
Recognition in Challenge Wrap-Up Website	Logo	Logo	Logo	Logo	Name

*These partner benefits are offered with the understanding that deadlines will be associated with each benefit (to be outlined in your contract).

For partners who support at the \$1,500-2,999 level, you can pick three (3) of the benefits outlined below. Sponsors at the \$3,000-4,999 level can pick four (4) of the options. Working with your Dempsey Center contact, we can craft a package that works the best for your business or organization and its goals.

2024 SPONSOR BENEFITS	\$3,000+	\$1,500+
CHALLENGE SEASON (APRIL - SEPTEMBER 2024)	PICK 4	PICK 3
Access to Challenge Social Media Toolkit	✓	✓
<u>Dempsey Challenge Website</u>		
Logo with Hyperlink on Sponsor Page	✓	✓
<u>Dempsey Challenge Emails</u> (18k recipients)		
Recognition in Launch + Wrap-Up Emails*	Name	Name
<u>Event Materials</u>		
Recognition in Participant and Volunteer Guides*	Name	Name
EVENT MONTH (SEPTEMBER 2024)		
VIP Sponsor Reception Invitation	2	2
VIP Food + Beverage Passes	2	2
Recognition on Digital Screens in Park	Name	Name
INCLUDED FOR ALL SPONSORS \$1,500+		
Complimentary Registrations	2	
Recognition in Challenge Wrap-Up Website	Name	

**These partner benefits are offered with the understanding that deadlines will be associated with each benefit (to be outlined in your contract).*

IN-KIND SUPPORT

In-Kind Partners play a crucial role in the success of Dempsey Challenge. Whether it is contribution of incentive items for Challenger participation, food and supplies for our hospitality tents, or media support--your in-kind involvement enhances every aspect of Challenge. Working with your Dempsey Center contact, we will create a contract with outlined benefits based on the monetary-equivalent of your support and based on your organizational goals.