

2nd Annual NECT Cancer Fund of DKH 5K Race & Walk

Many Thanks Again to Our 2016 Major Sponsors

Race Sponsor

Putnam Bank

Starting Line Sponsor

Frito Lay, Dayville

Walk Sponsor

CNB a division of bankESB

Platinum Medal Sponsors

**Charter Oak - Linemaster -
Rite Aid, Dayville**

**Won't you please help to
continue this good work by
becoming a 2017 sponsor?**

*See inside for details on how you and/or
your organization can participate...*

All proceeds remain local!

About the NE CT Cancer Fund Race and Walk

In 1989, cancer claimed the life of 23-year old Cathy Deary, the youngest of thirteen children in the Deary family of Putnam, Connecticut. The response of this grief-stricken family was a deeply personal and heartfelt call for action among themselves and the greater community to improve the odds for others faced with the same diagnosis that Cathy faced. The Deary's set out on a fundraising crusade, setting a course to raise awareness of the need for early detection and cancer screenings, and helping to provide the means by which others could access such services. Partnering with Day Kimball Healthcare, the first "Cathy Deary Memorial Race and Walk" marked the beginning of the DKH Deary Memorial Cancer Fund, ensuring that funds would be put to good use for the local community and that no one in Northeast Connecticut would forgo cancer screening because of cost.

In 2015, and after a quarter-century in the making, the founders of the DKH Deary Memorial Cancer Fund passed the torch to DKH and changed the name of the fund to reflect the broader community that it serves. The fund, now known as the **Northeast Connecticut Cancer Fund of DKH**, has raised over \$1.2 million and continues to operate in the same way as intended, providing financial assistance for cancer-related screening and treatment services to individuals living in Northeast Connecticut who otherwise may not have the financial resources to obtain medical attention. The fund helps to pay for services including mammography, prostate cancer screening, diagnostic imaging and lab services, chemotherapy, surgical procedures, and medications. Support for the Northeast CT Cancer Fund helps to ensure that no needy patient—any one of our family, friends or neighbors, shall be denied access to critical cancer-related health services due to financial circumstances.

2016 marks the 28th year of the Race and Walk, and what has become a hallmark event in northeast Connecticut, bringing our community together to remember, celebrate, and honor those who have battled cancer. It is through the support of many that the Northeast CT Cancer Fund of Day Kimball Healthcare is able to change lives.



To Benefit the
**Northeast CT
Cancer Fund of DKH**
Saturday, June 17, 2017
Black Dog Bar & Grille
Park Road, Putnam, CT

**Sponsorship
Opportunities**

Race and Walk Sponsor Information

Presenting Sponsor—\$5,000

- Sponsor name will be part of official event name i.e. Annual Race & Walk...presented by "Sponsor Name."
- Company inclusion and logo recognition in all media, radio/newspaper advertising, website and promotional material related to the race/walk.
- Full media coverage includes live radio broadcasts and promotion leading up to and during the race/walk.
- Company logo and name recognition on all tent and race banners.
- Company name and logo on event t-shirt.
- Automatic/complimentary registration of company team up to six (6) individuals.



Gold Racer—\$2,500

- Company inclusion and logo recognition in all media, radio/newspaper advertising, website and promotional material related to the race/walk.
- Full media coverage includes live radio broadcasts and promotion leading up to and during the race/walk.
- Company logo and name recognition on registration, starting line, or finishing line banners.
- Company name and logo on event t-shirt.
- Automatic/complimentary registration of company team up to six (6) individuals.

Silver Racer—\$1,000

- Company name inclusion and logo recognition in all media, radio/newspaper advertising, website and promotional material related to the race/walk.
- Sign recognition along race/walk routes.
- Company name and logo on event t-shirt.
- Automatic/complimentary registration of company team up to six (6) individuals.

Bronze Racer—\$500

- Company name inclusion in all media, radio/newspaper advertising, website and promotional material related to the race/walk.
- Sign recognition along race/walk routes.

Sign Racer—\$100

- Sign recognition placed along race/walk routes. Inclusion in public thank you.

Company Name:

Contact Person :

Mailing Address:

Phone: _____ Fax: _____

Email: _____

Sponsorship Level:

Please indicate your level of participation and Mail/E-mail logo/artwork to: phedenberg@daykimball.org by May 22 to guarantee recognition for this year's event.

Make your check payable to:
NECT Cancer Fund

Mail w/Sponsor form to:
DKH Development Office, PO Box 632,
Putnam, CT 06260

Thank You!