



## Benefiting Prisma Health-Upstate Cancer Institute

Saturday, May 6, 2023

Portman Marina



# Partnerships

**PRISMA**  
HEALTH®



## Dragon Boat Dollars at Work

### Providing Support for Prisma Health Cancer Institute

Since its inception in 2006, Dragon Boat Upstate Festival has been a catalyst for individuals in the Upstate to work together and change the face of cancer here in our community. Over the years, more than \$4,000,000 have been raised by caring community members, helping propel the Prisma Health Cancer Institute forward in the areas of advanced cancer research and patient survivor programs in the Upstate.

Funds raised through Dragon Boat in 2023 will provide much needed support for local prevention and early detection, advanced cancer research and patient programs, as well as life-changing patient and survivor programs.

### Prevention & early detection

#### **Center for Cancer Prevention and Wellness (CCPW)**

– CCPW, also known as Prevent Cancer Greenville, is a prevention and research initiative led by the Prisma Health Cancer Institute. This study is 100 percent funded by philanthropy and Dragon Boat funds raised.

When it comes to cancer, early detection can make all the difference. This program is the first of its kind in the Upstate and offers a range of services to help participants learn how to reduce cancer risk or detect cancer early when it's most treatable. The program aims to reduce cancer risk by offering free wellness screenings and suggested lifestyle modifications.

#### **Mobile Mammography Initiative**

– Our Prisma Health Mobile Mammography Initiative provides proactive healthcare to various populations and decreases barriers to access preventive care as a part of a larger population health management strategy, improving the health of the communities we serve. The Prisma Health unit is the first 3D mammography mobile unit in the Upstate and screens 3,000 to 4,000 patients annually.

### Advanced cancer research & patient programs

#### **Institute for Translational Oncology Research (ITOR)**

– Funds to this area support clinical research and trials at all levels. Tissue has been banked for hundreds of patients across the country through the Prisma Health tissue bank. Among the items funded by Dragon Boat is the MoFlo™, a machine that allows researchers to sort cancer cells in a way that keeps them viable for additional research instead of having to get more tissue from the patient. This also helps in individual drug therapy research, allowing doctors to evaluate several medication protocols on live tumors and better predict which drug therapy will have the most significant impact on the individual cancer being treated.

#### **McCrary Blood & Marrow Transplant Unit (BMT)**

– Funds to this area continue to help with patient and family housing during transplants and screenings not covered by insurance. Dragon Boat funds help support this unit and have helped create a wellness suite in the unit, with larger rooms and televisions in each room, creating a more comfortable environment for both the patient and their loved ones during the extended stay needed for a transplant.

### Patient & survivor programs

#### **Center for Integrative Oncology & Survivorship (CIOS)**

– CIOS supports a comprehensive oncology rehabilitation program focused on helping a person with cancer regain maximum physical, social, psychological, and vocational functioning with the limits imposed by the disease and its treatment. Music therapy and oncology rehab have been made possible because of Dragon Boat funds. In addition, hundreds of patients have had body composition scans as part of the "Moving On" Program for pre and post-analysis within the 12-week program. CIOS has also rolled out a nutrition program for hundreds of patients and offers monthly survivorship programs, such as Walking Club, Art, Music, Sexual Health and Yoga. These programs, aimed at improving the lives of cancer patients, are made possible because of funds raised through Dragon Boat.

#### **South Carolina Ovarian Cancer Foundation**

– Dragon Boat continues to support patient and survivor services at the local and state level through the work of our organizing partner South Carolina Ovarian Cancer Foundation, whose mission is to improve the health of women through education on the warning signs of ovarian cancer, support those diagnosed with the disease and promote ovarian cancer research.

Our mission is to: Inspire health. Serve with compassion. Be the difference.

[DragonBoatUpstateSC.org](https://DragonBoatUpstateSC.org)

# 2023 Dragon Boat Upstate Festival Sponsorship Opportunities

## Presenting Sponsorship - Sold - Internetwork Engineering

**(\$21,000.05 is tax deductible)**

- One team entry waived (team entry comes with a 20 x 20 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for twelve (12) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for twelve (12) to VIP Night

On-site activations

- 2023 Dragon Boat Presented by - Naming Rights
- Main entrance signage
- Opportunity to speak during the event

## Tent Village Sponsorship - \$15,000

**(\$11,133.05 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for ten (10) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for ten (10) to VIP Night

On-site activations

- Custom tent village company branding throughout the village
  - Including: Village entrance sign, flag banners, floor decals, directional signage

## Official 2022 Team T-Shirt Sponsorship - \$15,000

**(\$11,133.05 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for ten (10) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for ten (10) to VIP Night

On-site activations

- Company logo on all 2023 participant T-shirts



## Agora Sponsorship - \$10,000

**(\$7,522.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for eight (8) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for eight (8) to VIP Night

On-site activations

- Company logo and branding on the Agora signage

## Practice Week Sponsorship - \$10,000

**(\$7,522.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for six (6) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for six (6) to VIP Night

On-site activations

- Company logo on pactice week signage
- Company logo on practice week tent
- Company logo on practice week schedule

## Practice Week Sponsorship - \$10,000

**(\$7,522.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for six (6) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for six (6) to VIP Night

On-site activations

- Company logo on pactice week signage
- Company logo on practice week tent
- Company logo on practice week schedule



## **Mission Moment Sponsorship - \$10,000**

**(\$7,522.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-intergration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for six (6) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for six (6) to VIP Night

On-site activations

- Company logo on Mission Moment Parade signage
- Opportunity to say a few words during Mission Moment

## **Dragon Boat Staging Area Sponsorship - \$7,500**

**(\$5,129.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for six (6) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for six (6) to VIP Night

On-site activations

- Company branding in all staging areas

## **Official 2023 Branded Festival T-Shirt Sponsorship - \$7,500**

**(\$5,129.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for six (6) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for six (6) to VIP Night

On-site activations

- Company Logo on Official 2023 Festival T-shirts

## **Pep Rally Sponsorship - \$7,500**

**(\$5,129.45 is tax deductible)**

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for six (6) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for six (6) to VIP Night

On-site activations

- Company logo on all Pep Rally signage
- Opportunity to speak at Pep Rally





## Volunteer Sponsorship - \$5,000

(\$3,075.85 is tax deductible)

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for four (4) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for four (4) to VIP Night

On-site activations

- Company logo on volunteer t-shirts
- Company logo on Volunteer Tent signage

## Waste Disposable Sponsorship - \$5,000

(\$3,075.85 is tax deductible)

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for four (4) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for four (4) to VIP Night

On -site activations

- Company logo on all trash stations
- Company logo on all trash can boxes

## In Memory/In Honor Sponsorship - \$5,000

(\$3,075.85 is tax deductible)

- One team entry waived (team entry comes with a 10 x 10 tent, tables, linens and chairs)
- Social media post-integration
- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for four (4) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for four (4) to VIP Night

On-site activations

- Company logo custom printed in memory and in honor large walls
- Company logo printed tags for the wall

## Community Sponsorship - \$2,500 x 10 available

(\$1,562.50 is tax deductible)

An opportunity to support the good work we are all doing.

- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for two (2) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for two (2) to VIP Night

On-site activations

- Company logo on our on site community wall

## Photo Booth Sponsorship - \$2,500 - Sold - Palmetto State Transportation, LLC

(\$1,562.50 is tax deductible)

- Logo integration on all newsletters
- Logo ID and link on the event website
- Event day PA announcement
- Invitation for two (2) to the Dragon Boat Upstate Festival Pep Rally
- Invitation for two (2) to VIP Night

On-site activations

- Company logo on printed photobooth images
- Company logo as the Official Photobooth sponsor sign



### For a healthier community

Together we are looking at health in a completely new way, and we are dedicated to supporting the health and well-being of the individuals and families we serve daily.

Join us in our commitment.

Our purpose is to: *Inspire health. Serve with compassion. Be the difference.*

Prisma Health Office of Philanthropy

For more information please email  
[DragonBoat@PrismaHealth.org](mailto:DragonBoat@PrismaHealth.org) or visit  
[DragonBoatUpstateSC.org](http://DragonBoatUpstateSC.org).

Prisma is a registered 501(c)3 organization operating as Upstate Affiliate Organization, D.B.A. Prisma Health Cancer Institute.

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HEALTH®