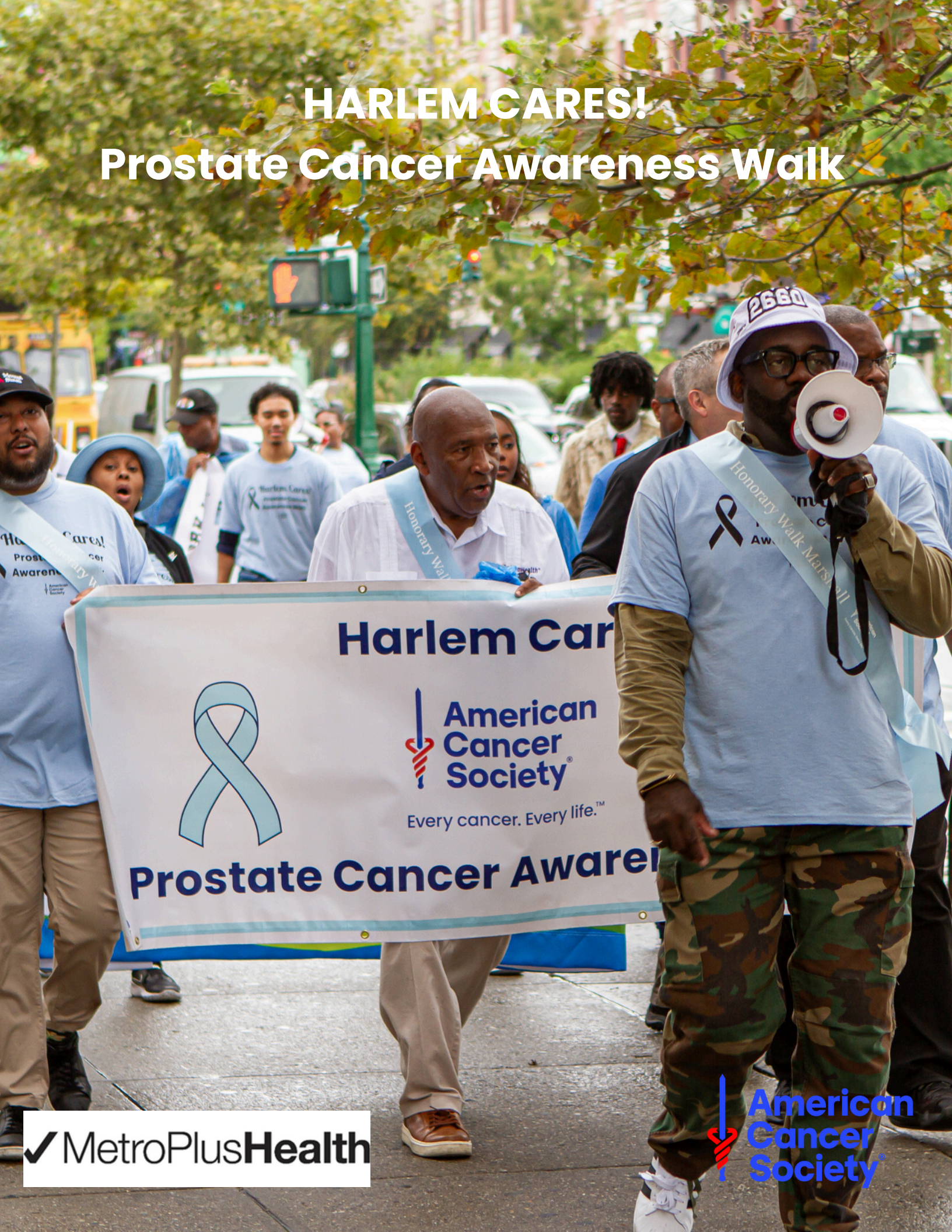


HARLEM CARES!

Prostate Cancer Awareness Walk



✓ MetroPlusHealth



About Our Campaign– Harlem Cares! Prostate Cancer Walk

In 2025, more than

150

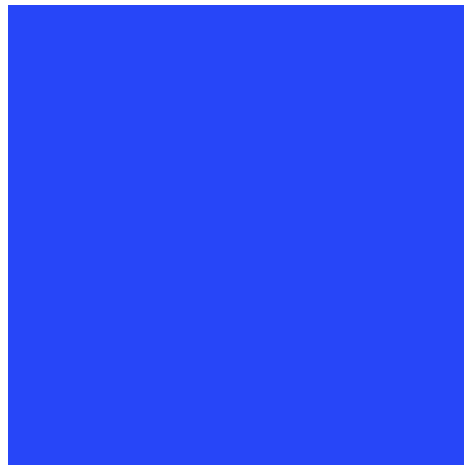
supporters raised

\$20,000

to help the American Cancer Society fund the future of cancer research and programs.



A community united along with healthcare institutions, community based organizations and elected officials to address the disproportionate burden of prostate cancer among African American men.



“

Our focus is on raising awareness, particularly for Black men, who face higher risks for prostate cancer and often endure this battle in silence.

–Dr. Maurice Franklin, Chair,
Harlem Cares!
PC walk cmte.



Harlem Cares! Prostate Cancer Awareness Walk September 26, 2026 Holcombe Rucker Park Playground

The American Cancer Society is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

We invite you and your organization to join us in the fight against cancer by attending this event, participating as a speaker, or becoming a sponsor of our Harlem Cares! Prostate Cancer Awareness Walk in New York City.

Corporate Sponsorship Levels and Benefits

Presenting – \$15,000

- Exclusive naming rights of walk
 - “Harlem Cares! Prostate Cancer Awareness Walk Presented By ORGANIZATION NAME”
- Logo Featured on event website, event shirt, event signage and all event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x20 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3’ blue ribbon displayed at finish line
- Verbal recognition from stage
- Speaking opportunity from stage

Additional Benefits

- Quarter page ad in “Prostate Cancer, Let’s Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in Thank You bag given to attendees of “Prostate Cancer, Let’s Talk About It!” panel discussion

Stage – \$7,500

- Custom co-branding opportunity of health festival area stage
- Co-branded signage prominently displayed on stage
- Logo Featured on event website and event shirt
- All event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x10 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3’ blue ribbon displayed at finish line
- Verbal recognition from stage
- Speaking opportunity from stage

Additional Benefits

- Quarter page ad in “Prostate Cancer, Let’s Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in Thank You bag given to attendees of “Prostate Cancer, Let’s Talk About It!” panel discussion



Corporate Sponsorship Levels and Benefits

Marketing - \$7,000

- Custom co-branding opportunity for promotional print and social media opportunities
- Logo Featured on event website and event shirt
- All event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x10 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3' blue ribbon displayed at finish line
- Verbal recognition from stage

Additional Benefits

- Quarter page ad in "Prostate Cancer, Let's Talk About It!" panel discussion program
- Opportunity to provide organization material to be included in thank you bag given to attendees of "Prostate Cancer, Let's Talk About It!" panel discussion

Shirt - \$6,000

- Organization named as t-shirt sponsor on event t-shirt
- Logo Featured on event website and event shirt
- All event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x10 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3' blue ribbon displayed at finish line
- Verbal recognition from stage

Additional Benefits

- Quarter page ad in "Prostate Cancer, Let's Talk About It!" panel discussion program
- Opportunity to provide organization material to be included in Thank You bag given to attendees of "Prostate Cancer, Let's Talk About It!" panel discussion



Harlem Cares! Prostate Cancer Awareness Walk September 26, 2026 Holcombe Rucker Park Playground

Corporate Sponsorship Levels and Benefits

Finish Line – \$5,000

- Custom co-branding opportunity of finish line area/truss
- Co-branded signage prominently displayed at finish line
- Logo Featured on event website and event shirt
- All event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x10 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3' blue ribbon displayed at finish line
- Verbal recognition from stage

Additional Benefits

- Quarter page ad in “Prostate Cancer, Let’s Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in thank you bag given to attendees of “Prostate Cancer, Let’s Talk About It!” panel discussion

True Blue – \$2,500

- Logo Featured on event website and event shirt
- All event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x10 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3' blue ribbon displayed at finish line
- Verbal recognition from stage

Additional Benefits

- Quarter page ad in “Prostate Cancer, Let’s Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in thank you bag given to attendees of “Prostate Cancer, Let’s Talk About It!” panel discussion





Prostate Cancer, Let's Talk About It
Panel Discussion



Every cancer. Every life.®

Prostate Cancer, Let's Talk About It Panel Discussion

September 29, 2026
Location: TBA

The American Cancer Society is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

We invite you and your organization to join us in the fight against cancer by attending this event, participating as a speaker, or becoming a sponsor of our Prostate Cancer, Let's Talk About It Panel Discussion in New York City.

Corporate Sponsorship Levels and Benefits

Presenting Sponsor - \$20,000

- Exclusive naming rights of panel discussion
"Prostate Cancer, Let's Talk About It! panel discussion presented by ORGANIZATION NAME"
- Logo Featured on event website, cover of event program, all event signage and all event communications leading up to and after the event (digital and physical)

Day of Benefits

- Opportunity to have representative from organization sit on panel discussion
- Verbal recognition from stage
- Exclusive opening remarks speaking opportunity from stage
- Quarter page ad in "Prostate Cancer, Let's Talk About It!" panel discussion program
- Opportunity to host information table with your organization's information
- Opportunity to provide organization material to be included in thank you bag given to attendees

Additional Benefits

- Opportunity to have a 10'x10' tent activation at *Harlem Cares! Prostate Cancer Awareness Walk*
- 3' Blue Ribbon displayed at finish line of *Harlem Cares! Prostate Cancer Awareness Walk*
- Logo on event t-shirt of *Harlem Cares! Prostate Cancer Awareness Walk*

Stage - \$10,000 (COMMITTED)

- Custom co-branding opportunity of panel discussion stage
- Co-branded signage prominently displayed on stage
- Logo Featured on event website, event program, stage signage
- Event communications leading up to and after the event (digital and physical)

Day of Benefits

- Opportunity to have representative from organization sit on panel discussion
- Verbal recognition from stage
- Full page ad in "Prostate Cancer, Let's Talk About It!" panel discussion program
- Opportunity to host information table with your organization's information
- Opportunity to provide organization material to be included in thank you bag given to attendees

Additional Benefits

- Opportunity to have a 10'x10' tent activation at *Harlem Cares! Prostate Cancer Awareness Walk*
- 3' Blue Ribbon displayed at finish line of *Harlem Cares! Prostate Cancer Awareness Walk*
- Logo on event t-shirt of *Harlem Cares! Prostate Cancer Awareness Walk*

For more information, contact:

Rosemary Perez-Bell, Associate Director, Development

212-492-8409 | rosemary.perezbell@cancer.org

The American Cancer Society is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

We invite you and your organization to join us in the fight against cancer by attending this event, participating as a speaker, or becoming a sponsor of our Prostate Cancer, Let's Talk About It Panel Discussion in New York City.

Corporate Sponsorship Levels and Benefits

Cocktail Reception – \$7,500

- Custom co-branding opportunity of cocktail reception
- Logo Featured on, event website, event program, cocktail reception signage, beverage napkins
- Event communications leading up to and after the event (digital and physical)

Day of Benefits

- Opportunity to have representative from organization sit on panel discussion
- Brief speaking opportunity to welcome attendees to cocktail reception
- Verbal recognition from stage
- Half page ad in “Prostate Cancer, Let's Talk About It!” panel discussion program
- Opportunity to host information table with your organization's information
- Opportunity to provide organization material to be included in thank you bag given to attendees

Additional Benefits

- Opportunity to have a 10'x10' tent activation at *Harlem Cares! Prostate Cancer Awareness Walk*
- 3' Blue Ribbon displayed at finish line of *Harlem Cares! Prostate Cancer Awareness Walk*
- Logo on event t-shirt of *Harlem Cares! Prostate Cancer Awareness Walk*

Marketing – \$7,000

- Custom co-branding opportunity on promotional print and social media opportunities
- Logo Featured on event website and event shirt
- All event communications leading up to and after the event (digital and physical)

Day of Benefits

- 10x10 Tent with co-branded Banner provided day of walk
 - Will include tables and chairs
- Co-Branded 3' blue ribbon displayed at finish line
- Verbal recognition from stage

Additional Benefits

- Quarter page ad in “Prostate Cancer, Let's Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in thank you bag given to attendees of “Prostate Cancer, Let's Talk About It!” panel discussion

For more information, contact:

Rosemary Perez-Bell, Associate Director, Development

212-492-8409 | rosemary.perezbell@cancer.org



Every cancer. Every life.®

Prostate Cancer, Let's Talk About It Panel Discussion

September 29, 2026
Location: TBA

The American Cancer Society is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone. We are the only organization working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

We invite you and your organization to join us in the fight against cancer by attending this event, participating as a speaker, or becoming a sponsor of our Prostate Cancer, Let's Talk About It Panel Discussion in New York City.

Prorporate Sponsorship Levels and Benefits

Program – \$5,000

- Logo Featured on event website and event program
- Event communications leading up to and after the event (digital and physical)

Day of Benefits

- Verbal recognition from stage
- Full page ad in “Prostate Cancer, Let's Talk About It!” panel discussion program
- Opportunity to host information table with your organization's information
- Opportunity to provide organization material to be included in thank you bag given to attendees

Additional Benefits

- 3' Blue Ribbon displayed at finish line of *Harlem Cares! Prostate Cancer Awareness Walk*
- Logo on event t-shirt of *Harlem Cares! Prostate Cancer Awareness Walk*

Thank You Bag – \$2,500

- Opportunity to co-brand thank you bag provided to attendees
- Logo Featured on event website, event program and Thank You bag
- Event communications leading up to and after the event (digital and physical)

Day of Benefits

- Verbal recognition from stage
- Quarter page ad in “Prostate Cancer, Let's Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in thank you bag given to attendees

Additional Benefits

- 3' Blue Ribbon displayed at finish line of *Harlem Cares! Prostate Cancer Awareness Walk*
- Logo on event t-shirt of *Harlem Cares! Prostate Cancer Awareness Walk*

Cobalt Level \$500

- Logo Featured on event website and event program

Day of Benefits

- Quarter page ad in “Prostate Cancer, Let's Talk About It!” panel discussion program
- Opportunity to provide organization material to be included in Thank You bag given to attendees

For more information, contact:

Rosemary Perez-Bell, Associate Director, Development

212-492-8409 | rosemary.perezbell@cancer.org