

5th Annual Prostate Cancer and Men's Health Awareness Fair

2026 Sponsorship Opportunities



**Helping the Men of Hampton
Roads Live Healthier Lives**

PURPOSE

The latest statistics show:

- **1 in 2** men will be diagnosed with cancer in their lifetime.
- **1 in 3** women will be diagnosed with cancer in their lifetime.
- **20 in every 100,000** men die from prostate cancer.
- **African American** men are **2.1x more likely to die** of prostate cancer.
- **Veterans** are **1.5x** more likely to get prostate cancer.



*Data sourced from ZERO Prostate Cancer and the American Cancer Society

As the **only proton therapy center owned and affiliated with an HBCU**, we are driven by **reducing the statistics** and providing resources and tools to **help the men in Hampton Roads live healthier lives**.

Through strategic partnerships with **Sentara** and the **Hampton Roads Prostate Health Forum**, we are expanding access to **screenings, education, and awareness** across our community.

WHY BECOME A SPONSOR IN 2026?

With this year being our **5th** Annual Health Fair, we're recognizing this **milestone** year with an **expanded mission**.

Introducing "5 for 5: Screening Saves Lives"

- This year's campaign expands from one screening to **5 cancer screenings**—significantly **increasing access** to early detection for our community.
- 1. Bigger reach, broader audience**
 - While rooted in men's health, this year's event includes screenings for **both men and women**—bringing in a **more diverse** and engaged audience.
 - 2. Align with a mission that matters**
 - Support efforts focused on **access, advocacy, and early detection**—helping save lives through preventive care.
 - 3. Increased visibility and community presence**
 - Gain **exposure** through event promotion, on-site engagement, and alignment with a **trusted leader** in cancer care and research.
 - 4. Be part of a growing community tradition**
 - Now in its 5th year, the Health Fair continues to **build momentum** as a trusted, **highly anticipated event** in the community.
 - 5. Directly support life-saving services**
 - **Your sponsorship** helps provide critical screenings and **resources** that may not otherwise be **accessible** to those who need them most.

Demand to sponsor
and participate
increases each year



More than
700 people tested for cancer
since the 2022 Health Fair



Champion Sponsor

(only 2 available)



WHAT IT IS

As the **premier partner** of this year’s event, the Champion Sponsor **receives all tier benefits**, plus **elevated visibility** and **unique engagement opportunities**.

The Champion Sponsor will also be recognized as an **official sponsor** of the annual recap video—a **key asset** used to showcase the event’s **impact** and build **momentum** for future years.

DAY-OF-EXPERIENCE

Includes a two-minute speaking opportunity to introduce your organization and share your commitment to health and wellness.

The Champion Sponsor will be formally introduced by a member of the Hampton Proton team, ensuring a strong presence with attendees.

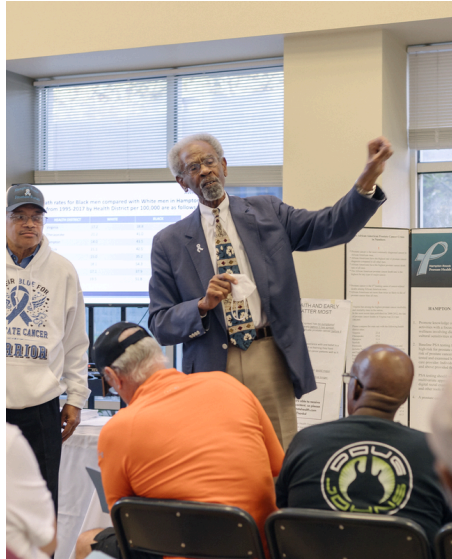
BENEFITS

- ★ Sponsor of event recap video
- ★ Opportunity to address attendees during health fair for 2 minutes
- ★ Sponsorship of post-event Thank You email to attendees and partners.
 - Opportunity to appear on local interviews alongside Hampton Proton representatives.
 - Logo/organization featured in promotional material
 - (i.e, TV, radio, social media, etc.)**
 - Logo on annual branded attendee giveaway
 - Inclusion in press releases
 - Logo included on Event Website
 - Item in giveaways bags
 - Booth space
 - *Table and 2 chairs

Commitment Value \$25,000

Cure Sponsor

(only 2 available)



WHAT IT IS

As **one of two** exclusive Cure Sponsors, partners will receive all benefits afforded to the Care, Compassion, Comfort, and Community sponsorship tiers, along with **enhanced visibility** and **expanded engagement opportunities**.

BENEFITS

- Opportunity to appear on local interviews alongside Hampton Proton representatives.
- Logo/organization featured in promotional material
 - (i.e, TV, radio, social media, etc.)
- Logo on annual branded attendee giveaway
- Inclusion in press releases
- Logo included on Event Website
- Item in giveaways bags
- Booth space
 - *Table and 2 chairs

Commitment Value \$10,000

Care Sponsor



BENEFITS

- Logo/organization featured in promotional material
 - (i.e, TV, radio, social media, etc.)
- Logo on annual branded attendee giveaway
- Inclusion in press releases
- Logo included on Event Website
- Item in giveaways bags
- Booth space
 - *Table and 2 chairs

Commitment Value \$5,000

Compassion Sponsor



BENEFITS

- Logo on annual branded attendee giveaway
- Inclusion in press releases
- Logo included on Event Website
- Item in giveaways bags
- Booth space
 - *Table and 2 chairs

Commitment Value \$3,000

Comfort Sponsor



BENEFITS

- Logo on annual branded attendee giveaway
- Inclusion in press releases
- Logo included on event website
- Item in giveaways bags
- Booth space
 - *Table and 2 chairs

Commitment Value \$1,000

Community Sponsor



BENEFITS

- Logo included on event website
- Item in giveaways bags
- Booth space
 - *Table and 2 chairs

Commitment Value \$500



Other Ways to Get Involved

We understand that every organization has unique goals, and we welcome the opportunity to create meaningful, customized ways to get involved in this year's Health Fair.

In addition to our standard sponsorship tiers, partners may choose to support specific elements of the event—aligning their brand with key moments and experiences that directly impact attendees.



Custom opportunities can include:

- Naming rights for event stations or activations
 - (e.g., “Fuel Station presented by [Sponsor Name]” or “[Sponsor Name] Screening Area”)
- Branded giveaways or attendee resources
- On-site engagement opportunities with attendees
- In-kind donations or service-based partnerships

**Interested in creating a customized sponsorship experience?
We'd love to work with you to bring it to life.**

Contact Lourdes and Tiffany at 757.251.6800 or
via email Marketing@HamptonProton.org.



Sponsorship Commitment Form

Annual Health Fair 2026

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____

Email: _____ Web Address: _____

COMMITMENT LEVEL

- \$25,000 - Champion Sponsor
- \$10,000 - Cure Sponsor
- \$5,000 - Care Sponsor
- \$3,000 - Compassion Sponsor
- \$1,000 - Comfort Sponsor
- \$500 - Community Sponsor

METHOD OF PAYMENT

- Enclosed is my sponsorship check in the amount of \$ _____
- All checks must be made payable to: Hampton University Proton Cancer Institute with "2026 Health Fair" in the Memo Line.
- Pay by credit card. Reach out to Lourdes.Hernandez@hamptonproton.org for payment link.
- Please send invoice to: _____
- We are unable to be a designated as a sponsor this year, but enclosed is our donation of \$ _____.

Sponsor signature: _____ Date: _____

Please email an EPS logo and JPG logo to Lourdes.Hernandez@hamptonproton.org as soon as this form is completed to ensure high-quality printing. If an .eps file is not available, please send highest quality available.

Please note: If Hampton Proton cannot deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.

*In order to receive complete sponsorship benefits, this form must be signed and submitted to Lourdes.Hernandez@hamptonproton.org by 5 p.m. on Tuesday, June 30th.

Prostate Cancer and Men's Health Fair

Saturday, September 12, 2026

8-12pm Hampton Proton

40 Enterprise Parkway

Hampton, VA 23666

hamptonproton.org | 757.251.6800

Hampton University Proton Cancer Institute

Federal Tax ID 54-0505990

Organized Under IRC 501(c)(3)