

20th ANNUAL

# THE PURPLE HOPE 5K

A RACE FUELED BY LOVE, COURAGE, AND THE FIGHT AGAINST PANCREATIC CANCER

## OUR STORY

Back in March 2023, at just 21 years old, Taylor O'Hanlon learned her mom, Lenore O'Hanlon, was likely facing Stage 3 pancreatic cancer. Lenore, who worked at Novocure, bravely continued treatments through clinical trials—extending her life to 18 months, a miraculous timeframe far beyond the typical prognosis.

Despite her mother's illness, Taylor pulled together the first Purple Hope 5K in just two and a half months—while Lenore was succumbing to her illness. The result was extraordinary: over 300 participants, 100 volunteers/supporters, more than 20 sponsors, and a staggering \$30,000 raised in support of PanCAN. The event drew local and state leaders including the state senator and governor, Novocure's CEO, and even raised awareness through a dog adoption agency that was in attendance—transforming grief into purpose and healing.

Lenore passed away in August 2024, just a week after Taylor's 23rd birthday, but her spirit—and the mission she inspired—lives on. This race is her legacy: a loud, purple, and proud promise to never stop fighting.



12.15.72 - 08.16.24

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## WHAT IS PANCREATIC CANCER?

Pancreatic cancer begins in the tissues of the pancreas and is often called a "silent" disease because symptoms typically don't appear until the cancer is in advanced stages. Pancreatic cancer is one of the deadliest cancers, with a five-year survival rate still in the single digits for many patients. It's aggressive, hard to detect early, and often resistant to treatment. That's why raising awareness, funding research, and supporting early detection efforts are so important — lives quite literally depend on it.

## ABOUT US AND OUR PARTNERSHIP

603 Industries is an independent brand rooted in creativity, purpose, and community. Founded by a New Hampshire-based artist, hairdresser, graphic designer, clothing designer, and entrepreneur who's been building businesses since age 21, the brand brings together a wide range of passions under one roof — all with the goal of making meaningful impact.

In 2024, we launched the Purple Hope 5K to honor a deeply personal story and raise awareness for one of the deadliest cancers: pancreatic cancer. What started as a small effort quickly grew into something bigger, thanks to the overwhelming support from our community.

This year, we're proud to team up with the Pancreatic Cancer Action Network (PanCAN) — the leading organization dedicated to improving outcomes through research, early detection, patient support, and advocacy. Through this partnership, every dollar raised fuels real progress in the fight against pancreatic cancer. Together, we're not just running — we're spreading hope, honoring lives, and pushing for lasting change.

## WHY SPONSOR OUR EVENT?

- **Make a Real Impact** Support life-saving pancreatic cancer research, early detection, and patient advocacy through PanCAN.
- **Support a Local, Personal Cause** Back a community-driven event with a deeply personal story at its heart.
- **Reach a Loyal and Local Audience** Get your brand in front of participants, families, and local businesses — both online and at the event.
- **What You Will Receive** Depending on your sponsorship level, you may receive logo placement on event shirts, banners, social media shoutouts, booth space, and more.
- **Be Part of Something Bigger** Help us create change, honor lives, and bring hope to families affected by pancreatic cancer.
- **Flexible Sponsorship Options** From family tributes to corporate packages — every contribution makes a difference.



Whether it's \$100 or \$5,000—there's a way for you to be part of something powerful.  
Let's run with purpose, let's walk for Purple Hope.

With love,  
Taylor Renee O'Hanlon  
603 INDUSTRIES CEO

603 INDUSTRIES

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603industries.com

October 5, 2025. Flutter St. Nottingham, NH





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## SPONSORSHIP OPPORTUNITIES:

SPONSORSHIP BENEFITS	Spark of Hope \$100 (min.)	Circle of Strength \$500	Courage Builder \$1,000	Legacy Leader \$3,000	Power Partner \$5,000
# OF FREE ENTRIES	0	1	2	5	10
<b>Pre Event Recognition</b>					
Social Media Promotion					
Website Presence					
Email Blasts					
Event Flyers					
Race Advertisements					
<b>On Site Recognition</b>					
Logo on Event Banner					
Logo on Event TShirts					
Logo Along Race Course					
Flyer in Event Bags					
Verbal Acknowledgment					
Vendor Spot					
Name on TShirts					
Sponsor Hoodies					
<b>Post Event Recognition</b>					
Thank you Email Blast					
Thank you Socials Post					
Plaque Award					
Post Event Newsletter Acknowledgment					



# Business Sponsorship Application

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## 1. Contact Information

Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## 2. Business Information

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Business Description: \_\_\_\_\_

## 3. Select Event Sponsorship Level

☐ Spark of Hope

☐ Circle of Strength

☐ Courage Builder

☐ Legacy Leader

☐ Power Partner

**All sponsors are  
welcome to provide us  
with a stack of business  
cards to be on display at  
our event.**

**Please send a copy of your  
business/ company logo to  
taylor.603industries@gmail.com  
or (603)416-5052**