

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.



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Benefiting the PANCREATIC CANCER ACTION NETWORK

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 Peneé D'Hanlon 603 INDUSTRIES CEO

603 INDUSTRIES

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♦ 603industries.com

October 5, 2025. Flutter St. Nottingham, NH

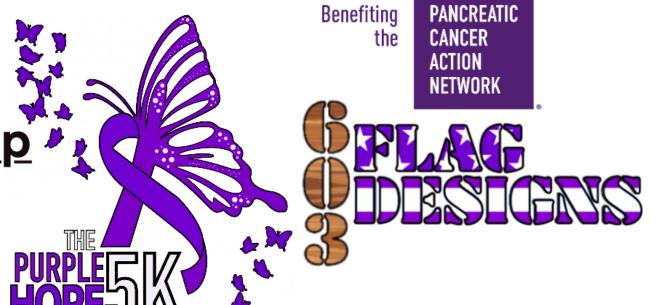


PANCREATIC CANCER ACTION NETWORK

SPONSORSHIP OPPORTUNITIES:

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Pre Event Recognition						
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Website Presence	8	8	8	8	8	
Email Blasts		8	8	8	8	
Event Flyers		8	8	8	8	
Race Advertisements			8	8	8	
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Logo on Event TShirts		8	8	8	8	
Logo Along Race Course			8	8	8	
Flyer in Event Bags		Å	8	8	8	
Verbal Acknowledgment	X	8	8	8	8	
Vendor Spot				8	8	
Name on TShirts	8					•
Sponsor Hoodies				8	8	
Post Event Recognition						1
Thank you Email Blast		8	8	8	8	
Thank you Socials Post		8	8	8	8	
Plaque Award					8	
Post Event Newsletter Acknowledgment	8	8	8	8	8	

Business Sponsorship Application



1. Contact Information

Power Partner

Name:	
Email:	
2. Business Information	
Business Name:	
Business Address:	
Business Phone:	Website:
Business Description:	
3. Select Event Sponsorship Level	All sp
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	cards to b
Circle of Strength	ou
Courage Builder	Please ser
	business/
Legacy Leader	taylor.603ind
	or (60

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