

Eighth Annual

SPiRiT OF

HOPE

Celebration



FRIDAY, NOVEMBER 8, 2019

7:00PM TO 10:30PM

MOHEGAN SUN POCONO

1280 HIGHWAY 315, WILKES-BARRE, PENNSYLVANIA

KEYSTONE GRAND BALLROOM

What is the Spirit of Hope Celebration?

The Spirit of Hope Celebration is an event hosted by the Board of Ambassadors. This cocktail party celebration includes an open bar, food stations, live music, and silent and live auctions. It raises money for the Northeast Regional Cancer Institute's Patient Navigation Program, which helps low income individuals in northeast Pennsylvania access direct cancer related health-care services. Since inception, the event has raised \$380,000 for the Northeast Regional Cancer Institute.



Who are the Board of Ambassadors and Associate Board of Ambassadors?

The Board of Ambassadors and the Associate Board of Ambassadors consist of individuals and business leaders in northeast Pennsylvania who come together to raise funds & awareness to fight cancer in the local community through their support and promotion of a gala event. We hope you will join with us in support of The Northeast Regional Cancer Institute and its mission of easing the burden of cancer in Northeast Pennsylvania.





Proceeds from the Spirit of Hope Celebration benefit the Northeast Regional Cancer Institute's Community Based Cancer Screening Navigation Program

The Northeast Regional Cancer Institute is a local, non-profit organization working to ease the burden of cancer in Northeastern Pennsylvania. The three main program areas that the Cancer Institute focuses on are: community and patient services, hospital and practice support services, and cancer surveillance. The Cancer Institute is unique in that it is an independent, exclusively local entity. This means that the organization has the flexibility to respond directly to the evolving needs of the community it serves. The Cancer Institute invests 100% of its resources in our region.

Northeast Regional Cancer Institute Community Based Cancer Screening Navigation Program

One of the vital services that the Cancer Institute offers to our community is the Cancer Screening Navigation Program. This initiative helps low income, uninsured and underinsured individuals not current with recommended colon, breast, and cervical cancer screenings to obtain these screenings.

The Patient Navigator also:

- Helps participants overcome barriers to screening, such as childcare, transportation, and financial needs
- Continues to assist participants through diagnosis, treatment, and aftercare, where necessary
- Connects participants with a medical home (primary care physician or facility) in order to encourage continuation of preventative care practices

The Cancer Institute relies on the continued support of the community to ensure that the Community Based Cancer Screening Navigation Program can continue to help those most in need access lifesaving cancer screenings and connect to a medical home for ongoing preventative health care. Thank you for your support!

Since the Spirit of Hope Celebration started in 2012, the proceeds from this event have been able to help provide over 5,000 lifesaving screenings.

The Northeast Regional Cancer Institute serves the following counties: Lackawanna, Luzerne, Wayne, Wyoming, Pike, Susquehanna and Monroe and has offices in both Scranton and Wilkes-Barre.



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Spirit of Hope Tribute to Courage Honoree 2019

Ryan Robeson

“Draped in a coat that can withstand the heat, with a helmet on his head, boots on his feet, he came to the perfect conflagration. ...He considered it a treacherous sin to run away from such a beautiful chore, because such a thing he does adore...”

---Ryan Robeson, December 13, 2007

At age 17, Ryan Robeson wrote these lines, part of a poem titled “Such a Thing He Does Adore” – an ode to a firefighter who rushes into a burning building and saves a trapped child moments before it collapses. He gave it to his father, Scranton Fire Department Capt. James Robeson, as a Christmas gift that year. While fighting a second alarm fire, Capt. Robeson died tragically just 24 days later.

Ryan, an only child to James and Linda Robeson, graduated from Scranton Prep in 2009 and earned a Bachelor of Science degree in electrical engineering from the University of Scranton. He then followed in his father’s footsteps and became a firefighter in 2016, working in Scranton until recently relocating to York with his wife Mary-Christine and their 7-month-old daughter Lucia. The Scranton Fire Department’s loss is for sure the York City Fire Department’s gain.

Upon the passing of his father Ryan began traveling the country successfully participating in intense physically demanding races and competitions, which is where he found true solace. Nowadays, this spirited 28-year-old finds extraordinary ways to honor his late father and their mutual profession. This year at the 6th annual Scranton Half Marathon, Ryan courageously attempted to set a Guinness world record for running 13.1 miles in approximately 50 pounds of full fire fighter gear; all while breathing from a self-contained breathing apparatus. This daring feat not only astounded his hometown and community, but it also captured the attention, deservedly, of the renowned world news.

Ryan did this in the hopes to raise awareness and money for two charities, Operation Unite and Foundation 58. Cancer is a serious issue that is estimated to affect 60% of firefighters due to an increased risk of exposure to toxins in modern structure fires. Foundation 58 seeks to compensate firefighters, first responders and their families who are struggling with the devastating effects of this disease.

While delivering his father’s eulogy, Ryan asked everyone to remember Capt. James Robeson as a hero. It is with a spirit of hope in which he continues to pay tribute to his father’s memory. When a man becomes a fireman his greatest act of bravery has been accomplished. Courage can’t see around corners but goes around them anyway. Firefighters save hearts and homes. Today we recognize Ryan as a hero himself.





Friday November 8, 2019

Mohegan Sun Pocono, Keystone Grand Ballroom

SPONSORSHIP OPPORTUNITIES (please check your selection)

Presenting Sponsor <i>10 Tickets to Event, Full Color Page Ad (5" w x 7.5" h) and integration into back cover of program</i> Recognition as Presenting Sponsor in ALL event media communications and advertisements including the video loop and event program; event speaking opportunity, signage display and promotional opportunity at event to provide information and giveaways to attendees	\$5,000
Diamond Sponsor <i>8 Tickets to Event, Black & White Page Ad (5" w x 7.5" h)</i> Recognition as Diamond Sponsor in all event communications and signage including the video loop and event program; promotional opportunity at event to provide information and giveaways to attendees	\$2,500
Platinum Sponsor <i>8 Tickets to Event, Black & White Page Ad (5" w x 7.5" h)</i> Recognition as Platinum Sponsor in the video loop and event program	\$2,000
Gold Sponsor <i>6 Tickets to Event, 1/2 Black & White Page Ad (4.5" w x 3.75" h)</i> Recognition as Gold Sponsor in the video loop and event program	\$1,500
Emerald Sponsor <i>4 Tickets to Event, 1/2 Black & White Page Ad (4" w x 3.75" h)</i> Recognition as Emerald Sponsor in the video loop and event program	\$1,000
Silver Sponsor <i>2 Tickets to Event, 1/4 Black & White Page Ad (2" w x 1.875" h)</i> Recognition as Silver Sponsor in the video loop and event program	\$500

PROGRAM ADVERTISEMENT (please check your selection)

Full Page Ad (5" w x 8" h)	\$250
1/2 Page Ad (4" w x 2.5" h)	\$125
1/4 Page Ad (2" w x 1.25" h)	\$ 75

Please e-mail your high resolution **black and white** program ad in PDF format no later than **October 12, 2019** to amanda.marchegiani@scranton.edu.

DONATING ITEMS OR CASH (please check your selection)

CASH DONATION AMOUNT	\$	
GIFT CERTIFICATE DONATION AMOUNT	\$	
ITEM DONATION VALUE	\$	

The Northeast Regional Cancer Institute is a 501 (c) (3) non-profit, tax-exempt organization. "A copy of the registration and financial information may be obtained from the Pennsylvania Department of State by calling, toll-free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

Donated Item(s) Description:

DONOR INFORMATION

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

ENCLOSED IS MY CHECK PAYABLE TO "NRCI" IN THE AMOUNT OF \$_____.

Credit card payments can be made by calling the Northeast Regional Cancer Institute at (570) 941-7984.

Please send this form along with your payment to the Northeast Regional Cancer Institute
Attn: Spirit of Hope Celebration, 334 Jefferson Avenue Scranton, PA 18510
Fax (570) 941-7979 or E-mail to: Barbara.cerra@scranton.edu