


*Ninth Annual*

SPiRiT OF

**HOPE**

*Celebration*



Friday, November 12, 2021

7:00pm to 10:30pm

Mohegan Sun Pocono

1280 Highway 315, Wilkes-Barre, Pennsylvania

Keystone Grand Ballroom

Tickets: \$130 per person

Presented by DePietro's Pharmacy and Allied Services Integrated  
Health System

2021 Spirit of Hope Tribute to Courage Honoree:  
Richard P. Conaboy Jr.





## 2021 Spirit of Hope Celebration

### Tribute to Courage Honoree

#### Richard P. Conaboy Jr.

Richard P. Conaboy Jr. knows all too well that cancer does not discriminate. He has lost two daughters, two brothers-in law to cancer and his son, daughter and sister are cancer survivors. Currently his sister-in law is being treating for her cancer. As if cancer didn't already hit close enough to home, Dick was diagnosed with cancer within the last year and is doing well. Despite the losses and pain Dick has faced related to cancer and his own addiction recovery, he has continued to give back to the local community through the Spirit of Hope Celebration Board of Ambassadors, the American Cancer Society, and other organizations near and dear to him.

Dick is a graduate of Marywood University where he earned a B.S in Psychology. He has been in the field of addiction and recovery for over 20 years. He spent two decades working at Clearbrook Treatment Center where he over saw the day-to-day operations of the DDAP licensed and JACHO accredited residential treatment facilities as Vice President of Clinical Operations. He is currently the CEO of Lakeside NEPA Drug and Alcohol Treatment Center located in Scranton.

He has dedicated his life not only to his own recovery, but also to helping those afflicted by the disease of addiction. Dick is well respected in the community as a speaker, educator, and advocate for those in the recovery community. Whether it's helping those in need or his own medical care, Dick has continued to be an embodiment of the spirit of hope.

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## 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 by The Exact Change, and a silent auction. 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) 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.





**SPONSORSHIP OPPORTUNITIES (please check your selection)**

	<b>Presenting Sponsor</b> <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	<b>\$5,000</b>
	<b>Diamond Sponsor</b> <i>8 Tickets to Event, Black &amp; 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	<b>\$2,500</b>
	<b>Cocktail Underwriter ( 2 opportunities)</b> 4 Tickets to Event, business logo/name displayed prominently on event signage and promotional materials, Full Black & White Page Ad (5" w x 7.5" h), Your company name or logo printed on Event Night Cocktail Napkins ( if secured by print date), Logo/Name placement on NRCI website and Facebook, Twitter and Instagram pages.	<b>\$2,500</b>
	<b>Platinum Sponsor</b> <i>8 Tickets to Event, Black &amp; White Page Ad (5" w x 7.5" h)</i> Recognition as Platinum Sponsor in the video loop and event program	<b>\$2,000</b>
	<b>Décor and Floral Underwriter ( 2 opportunities)</b> 4 Tickets to Event, Business logo/name displayed prominently on event signage, ½ Black & White Page Ad (4.5" w x 3.75" h), Logo/name placement on NRCI website and Facebook, Twitter and Instagram pages.	<b>\$2,000</b>
	<b>Entertainment Underwriter (1 opportunity)</b> 4 Tickets to Event, Business logo/name displayed prominently on event signage, ½ Black & White Page Ad (4.5" w x 3.75" h), Logo/name placement on NRCI website and Facebook, Twitter and Instagram pages.	<b>\$2,000</b>
	<b>Gold Sponsor</b> <i>6 Tickets to Event, ½ Black &amp; White Page Ad (4.5" w x 3.75" h)</i> Recognition as Gold Sponsor in the video loop and event program	<b>\$1,500</b>
	<b>Emerald Sponsor</b> <i>4 Tickets to Event, ½ Black &amp; White Page Ad (4" w x 3.75" h)</i> Recognition as Emerald Sponsor in the video loop and event program	<b>\$1,000</b>
	<b>Silver Sponsor</b> <i>2 Tickets to Event, ¼ Black &amp; White Page Ad (2" w x 1.875" h)</i> Recognition as Silver Sponsor in the video loop and event program	<b>\$500</b>

**PROGRAM ADVERTISEMENT**

- Full Page Ad (5" w x 8" h) **\$250**
- ½ Page Ad (4" w x 2.5" h) **\$125**
- ¼ 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

**Friday, October 22, 2021** to

[amanda.marchegiani@cancernepa.org](mailto:amanda.marchegiani@cancernepa.org).

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.

**Donor Information**

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**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) 904-8808.*

Please send this form along with your payment to  
 Northeast Regional Cancer Institute

Attn: Spirit of Hope Celebration, 312 Adams Avenue Scranton, PA 18503  
 or E-mail to: [Barbara.cerra@cancernepa.org](mailto:Barbara.cerra@cancernepa.org)