COLON CANCER CHALLENGE FOUNDATION

RESEARCH • AWARENESS • PREVENTION • SCREENING •

Dedicated to A World Without Colorectal Cancer™

CORPORATE PARTNER PROGRAM

WHAT IS THE COLON CANCER CHALLENGE FOUNDATION?

In 2004 Dr. Thomas K. Weber founded the nation's first public colon cancer awareness event – the Colon Cancer Challenge. As a surgical oncologist working daily with colorectal cancer patients, he saw the need for increasing public awareness of the nation's second deadliest form of cancer and the importance of expanding research focused on the causes and cures of colorectal cancer.

Since its first year the Colon Cancer Challenge has grown to attract thousands of participants and supporters from around the nation. The Colon Cancer Challenge offers survivors, family, and friends of those affected by colorectal cancer a unique opportunity to raise public awareness and contribute to the fight against this preventable, yet often fatal disease.

In 2008 the Colon Cancer Challenge Foundation was established with a formal mission of reducing colorectal cancer and related deaths through supporting research, increasing public awareness and education, and collaborating with strategic partners in the fight against colorectal cancer.

While we have made great progress in reducing incidence and death rates of those 50 or older over the last decade, the simple fact is colorectal cancer is still the third most commonly diagnosed cancer and the second leading cause of cancer death in women and men. And incidence rates and death of those under 50 have increased at an alarming rate each year.

Thanks to our corporate sponsors, we are able to continue to work towards our vision of *A World Without Colorectal Cancer ™*. Each sponsor is a valuable partner, whose generosity and support is vital to the fight. There is no way to adequately thank them for their contribution to our work.

Over the years, we have developed close, long-standing relationships with our corporate partners — many of whom have been supporters since the organization's inception. They see the value of their commitment — within their organizations, where each year more employees are getting involved and working to help eradicate colorectal cancer.

We invite you to join our community of supporters! Make a difference! Reap the benefits!

For more information about these sponsorship opportunities, contact our Director of Communications and Operations Cindy Borassi at borassi@coloncancerchallenge.org.

Our Promise

- To raise awareness of colorectal cancer (CRC), the importance of early detection and the most effective screening methods available.
- To increase awareness of CRC risk factors and factors that may help prevent CRC, including family/genetic history, exercise and nutrition.
- To reduce the disparity that exists in CRC incidence and mortality rates by providing funds to improve screening rates in underserved and uninsured communities.
- To award translational research grants to young investigators studying genetic and epigenetic changes that will ultimately lead to new breakthroughs in the prevention, therapy and elimination of CRC in our lifetime.
- To leverage the impact of our donors' support by developing broad public/private partnerships with local, regional, and national organizations invested in a mutual goal of increasing national screening rates to 80% by 2018.

Our Impact

- Free multi-lingual educational materials provided for events in communities around the country
- A national tour of our educational inflatable colon, the Rollin' Colon
- Prevention programs in and around New York City including colonoscopy screening efforts for the uninsured and underserved
- Funding to support colorectal research at leading institutions
- Awards to young CRC investigators presenting at the world's premier colorectal cancer societies

"EmblemHealth is committed to supporting CCCF in its efforts to eradicate colorectal cancer. The vast majority of these cases can be eliminated through screenings, and there is generally an excellent prognosis for the disease if it is caught early. We will continue to support CCCF's work in addition to our own efforts to educate EmblemHealth members and the public about the importance of colorectal cancer screenings."

— David Mahder

LONG-TERM TACTICS
Annual Partnerships

CHAMPION $50,000

ROIS:

Website ads in prime locations

- Running "ticker" on home page (like CNN scrolling headlines) highlighting company (and perhaps news about their recent involvement; could include race participation, speech at gala, etc.)
- Regular shoutouts/features on all social media outlets (#cccfsponsorshoutout, for example)
- One or two paragraphs of background information about company on sponsor page with logo

Two-minute YouTube PSA feature about "Why We Give," highlighting company, their relationship with CCCF and the benefits they receive from involvement with CCCF

Co-author and/or contribute to informational and advocacy articles pitched periodically to trade, industry and local press

National Colorectal Cancer Awareness Month advocate

- Company name and logo (where applicable) included in all promotional media materials, print media placements and on-air radio announcements

Rollin' Colon-branded sponsorship (logo on colon, and promotional and media materials)

10-seat gala table

New York Colon Cancer Challenge Run

- Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants
- Logo placement on promotional and event signage, including T-shirts, posters, brochures, event application, race signage, etc.
- Complimentary race team

Logo included in free educational materials and other promotional materials (where appropriate)

SUSTAINER $25,000 TO $49,999

ROIS:

Website ads

- Running "ticker" on home page (like CNN scrolling headlines) highlighting company (and perhaps news about their recent involvement; could include race participation, speech at gala, etc.)
- Regular shoutouts/features on all social media outlets (#cccfsponsorshoutout, for example)
- One or two paragraphs of background information about company on sponsor page with logo

Contribute to informational and/or advocacy articles (or be included on background as a sponsor) pitched periodically to trade, industry and local press

10-seat gala table

New York Colon Cancer Challenge Run

- Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants
- Logo placement on promotional and event signage, including T-shirts (posters, brochures, event application, race signage, etc.)
- Complimentary race team

Logo included in free educational materials and other promotional materials (where appropriate)

PARTNER $10,000 TO $24,999

ROIS:

Website ads

- Running "ticker" on home page (like CNN scrolling headlines) highlighting company (and perhaps news about their recent involvement; could include race participation, speech at gala, etc.)
- Shoutout/feature on social media outlets (#cccfsponsorshoutout, for example)
- One or two paragraphs of background info about company on sponsor page with logo

10-seat gala table

New York Colon Cancer Challenge Run

- Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants

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ADVOCATE $5,000 TO $9,999

ROIS:

Website ads

- Running "ticker" on home page (like CNN scrolling headlines) highlighting company (and perhaps news about their recent involvement; could include race participation, speech at gala, etc.)
- Shoutout/feature on social media outlets (#cccfsponsorshoutout, for example)
- One or two paragraphs of background info about company on sponsor page with logo

Four complimentary tickets to gala

New York Colon Cancer Challenge Run

- Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants

ALLY $1,000 TO $4,999

ROIS:

Website ads

- Shoutout/feature on social media outlets (#cccfsponsorshoutout, for example)
- One or two paragraphs of background information about company on sponsor page with logo

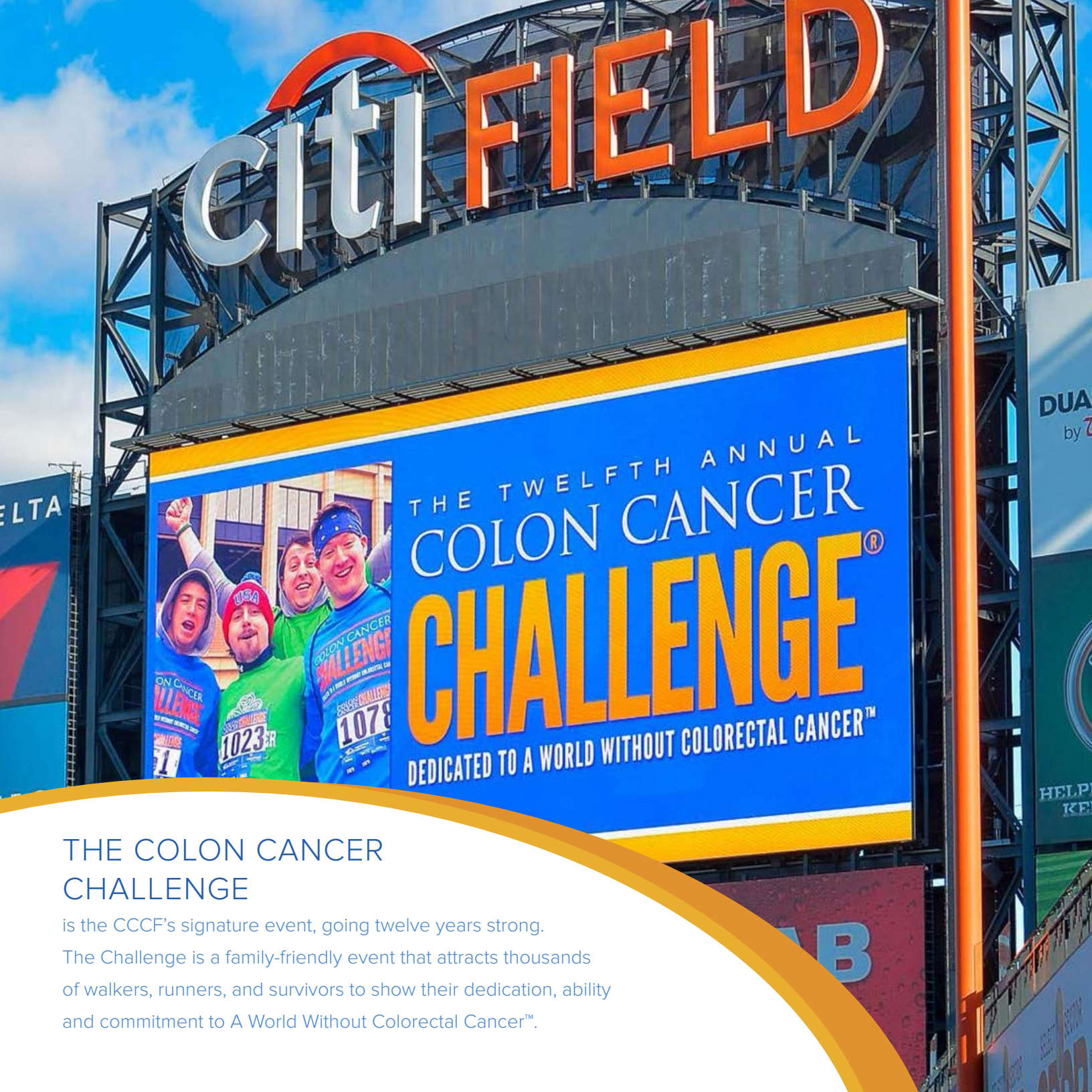
Two complimentary tickets to gala

ANGEL $999 OR LESS

ROIS:

Website ads

- Shoutout/feature on social media outlets (#cccfsponsorshoutout, for example)
- One or two paragraphs of background info about company on sponsor page with logo



THE COLON CANCER CHALLENGE

is the CCCF's signature event, going twelve years strong. The Challenge is a family-friendly event that attracts thousands of walkers, runners, and survivors to show their dedication, ability and commitment to A World Without Colorectal Cancer™.

COLON CANCER CHALLENGE
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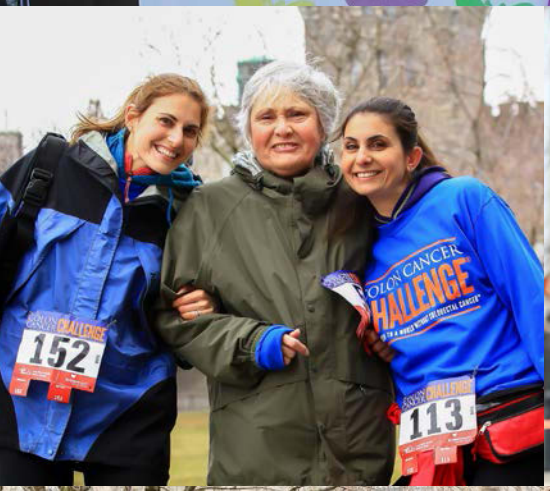
COLON CANCER CHALLENGE
START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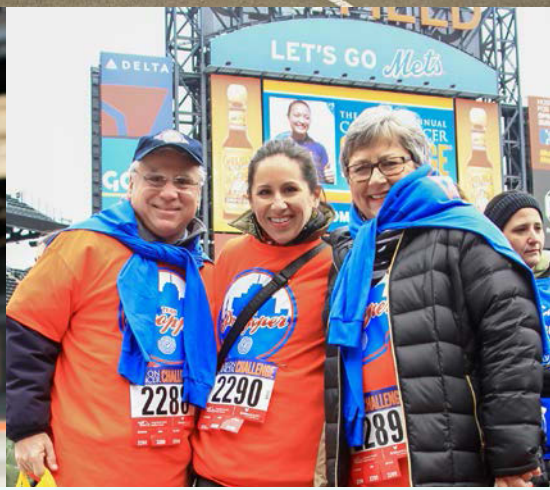
LET'S GO Mets
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AUDRA

OUR LOVING
SISTER

THE COLON CANCER CHALLENGE
Sponsorship Levels

PLATINUM
HEADLINE SPONSOR $20,000

ROIS:

Top billing of logo (hot-linked to company website) on race website (including short description of company where appropriate)

Prominent logo placement on promotional and event signage, including T-shirts, posters, brochures, event application, race signage, etc.

Co-author and/or contribute to informational and advocacy articles to be pitched to trade, industry and local press prior to race

Company name and logo (where applicable) included in promotional media materials, print media placements and on-air radio announcements

One-minute promotional message (PSA) on PA at race start and during Wellness Festival

Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants

Promotion of company on all CCCF social media channels (Facebook, Twitter) prior to and following race

Company spokesperson and logo included in YouTube promotional video for race featuring past race footage, images, testimonials, etc.

Workplace wellness presentation for employees

www.coloncancerchallenge.org

GOLD
WELLNESS FESTIVAL SPONSOR $10,000

ROIS:

Prime signage at Wellness Festival and optimal location for distributing promotional information, gifts and materials to 10,000+ participants

Company name and logo (where applicable) included in promotional media materials, print media placements and on-air radio announcements

Logo placement on promotional and event signage, including T-shirts, posters, brochures, event application, race signage, etc.

One-minute promotional message on PA during Wellness Festival

Logo and short company description (hot-linked to company website) on race website

Promotion of company on all social media channels (Facebook, Twitter) prior to and following race

Workplace wellness presentation for employees

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SILVER
SURVIVOR CARE SPONSOR $5,000

ROIS:

Top billing of logo in survivor tent and on survivor goody bag, survivor photo, and any other survivor events

Company name included in promotional media materials, print media placements and on-air radio announcements

Logo placement on promotional and event signage, including T-shirts, posters, brochures, event application, race signage, etc.

Logo and short company description (hot-linked to company website) on race website

Promotion of company on all social media channels (Facebook, Twitter) prior to and following race

Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants

BRONZE
T-SHIRT SPONSOR $2,500

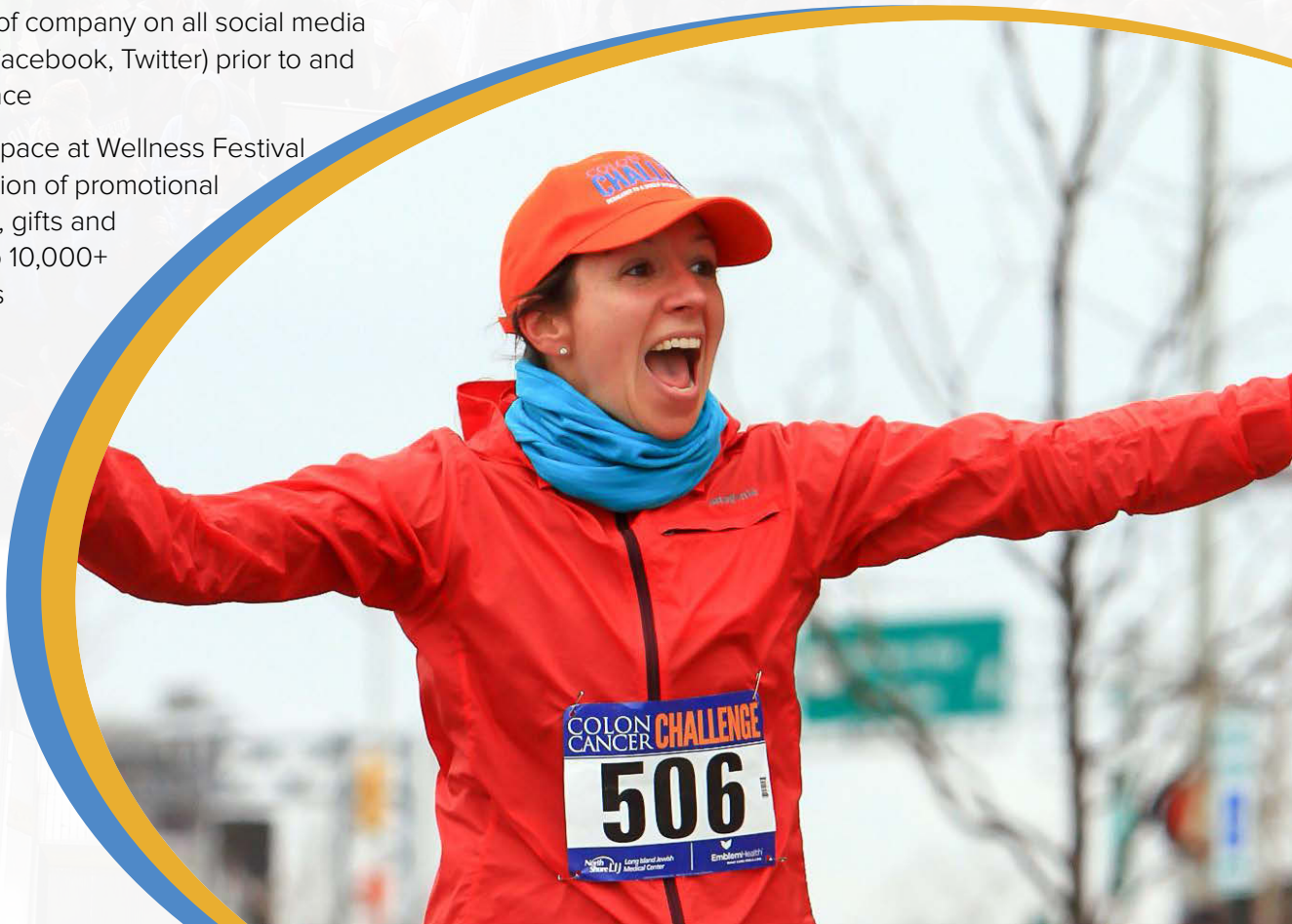
ROIS:

Logo placement on T-shirt and promotional and event signage (posters, brochures, event application, race signage, etc.)

Logo and short company description (hot-linked to company website) on race website

Promotion of company on all social media channels (Facebook, Twitter) prior to and following race

Reserved space at Wellness Festival for distribution of promotional information, gifts and materials to 10,000+ participants



2016 EAO-CRC SUMMIT
Sponsorship Opportunities

TITLE SPONSORSHIP $35,000

8 Summit registrations

Name on swag bag that will be filled with materials from all supporting organizations and sponsors and given to all attendees

Logo included on photo wall backdrop

Logo on all materials associated with the Summit, including signage at event, press releases, social media notices, flyers and day of materials

Exhibit Space at the summit (as permitted) and at the New York Colon Cancer Challenge

Link from our website to sponsors

Logo included on conference live video feed platform

PRESIDENT'S RECEPTION SPONSOR $25,000

4 Summit registrations

Opportunity to include materials in swag bag that will be given to all participants

Name and logo in all materials related to the summit, including signage at the summit

Link on our website and inclusion in announcements through social media channels

Exhibit Space at the summit (as permitted) and at the New York Colon Cancer Challenge

Logo included on conference live video feed platform

EAO-CRC SUMMIT

The EAO-CRC is an annual summit created and hosted by the CCCF where leading clinicians and scientists report on the epidemiology, pathhogenesis, genomics and lifestyle challenges of EAO-CRC. The EAO-CRC Summit is a unique opportunity for EAO survivors to meet and join together to help set the clinical and research agenda for EAO-CRC moving forward.

KEYNOTE SPEAKER SPONSOR $15,500

3 Summit registrations

Opportunity to include materials in swag bag that will be given to all participants

Name and logo in all materials related to the summit

Link on our website and inclusion in announcements through social media channels

Exhibit table at summit

Logo included on conference live video feed platform

PHOTO WALL SPONSOR $12,500

3 Summit registrations

Opportunity to include materials in swag bag that will be given to all participants

Name and logo in all materials related to the summit

Link on our website and inclusion in announcements through social media channels

Exhibit table at summit

Logo on photo backdrop with CCCF and Title Sponsor

Logo included on conference live video feed platform

For more information about these sponsorship opportunities, contact our Director of Communications & Operations **Cindy Borassi** at **borassi@coloncancerchallenge.org**

TRANSPORTATION/LODGING SPONSORS $12,500

2 Summit registrations

Opportunity to include materials in swag bag that will be given to all participants

Name and logo in all materials related to the summit

Link on our website and inclusion in announcements through social media channels

Exhibit table at summit

Logo included on conference live video feed platform

BREAK/REFRESHMENT SPONSORS $5,000

2 Summit registrations

Opportunity to include materials in swag bag that will be given to all participants

Name in all materials related to the summit

Signage on refreshment tables

Link on our website and inclusion in announcements through social media channels

Logo included on conference live video feed platform

SWAG BAG INCLUSION ONLY $2,500

Logo on outside of Swag bag and placement of one item related to your organization in the bags that all attendees will receive. Materials may include print material on organization or novelty giveaway with organizations name/ logo on item.

SUMMIT FRIEND $250

Name recognition in Summit Program to be distributed to all Summit attendees.

Contact Us

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info@coloncancerchallenge.org

www.coloncancerchallenge.org