

# Colorectal Cancer HEROES

CURE Media Group (CMG), through its award-winning *CURE* magazine, has established a unique relationship with oncology patients and professionals since 2002. It's a relationship designed to empower, educate, and ultimately improve the quality of life for cancer patients, caregivers, and survivors throughout the United States. CMG's mission is to reach these goals by combining science and humanity in a unique blend of education that creates a connection between the content and its readers. Additionally, CMG understands the need for establishing educational programs that focus on all cancer types. With that in mind, *CURE* Media Group and *CURE* would like to honor those individuals who excel in their efforts to raise awareness and improve education around Colorectal Cancer with *CURE*'s Colorectal Cancer Heroes Celebration Event.

*CURE* magazine will develop and host the 1st Annual Colorectal Cancer's Heroes Celebration in partnership with the Colon Cancer Foundation (CCF) including event promotion and execution to recognize industry leaders who have been instrumental in raising awareness of colon and rectal cancer. The event will comply with sponsors-regulations and rules.

*CURE*'s Colorectal Cancer Heroes Celebration Event will be held in New York City on May 2, 2019 in conjunction with CCF's 5<sup>th</sup> Annual Early Age Onset Colorectal Cancer (EAO CRC) Summit. It will begin with a cocktail reception featuring local music for entertainment. As the banquet dinner begins, a desired speaker will act as the Mistress of Ceremonies and will welcome the audience and introduce the sponsors of the event. During the program, a celebrity guest will be introduced to entertain and educate the audience. This will be followed by recognition of the colorectal cancer nominees by sponsors including a video presentation of each nominee and an awards presentation.



Colorectal Cancer Heroes Celebration event sponsors may also choose to participate in the presentation of the awards and a photo opportunity with the recipients. Following the closing remarks, there will be a dessert reception, and live music.



CURE's Colorectal Cancer's Heroes Celebration Event will feature video and audio recordings of the reception and awards program. Sponsors will conduct video interviews with the nominees and award winners for future publication on digital platforms of CURE Media Group and event sponsors in promotion of the event. CURE Media Group is hosting the event and is solely responsible for all logistics and execution. As such, the colon cancer event sponsors are strictly promotional. A Highlight video (Sizzle Reel) will be produced of the entire event and used in Press Releases, Social Media and CureToday.com

This unique recognition program will help raise awareness for colorectal cancer education and establish Colorectal Cancer Heroes as a recognized brand in the colorectal community. Partial sponsorship of this program allows for many promotional and public relations opportunities. The following outline describes the promotional benefits that the event sponsor will receive.

### **Colon Cancer Foundation (CCF) Heroes Celebration Reception**

The CCF Heroes Award Reception will be held on the opening night of the 5<sup>th</sup> Annual Early Age Onset Colorectal Cancer Summit, May 2, 2019. CURE Media Group will work to secure additional sponsors for the program, as this will be a multi-sponsored event.

#### **Sponsorships can include:**

1. All sponsors will be listed as a promotional sponsor of the recognition outreach and event reception.
  - a. Estimated event attendance – 125 - 150 colorectal educators and/or patients
  - b. Sponsors will be allowed to participate in the event as follows:
    - i. Sponsor representatives will be allowed to present a speech of approximately 5 minutes during the event.
    - ii. As a platinum sponsor you would be presenting sponsor for the recognized nominees.
  - c. For all future associated events, promotional sponsors will have the same exposure and privileges associated with respective levels of sponsorship.



- d. CMG will not disclose specific financial information regarding individual sponsorship support.
2. *CURE* Entry and Event Marketing Activities
- a. Sponsors, along with other colorectal sponsors, will have logo placement and/or sponsorship recognition on the following promotional materials:
    - i. E-mail campaign
    - ii. Event invitation to targeted attendees via direct mail
    - iii. Press release announcement prior to event about the award recipients (all press releases will be targeted locally for each Hero home town. Plus, a strong campaign across the USA)
    - iv. Additional release the night of the event announcing the award winner(s)
      - the sponsors will be mentioned only as a promotional sponsor along with other CCF sponsors in all press releases
    - v. Social media campaign, including but not limited to Facebook, and Twitter outreach.
3. Sponsors Event Marketing
- a. Sponsors can help promote the event by distributing the CMG created postcard invitations to colorectal professionals
    - i. Postcard will include sponsors logo along with colorectal community partners
  - b. Sponsors can promote the celebration event on their own website and promotional materials
  - c. sponsors can release their own press releases and media alerts as long as coordination is done in advance with CMG
4. Onsite Promotional Services
- a. Sponsors may have a presence in the exhibit area during the opening and closing reception.
  - b. Sponsor can include education and promotional materials in the attendee celebration tote bags
  - c. Sponsors will receive ad space available in the event program
  - d. Sponsors will be acknowledged on rotating event slide deck during event reception
5. Right of First Refusal
- a. Your company will hold a first right of refusal on all programs associated with *CURE*'s CCF Heroes Celebration event and any associated CCF Heroes program. CMG will consult with Incyte and other CCF community partners should an opportunity arise to expand this program.

#### **Expanded Promotion of CCF Heroes Celebration Event and Sponsor**

- 1. CMG will continue coverage of the CCF event and recognition through the following CMG initiatives on its website, [www.curetoday.com](http://www.curetoday.com).
  - a. *CURE* editors will cover the event and provide an update on its digital outreach regarding news.



b. Video testimonies from the event will be posted online for *CURE* readers.

Please watch some highlight reels from other CURE Hero programs:

<https://www.curetoday.com/mpnheroes>

<https://www.curetoday.com/ocheroes/>

<https://www.curetoday.com/eh2018>

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