



THE COLON CANCER FOUNDATION

CORPORATE SPONSORSHIP OPPORTUNITIES



53,000

The number of people that will
die of colorectal cancer in 2020

Colorectal cancer is the #2 cancer killer of women and men. You can stop THIS cancer before it starts by getting tested.

OUR MISSION.

To fight against colorectal cancer (CRC) by supporting research, leading advocacy, and promoting on-time screening through primary prevention and awareness campaigns.

Contact us to learn more
corporatepartnerships@coloncancerfoundation.org

(914) 305.6674



12,400



1670



3430



est. 20,500

Demographics From Colon Cancer Foundation Website



23% of website visitors are
25-34 years of age



19% are
65+



15% are
35-44



62% of all website
visits are female

Website traffic - est. 2700 per month

EVENTS AND CAMPAIGNS FOR CORPORATE PARTNERS

Don't Get Left Behind Campaign (October - November)

The Don't & Get Left Behind Challenge is a 75-day movement & fundraising challenge dedicated to supporting The Colon Cancer Foundation's (CCF) mission of A World Without Colorectal Cancer™ through advocacy, research, and awareness. During the months of October and November, we challenge each participant to complete 45 miles in whichever way they prefer (run, walk, cycle, dance, swim, row, etc.) and aim to raise \$450 towards our mission. Join the challenge, share the CCF mission, track your progress, and earn premium swag all while experiencing the impact of your fundraising.

Join as a presenting sponsor and encourage friendly competition between the departments in your organization as they compete against each other. Corporate teams are encouraged to register as teams, track engagement and progress of the team, and conduct team fundraising campaigns.

National Title Sponsor \$7500

The National Title Sponsor Receives The Following:

- ✓ Your organization's name will be included in the campaign title.
- ✓ CCF will conduct three social media posts during the month of October and November to recognize and thank the National Title Sponsor prior to, during, and after the campaign
- ✓ 30 Second video of the National Title Sponsor on the event page (video to be supplied by the sponsor and approved by the Colon Cancer Foundation)
- ✓ Company logo and link on the campaign page
- ✓ Inclusion in two CCF email event campaigns to the CCF donor database recognizing the National title sponsor
- ✓ Ten free registration spots in the March, 'No, Ifs, Ands, Or, Butts' campaign
- ✓ The opportunity to be Title Sponsor of both 'Don't Get Left Behind' and 'No Ifs, Ands, or Butts' campaigns \$13,000
- ✓ Ten free registration spots into any Colon Cancer Challenge event
- ✓ CCF and sponsor Co-Branded Swag

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Survivor Care Sponsor \$5000

Survivor Care Sponsors Receive the Following:

- ✓ CCF will conduct two social media campaigns during the month of October and November to recognize and thank all the Survivor Care Sponsors
- ✓ Company logo and link on the campaign page
- ✓ Inclusion in one CCF email event campaign to the CCF donor database recognizing all Survivor Care Sponsors
- ✓ Eight free registration spots into any Colon Cancer Challenge event (including in person walk/run events)
- ✓ CCF Swag for four individuals

NO, IF'S, ANDS, OR BUTTS CAMPAIGN (MARCH)

Campaign details to be developed in fall of 2020

National Title Sponsor \$7500

The National Title Sponsor receives the following:

- ✓ CCF will conduct three social media posts; one before the campaign, one during and one after the campaign to recognize and thank the National Title Sponsor
- ✓ 30 Second video of the National Title Sponsor on the event page (video to be supplied by the sponsor and approved by the Colon Cancer Foundation)
- ✓ Company logo and link on the campaign page
- ✓ Inclusion in two CCF email event campaign to the CCF donor database recognizing the National title sponsor
- ✓ Ten free registration spots into the October, 'Don't Get Left Behind' campaign
- ✓ Ten free registration spots into any Colon Cancer Challenge event. The fundraising minimums may be required.
- ✓ CCF and sponsor co-branded swag for four people

Survivor Care Sponsor \$5000

Survivor Care Sponsors receive the following:

- ✓ CCF will conduct two social media campaigns during the campaign. CCF will conduct one social media post before and one during the campaign.
- ✓ Company logo and link on the campaign page
- ✓ Inclusion in one CCF email event campaign to the CCF donor database recognizing all Survivor Care Sponsors
- ✓ Eight free registration spots into any Colon Cancer Challenge event. Fundraising minimums may be required.
- ✓ CCF branded swag for four people

TEAM COLON CANCER CHALLENGE

Events TBD. Past events have included TCS NYC Marathon and the United Airlines NYC ½ Marathon

DIY (DO IT YOURSELF CORPORATE CAMPAIGNS)

As a Colon Cancer Foundation sponsor, your organization has the opportunity to create its own corporate engagement fundraiser. There's a direct correlation between corporate community engagement and high employee engagement and retention. Whether your employees choose to engage through a walk, run, cycle, hiking, and or any creative event, CCF will provide one-on-one guidance and support to your Human Resources and Corporate Wellness Team through the entire process. This engagement can be through a single sponsorship, fundraising, and or volunteering. There is a minimum fundraising or donation level of \$2500. Campaign benefits include:

- ✓ CCF social media announcement promoting Corporate team engagement
- ✓ CCF branded shwag for the top two fundraisers on the team
- ✓ Support in creating the perfect fit campaign for your organization
- ✓ Support in setting up a team fundraising page
- ✓ Messaging support to inspire your team to get engaged and to support fundraising efforts

EARLY-AGE ONSET COLORECTAL CANCER SUMMIT (MAY)

Putting knowledge into action™. Each year this event brings together over 250 leading clinicians, scientists as well as early age onset (EAO) colorectal cancer (CRC) survivors and caregivers from across the country and internationally. In addition to networking opportunities with peers the Summit provides extensive opportunities for participants to advance their understanding of the rapidly increasing incidence of rectal and colon cancer among young adults under 50 years of age in the U.S. and abroad.

The Colon Cancer Foundation provides sponsorship opportunities to industry professionals who want to engage as members of the Industry Advisory Council and those who want to engage as sponsors without being a member. For more information on membership in the Industry Advisory Council, please contact corporatepartnerships@coloncancerfoundation.org. Non- member sponsorship opportunities include the following:

Survivor Care Sponsor \$10,000

Survivor Care Sponsors receive the following:

- ✓ Two registration passes to the Summit
- ✓ Logo and link on the Summit event page as a 'Survivor Care Sponsor'
- ✓ Inclusion in a social media post before, during, and after the summit to acknowledge Survivor Care Sponsors
- ✓ Inclusion in one Colon Cancer Foundation email to all Summit registered attendees to acknowledge Survivor Care Sponsors
- ✓ Inclusion in the Summit presentation to registered attendees as a Survivor Care Sponsor
- ✓ The ability to submit a digital product/service in the Summit virtual gift back for registered attendees
- ✓ Four free entries into any Colon Cancer Challenge event (fundraising minimum is required)
- ✓ CCF branded shwag for four people

Contact us to learn more

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CO-MARKETING OPPORTUNITIES

In this new era of social responsibility, customers want to see brands that are supporting an important cause. The Colon Cancer Foundation has an extensive email database and active social media followers across the U.S. The social media, email database size, and website traffic demographics listed above demonstrate the value and outreach capabilities for potential co-marketing corporate sponsors. Your organization may be able to partner with the Colon Cancer Foundation to market services, products, and brands to a large audience and receive public goodwill. If your brand or business doesn't support a nonprofit, your customers may turn to your competitors. This sponsorship opportunity may include the opportunity to provide products, services, and not just a monetary donation. Pricing starts at \$5000. Sponsorship opportunities will include the following:

- ✓ Co-branded email campaigns highlighting the sponsor, products, and services to the CCF database
- ✓ Social media posts highlighting the sponsor and highlighting one link to the sponsor's products and or services
- ✓ Analytics regarding social media campaigns
- ✓ Marketing and message creation support for the sponsor with copy, images, logos, and colon cancer statistics

CO-BRANDING OPPORTUNITIES

Brand partnerships utilize multiple brand names to promote goods and or services. Brands are able to partner with the Colon Cancer Foundation to promote social responsibility, products, services, and to demonstrate their partnership and support of the leading colon cancer nonprofit in the world. Brands are able to leverage the Colon Cancer Foundation's social media, email, and online presence to help promote the co-branded products, services, and partnerships. Brand partnerships may be created through a financial commitment per branded item/service sold. The Colon Cancer Foundation's priority with brand partnerships is to make it beneficial for both parties. **Contact corporatepartnerships@coloncancerfoundation.org or 914.305.6674** to discuss pricing and program development. Donation commitment starts at \$10,000. Sponsorship opportunities will include the following:

- ✓ Branding rights for the campaign
- ✓ Social media posts highlighting the sponsor and highlighting one link to the sponsor's products and or services
- ✓ Social media analytics regarding the campaign
- ✓ Co-branded email campaigns highlighting the sponsor, products, and services to the CCF database
- ✓ CCF will provide the copy, images, and additional marketing collateral to support the sponsor's campaign



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90% - the 5-year survival rate when colorectal cancer is caught in the early stages; only 10% when diagnosed in late stages

1 in 5 colorectal cancer patients are between the ages of 20-55

TESTIMONIAL

"My work as a client support specialist for Promega allows me to collaborate with cancer research scientists. I have the opportunity to focus on the experiments researchers are doing to study cancer along with learning about the different techniques out there to help cancer research be propelled forward. Rarely do I have the honor and privilege to directly interact with the families who have been or are being affected by cancer. Participating in the Colon Cancer Challenge greatly benefited our team because it reminded us not what we are fighting against, colon cancer, but who we are fighting for, the patients. In order to reach success and stay motivated despite the setbacks, having a clear sense of why will push us through the finish line on this race to cure colon cancer."

Monique Richards, Client Support Specialist at Promega

CORPORATE PARTNERS



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