MINNEAPOLIS, MN
JUNE 9-12

ONLINE
NOVEMBER 19

2022 PARTNERSHIP OPPORTUNITIES

WE MAKE ADOLESCENT AND YOUNG ADULT CANCER SUCK LESS.
stupidcancer.org
Stupid Cancer®, a 501(c)3 nonprofit organization, is the leader in adolescent and young adult (AYA) cancer advocacy and support.

For over a decade, Stupid Cancer has brought together hundreds of patients, survivors, caregivers, advocates, and health professionals each year at CancerCon, the largest gathering of the AYA cancer community. Starting in 2022, Stupid Cancer will host two CancerCon events each year to reach the full AYA cancer community, no matter their ability to travel or connect in person. Now gathering both online and off, every CancerCon event is an immersive experience, filled with transformative connection and education.

Partnering with Stupid Cancer puts you in front of thousands of young people deeply connected to our mission of making cancer suck less. Our sponsorships include wide-reaching visibility in our virtual programs, events, and learnings, while also giving you direct exposure at our flagship signature event, CancerCon Live. The connection our supporters, volunteers, and network have to Stupid Cancer is deeply meaningful, as will your partnership be in expanding our work – together.

**CANCERCON**

550+
LIVE WEEKEND ATTENDEES

69%
PATIENTS AND SURVIVORS

70%
AGE 15-39

20+
BREAKOUT SESSIONS

12+
SOCIAL EVENTS

30-40
EXHIBITORS

5 HOURS
OF EXHIBIT TIME

2,500+
EXHIBIT HALL ENTRIES

As a CancerCon supporter you will...

- Create understanding and awareness between the AYA community and your industry.
- Gain direct access to your target demographic.
- Acquire countless opportunities to engage with the community.
- Develop a partnership with the AYA Community.

Stupid Cancer®, a 501(c)3 nonprofit organization, is the leader in adolescent and young adult cancer advocacy and support.
PRESENTING: $100,000

- Patient engagement forum opportunity
  - Digital focus group session with 10-15 participants
    (in person forum available for additional 15k)
- Sponsor of opening & closing sessions
- Sponsor of 2 breakout sessions or social activities
- Sponsor of 1 meal
- Premiere exhibit booth
- Full page ad in conference program
- Large logo on the CancerCon website & e-communications
- Inclusion of 1 item in attendee swag bag
- Exclusive social media post announcing partnership
- Press release announcing partnership
- Digital CancerCon benefits: sponsor of virtual lounge, recognition on program slides, premiere virtual booth, large banner in lobby

PLATINUM: $50,000

- Sponsor of storytelling open mic
- Sponsor of 1 breakout session
- Sponsor of social event or meal
- Premiere exhibit booth
- Verbal & logo recognition during opening session
- Full page ad in conference program
- Medium logo on the CancerCon website & e-communications
- Inclusion of 1 item in attendee swag bag
- Social media story announcing partnership
- Press release announcing partnership
- Digital CancerCon benefits: recognition on program slides, premiere virtual booth, large banner in lobby

@stupidcancer stupidcancer.org
GOLD: $25,000

- Sponsor of storytelling open mic
- Sponsor of 1 breakout session or snack break
- Standard exhibit booth
- Verbal recognition during opening session
- Inclusion of 1 item in attendee swag bag
- Half page ad in conference program
- Medium logo on the CancerCon website & e-Communications
- Digital CancerCon benefits: standard virtual booth, small banner in lobby

SILVER: $15,000

- Sponsor of 1 breakout session
- Standard exhibit booth
- Verbal recognition during opening session
- Inclusion of 1 item in attendee swag bag
- Quarter page ad in conference program
- Small logo on the CancerCon website & e-communications

$10,000

- Standard exhibit booth
- Verbal recognition during opening session
- Inclusion of 1 item in attendee swag bag
- Quarter page ad in conference program

$5,000

- Standard exhibit booth
- Verbal recognition during opening session
- Inclusion of 1 item in attendee swag bag

A LA CARTE ITEMS

Meal Sponsor: $30,000

Sponsor a Special Activity: $25,000
- Dance Party
- Charging Station
- Lounge
- Makeovers/Glam Station

Sponsor an Attendee: $2,500

VOLUNTEER OPPORTUNITIES

- Greeter Registration
- Tote Bag Assembly
- T-shirt Distribution
- Timekeeper
- Set-up volunteer
- Transportation Support
- Let's discuss!
At CancerCon, there are no judgments; just friends and peers who “get it” because they already “got it.”

For more information on partnership opportunities, please contact Alison Silberman, CEO, asilberman@stupidcancer.org.

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