

# DIGITAL CANCER CON

PRESENTED BY  
stupidcancer®

**ONLINE**

NOVEMBER 19

2022 PARTNERSHIP OPPORTUNITIES

WE MAKE **ADOLESCENT AND  
YOUNG ADULT CANCER** SUCK LESS.

[stupidcancer.org](https://stupidcancer.org)



Stupid Cancer helps to empower everyone affected by adolescent and young adult (AYA) cancer by ending isolation and building community so that everyone in the AYA community is supported, understood, and accepted.

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 AYA 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.

## CANCERCON

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. The connection our supporters, volunteers, and network have to Stupid Cancer is deeply meaningful, as will your partnership be in expanding our work - together.

### DIGITAL CANCERCON BY THE NUMBERS

500+  
LIVE ATTENDEES



1,000+  
ONLINE  
REGISTRATIONS

69%  
PATIENTS AND  
SURVIVORS

70%  
AGE 15 - 39



35  
COUNTRIES

50  
STATES



40+  
EXHIBITORS

9 Hours  
OF EXHIBIT TIME



8 Hours  
AVERAGE TIME SPENT  
ON PLATFORM

1 in 4

ATTENDEES RETURNED  
TO VIEW ON DEMAND\*

\*ON DEMAND IS AVAILABLE FOR A MONTH FOLLOWING LIVE VIRTUAL EVENT.



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# GOLD: \$25,000+

- Opportunity to host community meetup
- Sponsor an activity or session
- Social media post & press release to announce partnership
- Recognition on program slides
- Small banner in lobby
- Full page ad in conference program
- Premiere virtual exhibit booth
- Verbal and logo recognition during opening session
- Large logo on the CancerCon website & e-communications

# SILVER: \$15,000+

- Sponsor an activity or session
- Social media post to announce partnership
- Recognition on program slides
- Medium banner in auditorium
- Half page ad in conference program
- Standard virtual exhibit booth
- Verbal and logo recognition during opening session
- Medium logo on the CancerCon website & e-communications

# BRONZE: \$10,000

- Social media story to announce partnership
- Recognition on program slides
- Small banner in auditorium
- Quarter page ad in conference program
- Standard virtual exhibit booth
- Verbal recognition during opening session
- Small logo on the CancerCon website & e-communications

ALL VIRTUAL EXHIBIT BOOTHS  
INCLUDE CHAT FUNCTIONALITY  
WITH DIRECT MESSAGING  
ACCESS TO ATTENDEES

## \$5,000

- Standard virtual exhibit booth
- Verbal recognition during opening session
- Small logo on the CancerCon website & e-communications

## \$1,000

- Standard virtual exhibit booth
- Verbal recognition during opening session
- Name listed on the CancerCon website & e-communications



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At CancerCon, there are no judgements; 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](mailto:asilberman@stupidcancer.org).

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