2024 PARTNERSHIP OPPORTUNITIES

WE MAKE ADOLESCENT AND YOUNG ADULT CANCER SUCK LESS.

stupidcancer.org
Stupid Cancer®, a 501(c)3 nonprofit organization, 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.

Through our innovative online and in person programming, we provide age-appropriate information and resources and build connections in the AYA community so patients, survivors, caregivers, and professionals can Get Busy Living.

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.

For over a decade, Stupid Cancer has brought together hundreds of patients, survivors, caregivers, advocates, and health professionals at the largest gathering of the adolescent and young adult (AYA) community - CancerCon. 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 both our in-person and 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.

CANCERCON

CANCERCON BY THE NUMBERS

500+
ATTENDEES

69%
PATIENTS AND SURVIVORS

70%
AGE 15 - 39

35
COUNTRIES

50
STATES

93%
OF ATTENDEES MET AT LEAST ONE NEW FRIEND

86%
OF ATTENDEES LEFT WITH VALUABLE INFORMATION

40+
BREAKOUT SESSIONS

15+
SOCIAL EVENTS

25+
EXHIBITORS

6 Hours
OF EXHIBIT TIME

Get Busy Living

@stupidcancer
stupidcancer.org
PLATINUM SPONSOR: $100,000+

- Press release announcing partnership
- Logo on all event decals for elevator, lobby, and other on-site areas
- Sponsor of Welcome Reception
- Sponsor of Opening & Closing Session
- Focus Group: Option to participate in focus group with CancerCon® attendees with 30-minutes of dedicated Q&A
- 2 custom survey questions sent to CancerCon® attendees with early access to results
- Invitation to present a project in our CancerCon® Education Gallery
- Recognition at Digital CancerCon® in the spring of 2024
- 5 named scholarships with content to share with employees
- Opportunity for social media collaboration
- Sponsor of 3 breakout sessions or social activities
- Premiere Exhibitor package
- Full page ad in digital conference program and app
- 6 attendee registrations
- Large logo represented on all key communication (event signage, email, etc.)
- Large logo on attendee t-shirt
- 1 item supplied to include in tote bag
- Verbal recognition during welcome remarks
- Name on CancerCon® website

GOLD SPONSOR $50,000

- Sponsor of a general session
- Focus Group: Option to participate in focus group with CancerCon® attendees with 15-minutes of dedicated Q&A
- 1 custom survey questions sent to CancerCon® attendees
- Invitation to present a project in our CancerCon® Education Gallery
- Recognition at Digital CancerCon® in the spring of 2024
- 3 scholarships with customized content to distribute to employees
- Opportunity for social media collaboration
- Sponsor of 2 breakout sessions or social activities
- Premiere Exhibitor package
- Full page ad in conference program
- 4 attendee registrations
- Large logo represented on all key communication (event signage, email, etc.)
- Large logo on attendee t-shirt
- 1 item supplied to include in tote bag
- Verbal recognition during welcome remarks
- Name on CancerCon® website
SILVER SPONSOR: $25,000

- Recognition at Digital CancerCon® in the spring of 2024
- 1 scholarship with customized content to distribute to employees
- Opportunity for social media collaboration
- Sponsor of 1 meal and 1 breakout sessions or social activity
- Standard Exhibitor package
- 1/2 page ad in conference program
- 3 attendee registrations
- Medium logo represented on all key communication (event signage, email, etc.)
- Medium logo on attendee t-shirt
- 1 item supplied to include in tote bag
- Verbal recognition during welcome remarks
- Name on CancerCon® website

BRONZE SPONSOR: $15,000

- Sponsor of 1 breakout sessions or social activity
- Standard Exhibitor package
- 1/4 page ad in conference program
- 2 attendee registrations
- Small logo represented on all key communication (event signage, email, etc.)
- Small logo on attendee t-shirt
- 1 item supplied to include in tote bag
- Verbal recognition during welcome remarks
- Name on CancerCon® website

SUPPORTER SPONSOR: $5,000

- Name recognition on all key communication (event signage, email, etc.)
- Name recognition on t-shirt
- 1 item supplied to include in tote bag
- Verbal recognition during welcome remarks
- Name on CancerCon® website

A LA CARTE ITEMS

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Scholarship group of 10</td>
<td>$25,000</td>
</tr>
<tr>
<td>Attendee Lounge</td>
<td>$20,000</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$15,000</td>
</tr>
<tr>
<td>Event Wi-Fi</td>
<td>$15,000</td>
</tr>
<tr>
<td>Co-branded Giveaways</td>
<td>$10,000</td>
</tr>
<tr>
<td>Conference Mobile App</td>
<td>$6,000</td>
</tr>
<tr>
<td>Premiere Exhibitor Booth **</td>
<td>$5,500</td>
</tr>
<tr>
<td>Exhibitor Booth</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

** Options may include: high-visibility booth location; additional tote bag item, including brochures/literature; primary placement on “exhibitor bingo” guide)
# CancerCon Sponsors

**ALL CancerCon Sponsors Receive...**

- Name on CancerCon® website
- Verbal recognition in Opening Ceremonies
- Recognition on all key communication (event signage, email, etc.)
- Recognition on t-shirt (Logo size varies according to sponsorship level)
- Inclusion of 1 item in CancerCon 2023 swag bag

A $5,000 value!

<table>
<thead>
<tr>
<th></th>
<th>platinum sponsor $100,000+</th>
<th>gold sponsor $50,000</th>
<th>silver sponsor $25,000</th>
<th>bronze sponsor $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session/Activity Sponsor</strong></td>
<td>Full Page</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
</tr>
<tr>
<td><strong>Exhibitor Package</strong></td>
<td>Premiere</td>
<td>Premiere</td>
<td>Standard</td>
<td>Standard</td>
</tr>
<tr>
<td><strong>Conference Passes</strong></td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>General/Meal Session</strong></td>
<td>Opening &amp; Closing Session Sponsor</td>
<td>General Session Sponsor</td>
<td>1 Meal</td>
<td></td>
</tr>
<tr>
<td><strong>Scholarships</strong></td>
<td>5 Names Scholarships</td>
<td>3 Named Scholarships</td>
<td>1 Named Scholarship</td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Collaboration</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Digital CancerCon Recognition</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Invitation to Present in Education Gallery</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Focus Group Participation</strong></td>
<td>30-minutes of dedicated Q&amp;A</td>
<td>15-minutes of dedicated Q&amp;A</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Custom Post CCL Survey Question(s)</strong></td>
<td>2 (plus early access to results)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Press Release announcing sponsorship</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo on all on-site event decals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WE MAKE ADOLESCENT AND YOUNG ADULT CANCER SUCK LESS.

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.

Stupid Cancer
40 Worth St.
New York, NY
stupidcancer.org
212-619-1040