

# CANCERCON

**FOR ADOLESCENTS & YOUNG ADULTS**

Presented by stupidcancer

**ONLINE**

APRIL 18-20, 2024

**LIVE IN AUSTIN, TX**

AUGUST 15 - 18, 2024

2024 PARTNERSHIP OPPORTUNITIES

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

[stupidcancer.org](https://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.

# CANCERCON

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 BY THE NUMBERS

500+  
ATTENDEES



69%  
PATIENTS AND  
SURVIVORS

70%  
AGE 15 - 39

35  
COUNTRIES

50  
STATES



40+  
BREAKOUT  
SESSIONS

15+  
SOCIAL  
EVENTS

93%  
OF ATTENDEES MET AT  
LEAST ONE NEW  
FRIEND



25+  
EXHIBITORS

6 Hours  
OF EXHIBIT TIME

86%  
OF ATTENDEES LEFT  
WITH VALUABLE  
INFORMATION



@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

Item	Cost
Company Scholarship group of 10	\$25,000
Attendee Lounge	\$20,000
Charging Stations	\$15,000
Event Wi-Fi	\$15,000
Co-branded Giveaways	\$10,000
Conference Mobile App	\$6,000
Premiere Exhibitor Booth **	\$5,500
Exhibitor Booth	\$3,500

\*\* Options may include: high-visibility booth location; additional tote bag item, including brochures/literature; primary placement on "exhibitor bingo" guide)



# 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!

	PLATINUM SPONSOR \$100,000+	GOLD SPONSOR \$50,000	SILVER SPONSOR \$25,000	BRONZE SPONSOR \$15,000
Ad in CancerCon Program	Full Page	Full Page	1/2 Page	1/4 Page
Session/Activity Sponsor	3 Breakout Sessions/Activities & Welcome Reception	2 Breakout Sessions or Social Activities	1 Breakout Session or Social Activity	1 Breakout Session or Social Activity
Exhibitor Package	Premiere	Premiere	Standard	Standard
Conference Passes	6	4	3	2
General/Meal Session	Opening & Closing Session Sponsor	General Session Sponsor	1 Meal	
Scholarships	5 Names Scholarships	3 Named Scholarships	1 Named Scholarship	
Social Media Collaboration	●	●	●	
Digital CancerCon Recognition	●	●	●	
Invitation to Present in Education Gallery	●	●		
Focus Group Participation	30-minutes of dedicated Q&A	15-minutes of dedicated Q&A		
Custom Post CCL Survey Question(s)	2 (plus early access to results)	1		
Press Release announcing sponsorship	●			
Logo on all on-site event decals	●			



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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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