



2024 PROGRAM PARTNERSHIP OPPORTUNITIES

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

stupidcancer.org



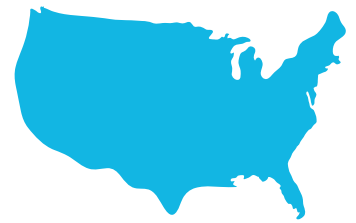


Stupid Cancer®, a 501(c)3 nonprofit organization, helps to empower everyone affected by adolescent and young adult (AYA) cancer by ending isolation and building community so that everyone in the AYA community is supported, understood, and accepted.

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.



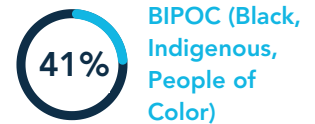
89,500 adolescents and young adults (AYAs) diagnosed each year.



Community of 1 million+ patients, survivors, and caregivers across the country.

STUPID CANCER BY THE NUMBERS

Finishing school, starting a career, building a family; these major life milestones are made incredibly challenging when cancer is thrown in the mix. Add issues of fertility, financial toxicity, mental health; AYAs are left feeling isolated and struggling to cope.



*2023 Program Registrant Demographics



400,000+ social media followers



86% of program attendees left with valuable information



88% say they feel connected or very connected after attending our programs



41% of program attendees met 4 or more people they plan to stay in touch with



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PROGRAMS



ACCESS TO CARE INITIATIVE

In collaboration with healthcare professional associations, Stupid Cancer will develop multi-disciplinary tools to further support discussions and interactions between providers and AYA patients with the goal of improving the patient experience.

CANCERCON

Our flagship program where we bring together hundreds of members of the AYA community to learn, share, and connect, both in person and online through education sessions and social activities.

Please request [CancerCon prospectus](#).

DISCUSSION SESSIONS

A deep dive on the most important topics - like mental health, fertility, relationships, grief - our Discussion Sessions allow participants to engage in meaningful conversation with each other in a structured setting. After a brief educational session led by a licensed mental health professional, participants can deeply connect with their peers on topics that may be hard to talk about elsewhere.

Stupid Cancer is committed to empowering all AYAs impacted by cancer and advocating for [equitable](#) access to health care.

Our programs educate and amplify the needs of every individual in our community and work to minimize the disparities in health care to enable AYAs to [Get Busy Living](#).

HEALTH EQUITY INITIATIVE

A strategic initiative to develop an action plan to address the needs of AYAs in historically marginalized groups relating to their experiences during diagnosis, treatment, and/or support. Our aim is to ensure their needs are visible and addressed within Stupid Cancer, the AYA nonprofit space, and the larger AYA oncology community.

MEETUPS

A space to have fun and connect with your peers that "get it" in a casual environment. We don't shy away from heavy conversations, but there will definitely be laughs. Whether online or IRL, you will find your people here.

STORIES

Share your experiences and connect with your peers through the power of storytelling. Browse our Story Library to read about your peers' experience or contribute your own at one of our intimate Storytelling Open Mic events or on our website.

VISIT [STUPIDCANCER.ORG/PROGRAMS](https://stupidcancer.org/programs) TO LEARN MORE ABOUT EACH PROGRAM.



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ACCESS TO CARE INITIATIVE

In collaboration with healthcare professional associations, Stupid Cancer will develop multi-disciplinary tools to further support discussions and interactions between providers and AYA patients with the goal of improving the patient experience.

\$75,000

Sponsor Benefits:

- Employee engagement opportunity
- Acknowledgement of support on deliverables for providers & patients
- Press release acknowledging partnership
- Early access to summary findings
- Acknowledgement of support on social media
- Recognition on website
- Recognition on program communications

\$50,000

Sponsor Benefits:

- Press release acknowledging partnership
- Early access to summary findings
- Acknowledgement of support on social media
- Recognition on website
- Recognition on program communications

\$35,000

Sponsor Benefits:

- Early access to summary findings
- Acknowledgement of support on social media
- Recognition on website
- Recognition on program communications

\$20,000

Sponsor Benefits:

- Acknowledgement of support on social media
- Recognition on website
- Recognition on program communications



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DISCUSSION SESSIONS

Sponsored Discussion Sessions can be tailored to a particular topic or theme in line with Stupid Cancer's strategic outreach. Stupid Cancer will manage content development and feature experts and panelists with sponsors when appropriate.

MARQUIS SPONSOR: \$150,000

Full support an entire year of Stupid Cancer Discussion Sessions

Sponsor Benefits:

- verbal recognition during webinar and Discussion session opening remarks
- opportunity to provide a speaker from your company for an expert panel
- quarterly dedicated social media posts for sponsor content (per Stupid Cancer approval)
- co-branded companion material (video or other downloadable content)
- large logo on program calendar and registration pages
- logo recognition in monthly promotional email
- logo recognition in follow up email

DISCUSSION SERIES SPONSOR: \$50,000

Sponsor a 4-session discussion on an aligned topic

Sponsor Benefits:

- logo on events calendar and registration page
- logo recognition in 2 dedicated emails
- logo recognition in follow up email per session (registered only)
- verbal recognition during Discussion Series session opening remarks
- 3 dedicated social media posts

MULTI-SESSION SPONSOR: \$25,000

Sponsor 2 "mix & match" discussion sessions

Sponsor Benefits:

- co-branded companion material (video or other downloadable content)
- logo on program calendar and registration page
- logo recognition in 1 dedicated email
- logo recognition in follow up email per session
- verbal recognition during session opening remarks
- dedicated social media post per session
- 1 topic-related story post

DISCUSSION SESSION SPONSOR: \$10,000

Sponsor 1 topic-based session

Sponsor Benefits:

- logo on program calendar and registration page
- logo recognition in 1 dedicated email
- logo recognition in follow up email per session
- verbal recognition during webinar opening remarks
- 1 dedicated social media post



HEALTH EQUITY INITIATIVE

Supporting our Health Equity Initiative can be tailored to a particular topic, project, or marginalized population across our Meetups, Stories, or Special Initiatives programs. We can share more about our current slate of projects or develop a specific benefits package with those who are interested.

ATTENDING SPONSOR: \$50,000

Sponsor Benefits:

- access to early findings/discussion summaries when appropriate
- recognition in follow up emails
- verbal recognition during event
- 3 dedicated social media posts
- logo recognition on program(s) registration page and email communications

SUPPORTING SPONSOR: \$25,000

Sponsor Benefits:

- two dedicated social media posts
- logo recognition on program(s) registration page and email communications

COLLABORATING SPONSOR: \$15,000

Sponsor Benefits:

- dedicated social media post
- logo recognition on program(s) registration page and email communications



MEETUPS

Sponsored Meetups can be tailored to a particular topic, disease, or sub-community.

MARQUIS SPONSOR: \$25,000

Fully support an entire year of Digital Meetups

Sponsor Benefits:

- logo on Meetup calendar and registration page
- recognition in weekly promotional email
- quarterly dedicated social media posts highlighting partnership
- 2 dedicated promotional social media posts of sponsor's choice (per Stupid Cancer approval)

LIVE MEETUP SPONSOR: \$15,000

Support 1 Local Meetup (only available in certain regions).

Sponsor Benefits:

- logo on Meetup calendar event and registration page
- recognition in promotional email
- recognition in cross-platform social media post
- share promotional item or paper item with attendees

DIGITAL MEETUP SPONSOR: \$5,000

Support 5 dedicated Digital Meetups

Sponsor Benefits:

- logo on Meetup calendar event and registration page
- recognition in promotional email
- recognition in 1 cross-platform social media post per Meetup



STORIES

Sponsored Stories can be tailored to a particular topic or theme. We are able to feature storytellers from the sponsor's network of patients, professionals, and experts or we can pull storytellers from the Stupid Cancer community.

STORY MINI CAMPAIGN: \$30,000

5 stories (blog posts or self-recorded video submissions) posted to the Story Library

Sponsor Benefits:

- production of one interview-style or testimonial video
- cross-platform social media post per story
- branded email featuring links to full "mini campaign"
- logo recognition on each Stories webpage post

STORY TELLING OPEN MIC: \$15,000

Sole sponsorship of an online storytelling open mic event.

Sponsor Benefits:

- video montage of stories for internal or external distribution
- 2 promotional cross-platform social media post
- any associated social media posts (up to 3)
- medium logo on event calendar webpage and registration webpage
- logo recognition in dedicated promotional & follow up emails
- verbal recognition during event

INDIVIDUAL STORY: \$5,000

Single blog-style story posted to the Story Library and social media.

Sponsor Benefits:

- dedicated social media post
- logo recognition on Stories webpage post



ADD ON BENEFITS

The benefits below can be applied across programs to create a custom Sponsorship Package to best suit your goals as a Sponsor.

Promote your Message

- Share a brief word at the start or closing of your sponsored program.
- Include an advertisement in the program of your sponsored event.

Connect with our Community

- Add a branded question to the post-event survey of your sponsored program.
- Add an email opt-in to receive contact information for willing participants.
- Host a Digital Meetup in conjunction with your sponsored program.
- Host a focus group or share a survey with a select group of participants.

Swag it Up

- Get your promotional items or information resources into the hands of our community members via a virtual or physical swag bag.
- Host a VIP reception before or after your sponsored event.

Bring Stupid Cancer to You

- Receive Stupid Cancer swag to distribute to your employees.
- Plan a Stupid Cancer-hosted Storytelling Open Mic for your team.
- Partner on a testimonial video to visually demonstrate the impact of your sponsor program to share internally or externally.

Sponsored Posts

- Access to the largest audience of AYA patients, survivors, caregivers, and professionals.
- Share two sponsored posts across our social media platforms.
- Analytics following the post including summary of engagement.





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

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