



2025 PROGRAM PARTNERSHIP OPPORTUNITIES

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

stupidcancer.org





Since 2007, Stupid Cancer®, a 501(c)3 nonprofit organization, has helped to empower everyone affected by **adolescent and young adult (AYA, ages 15 - 39) cancer** by ending isolation and building community so that everyone in the AYA community is supported, understood, and accepted.

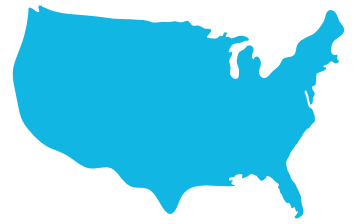
Through innovative online and in person programming, Stupid Cancer provides age-appropriate information and resources tailored to the unique needs of our patient community. Each year, we bring together hundreds of patients, survivors, caregivers, and professionals so they can **Get Busy Living**. Because for cancer survivors in their teens, 20s, and 30s, there is nothing more powerful than being surrounded by hundreds of your peers.

With your support, we can continue to offer these life changing experiences to a vulnerable population. Together, we **make cancer suck less**.

OUR COMMUNITY



89,500 adolescents and young adults age 15 - 39 are diagnosed each year.



There are **1 million+** AYA patients, survivors, and caregivers across the country.



OUR IMPACT

1,500+ AYAs participate in our programs each year

400,000+ social media followers see & engage with our content online

Stupid Cancer offers resources, community, and support for the core challenges AYAs must navigate after a cancer diagnosis.



mental health



family & fertility



school & career



sex & intimacy



financial toxicity



social isolation



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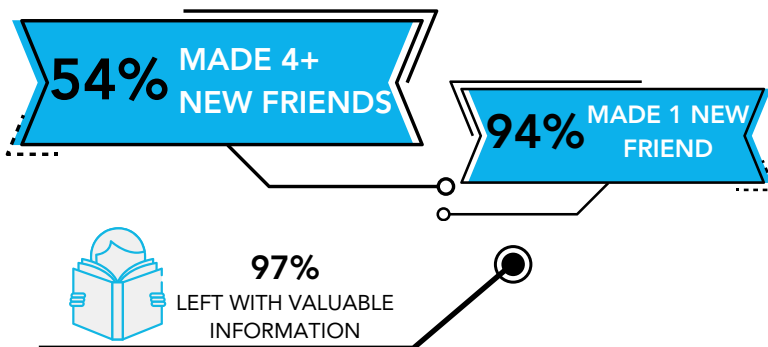
PROGRAMS



CANCERCON

Our flagship program, CancerCon is a life-changing event where we bring together hundreds of members of the AYA community to learn, share, and connect through educational sessions and social activities. Now in person at CancerCon Live and online via Digital CancerCon.

OF ATTENDEES AT CANCERCON LIVE 2024...



DISCUSSION SESSIONS

Participants can deeply connect with their peers through a facilitated discussion on topics that may be difficult or impossible to talk about with anyone else.

HEALTH EQUITY INITIATIVE

Stupid Cancer is committed to empowering all AYAs impacted by cancer and advocating for equitable access to health care. The aim of our Health Equity Initiative is to ensure the needs of AYAs in historically marginalized groups are visible and addressed within Stupid Cancer, the AYA nonprofit space, and the larger AYA oncology community. Across programs, we work to minimize healthcare disparities experienced during diagnosis, treatment, and/or support and to amplify the needs of every individual in our community.

MEETUPS

Meetups are a space for AYAs to connect with peers that "get it" in a casual environment. It's not a support group - it's a fun and supportive gathering where you can find both heavy conversations and lots of laughs. Our meetups are led by community members, both online and in person in their local community.

STORIES

Storytellers are able to share their experiences and gain the validation, comfort, and community of being heard by their community. By sharing at an Open Mic or submitting their written story, storytellers contribute to our Story Library, a growing resource on our website that makes sure no AYA feels alone in their experience.

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

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 opening remarks of each session
- 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 discussion sessions

Sponsor Benefits:

- logo on program calendar and registration page
- logo recognition in 2 dedicated emails
- logo recognition in follow up email per session
- verbal recognition during session opening remarks
- dedicated social media post per session
- 1 branded social media 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

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 programs (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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