



2026 PROGRAM PARTNERSHIP OPPORTUNITIES

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

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

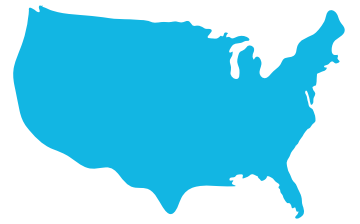




# OUR COMMUNITY



**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.

**Stupid Cancer** is the leader in building the **adolescent and young adult (AYA)** cancer community, ending isolation, and making cancer suck less so that everyone affected by AYA cancer can **Get Busy Living**.



Through 100+ annual programs, we support thousands of AYA patients, survivors, and caregivers nationwide by:

- **Building Community** through CancerCon®, nationwide meetups, open mics, and an active digital presence.
- **Addressing Life-Stage Needs** with targeted discussions and 24/7 access to curated, on-demand resources.
- **Driving Systemic Change** via equity initiatives, provider partnerships, and projects that reduce barriers to care.

With your support, we can continue to offer this **life changing experience** to the AYA cancer community.

# 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.

Please request [CancerCon prospectus](#).

*At CancerCon 2025...*

**90% of attendees  
MADE A NEW FRIEND**

**38% of attendees  
MADE 4+ NEW FRIENDS!**



**94%**

OF ATTENDEES LEFT WITH  
VALUABLE INFORMATION



## 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 IRL and digital meetups are hosted by community members, both online and in person in their local community.



## STORIES

By sharing at an IRL or online Storytelling Open Mic, storytellers are able to receive the validation, comfort, and community of being heard by their community. Storytellers can also contribute written stories to our Story Library, a growing resource on our website that makes sure no AYA feels alone in their experience.

## 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.

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



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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 goals and program strategy. Stupid Cancer will manage content development and feature experts and panelists with sponsors when appropriate.

## MARQUIS SPONSOR: \$100,000

### 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

## QUARTERLY SPONSOR: \$50,000

### Sponsor 3 months of discussion on aligned topics

#### Sponsor Benefits:

- logo on events calendar and registration page
- logo recognition in 2 dedicated emails
- logo recognition in follow up email per session
- verbal recognition during Discussion Session opening
- 3 dedicated social media posts



## SERIES SPONSOR: \$20,000

### Sponsor a 2-3 discussion session series.

#### 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: \$5,000

### 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



# MEETUPS

Sponsored Meetups can be IRL events or Digital Meetups (DMUs) tailored to a particular topic, disease, or sub-community.

## QUARTERLY DMU SPONSOR: \$25,000

**Fully support 3 months of Digital Meetups (DMUs)**

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)

## IRL MEETUP SPONSOR: \$10,000

**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 social media post
- share promotional item or paper item with attendees

## DMU SPONSOR: \$2,500

**Support 5 dedicated Digital Meetups**

Sponsor Benefits:

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

## SPECIAL DMU SPONSOR: \$1,000

**Support an activity-based Digital Meetup**

Sponsor Benefits:

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



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# 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
- 1 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 or IRL storytelling open mic event.**

Sponsor Benefits:

- video montage of stories for internal or external distribution
- 2 promotional social media posts
- 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 social media posts.
- Analytics following the post including summary of engagement.



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For more information on partnership opportunities, please contact [development@stupidcancer.org](mailto:development@stupidcancer.org).

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