

2023-2024

Ambassador Program

SPONSORSHIP OPPORTUNITIES

Fight CRC Ambassadors are a dedicated group who push for better policies, research, education, and support for all those touched by this disease. Ambassadors give one year of their time to Fight CRC, exclusively. They have a passion for using their story to raise awareness but also aspire to be active in Fight CRC legislative, research advocacy, and awareness and prevention initiatives.

Each year, Fight CRC receives 75-100 applications from passionate members of the colorectal cancer community. We select 10-15 applicants based on their ability to commit fully to Fight CRC, their desire to make impactful change through advocacy, and their interest in sharing their personal stories to encourage, support, and empower others affected by this disease.

To date, there are more than 170 Ambassadors covering 42 states.

In 2023, Fight CRC will expand our Ambassador Program by encouraging ambassadors to work with a business in their community to host a Colorectal Cancer Lunch and Learn, to encourage employees to utilize their healthcare benefits to get screening for colorectal cancer.

Studies show that over 52% of insured Americans within the recommended screening age range for colorectal cancer have not been screened. Studies also show that people of color are the least likely to get screened for colorectal cancer. This means the incident and mortality rates are higher for certain minority groups.

The Ambassador Lunch and Learn Program will allow ambassadors to work with local businesses that provide healthcare benefits to their employees. We will work closely with the human resources department, to determine insurance coverage provided for colorectal cancer screenings.

Once insurance coverage has been confirmed, a lunch and learn event will be scheduled, and cover the following:

- * Ambassadors will share their personal stories and encourage lunch and learn participants to get screened for colorectal cancer
- * A company HR representative will give a short overview of insurance coverage for colorectal cancer screenings and encourage employees to utilize their health benefits

Two surveys will be conducted:

- * First Survey: Given to lunch and learn participants at the end of the lunch and learn to get a better understanding of where the group is with colorectal cancer risks and screening facts
- * Second Survey: Given to lunch and learn participants 6 months post lunch and to gauge if the lunch and program increased screening rates among employees.

Handouts: 'Tell a Friend' Card – five (5) cards will be given to each employee, with a call to action of sharing these cards with friends and family to encourage screening. These cards will have basic risk factors and screening information.

Recognized as a Bronze Beyond Blue Sponsor - Spring 2024

Exclusive Opportunity: Attend in-person training
(Springfield, MO – September 2023)

Opportunity to have a branded company item in the ambassador resource bags *Quantity: 20*

Opportunity to add focus group questions





Recognition in post September training survey with shared results

Recognition on Fight CRC's Ambassador Program webpage

Verbal recognition during on-site in-person training

Logo recognition on-site during in-person training

Recognition on social media

| | Platinum Sponsor — \$40,000 | Gold Sponsor — \$25,000 | Silver Sponsor — \$15,000 | Bronze Sponsor — \$5,000 |
|--|---|--|--|--|
| | ↙ | | | |
| Exclusive Opportunity: Attend in-person training (Springfield, MO – September 2023) | 2 | 1 | | |
| Opportunity to have a branded company item in the ambassador resource bags <i>Quantity: 20</i> | ↙ | ↙ | | |
| Opportunity to add focus group questions | 2 | 1 | 1 | |
| Recognition in post September training survey with shared results | ↙ | ↙ | ↙ | ↙ |
| Recognition on Fight CRC's Ambassador Program webpage | ↙ | ↙ | ↙ | ↙ |
| Verbal recognition during on-site in-person training | ↙ | ↙ | ↙ | ↙ |
| Logo recognition on-site during in-person training | ↙ | ↙ | ↙ | ↙ |
| Recognition on social media |  39k reach |  30k reach |  10k reach |  10k reach |

To secure your sponsorship, please contact Erin Quiko at Erin@FightCRC.org.