

2024 Call-on Congress

SPONSORSHIP OPPORTUNITIES

During March Colorectal Cancer Awareness Month, Fight CRC hosts its annual Call-on Congress summit. Over 150 advocates will fly to attend the in-person summit in Washington, DC, and more than 70,000 advocates will be able to participate from home.

The United in Blue installation on the National Mall is designed to draw attention to the growing number of young people being diagnosed with colorectal cancer. In 2024, we plan to build on the success of United in Blue by making it even bigger and better. We will host the installation for two weeks. Working with dozens of national, state, and local organizational partners, we plan to host the largest gathering of its kind, bringing survivors, patients, caregivers, friends, and family members together in the fight against colorectal cancer.

How will this work?

In the weeks leading up to March 2024, advocates will have a unique opportunity to convene digitally to learn the latest in colorectal cancer policy through issue-specific briefings, advocacy training, and networking opportunities. Advocates across the country will gain in-depth knowledge from policy experts and meet many national, state, regional, and local partner organizations. Recordings of these trainings are made available for replay to refresh your understanding of the issues.

Each advocate is assigned a mentor to help answer questions, prepare them for Call-on Congress, and connect them with others in the community. Together they will plan how they will share their stories and experience with colorectal cancer with members of Congress and their staff members.

Advocates who participate will put a face to the data showing that by 2030 researchers predict colorectal cancer will be the #1 cancer

killer for those between 20-49 years old, as well as the barriers to screening and share a sense of urgency about the need for better treatment options. It is a priority that Call on Congress represents diverse people. It is vital we showcase every racial, socioeconomic, and generational subset that is impacted. Together, we are representing the many faces impacted by this disease.

Health Equity Focus: Fight CRC remains steadfast in our commitment to serving all communities with equal dedication to raising awareness about colorectal cancer. We embrace cultural humility, acknowledge the impact of systemic racism, and strive to address power dynamics and privilege within healthcare, treatment, and prevention. Our mission is to ensure no population is left behind in the fight against colorectal cancer.

Our ultimate goal is to empower advocates representing diverse populations to enhance their knowledge, skills, and values. As an advocacy organization, we strive to guide and inform growth and learning to improve health equity efforts for those affected by colorectal cancer.

With a focus on health equity, we have partnered with the Congressional Black Caucus (CBC) to shed light on the impact of colorectal cancer on life expectancy and its disproportionate effect on the African-American community. Through collaboration with the CBC Healthcare Task Force, we seek to improve all Americans' health, healthcare, and well-being, particularly low-income and people of color.

	Platinum Sponsor \$50,000	Gold Sponsor \$25,000	Silver Sponsor \$15,000	Bronze Sponsor \$10,000
Exclusive Signage (online & in-person)	✓			
Logo recognition on screen during event	✓			
Inclusion in event press release	✓	✓		
Verbal recognition by Fight CRC President	✓	✓		
Opportunity to speak on-site (talking points cannot promote a specific product)	✓	✓		
Logo on event agenda (*Subject to Print Deadlines)	✓	✓	✓	
Logo recognition on Call-on Congress designated event webpage	✓	✓	✓	✓
Logo on on-site sponsorship signage	✓	✓	✓	✓
Recognition on social media	 45k reach	 39k reach	 30k reach	 10k reach
Access to online communications tools and graphics	✓	✓	✓	✓
Recognition in annual impact report – (Dec. 2024/Jan. 2025)	✓	✓	✓	✓
Complimentary Attendance	10	6	4	2
Recognition March Summary report w/ shared copy	✓	✓	✓	✓

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