

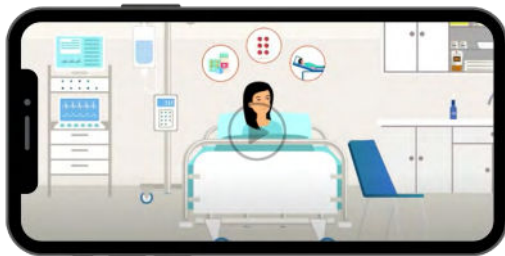
Clinical Trials Animated Explainer Video

SPONSORSHIP OPPORTUNITIES

The Colorectal Cancer Clinical Trials Animated Videos are educational videos that explain the importance of clinical trials in the development of treatments for colorectal cancer. These videos are designed to provide patients and their caregivers with a clear understanding of the clinical trial process, including how trials work, what to expect during the trial, how clinical trials can benefit the patient, and how to find and enroll in a trial. The videos use simple and easy-to-understand language and graphics to explain complex medical concepts, making them an ideal resource for patients with varying levels of health literacy.

Additionally, promotion of the animated videos will also include brief social media videos featuring patient testimonials from diverse backgrounds and expert commentary from doctors and researchers, providing viewers with informative and inspiring perspectives on the importance of clinical trials.

Overall, the Colorectal Cancer Clinical Trials Animated Videos aim to empower patients with the information they need to make informed decisions about their treatment options and to encourage them to participate in clinical trials to help advance medical research and improve outcomes for all colorectal cancer patients.



EXAMPLE VIDEO STILL

The Clinical Trials Animated videos are a visually captivating and effective tool for conveying information about the critical role of clinical trials in the treatment of colorectal cancer. The videos underscore the vital need for patients to consider clinical trials throughout their treatment journey and not just as a last ditch option. Over the next year, Fight Colorectal Cancer (Fight CRC) will produce animated videos in English, Spanish, and Chinese, with plans to add additional languages.

In addition to their informative value, animated videos provide a unique opportunity to showcase diversity and inclusivity. By featuring a diverse cast of characters from various ethnic, cultural, and different ability backgrounds, these videos promote messages of inclusivity and accessibility. This fosters a welcoming environment for those who may feel marginalized or underrepresented in the colorectal cancer community.

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Recognition on social media	 45k reach	 39k reach	 30k reach	 10k reach	 10k reach
Recognition on Clinical Trials Animated Videos webpage	✓	✓	✓	✓	✓

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