

2024

United in Blue Awareness

SPONSORSHIP OPPORTUNITIES

Fight CRC remains committed to raising awareness on the importance of screening, funding, and research to combat colorectal cancer. By 2030, colorectal cancer is predicted to be the number one cancer killer for those between the ages of 20-49 years old. Fight CRC is taking action to raise awareness and push for more screening, funding, and research in order to combat this grim projection. Each March we focus on three key areas;

1. **United in Blue Flag Installation**
2. **PR Efforts – sharing Ambassador Stories**
3. **Distribution of Resource Materials**

2024 March Awareness Activities

United in Blue

Fight CRC’s flagship awareness event is United in Blue, an annual installation on the National Mall in Washington, D.C. Over a two-week period in March, more than 27,000 blue flags represent individuals projected to be diagnosed with colorectal cancer in 2030. The installation also pays tribute to the community of champions impacted by the disease. LED screens display names, photos, and messages submitted by loved ones to Congress, urging them to prioritize colorectal cancer. Customized toilet seats with facts about the disease (in English and Spanish) in all 50 states donated by Bemis Toilet Seats are also on display.

The United in Blue installation sparks conversation and emotion, drawing attention to the burden of colorectal cancer. The event is accompanied by a rally on the National Mall with leaders in the CRC community, survivors, advocates, and champions. In 2023, the United in Blue Rally united over 35 partner companies/ organizations from across the colorectal cancer community, who are collaboratively working to fight this disease.

March Distribution Efforts

Fight CRC recognizes the impact of colorectal cancer in underserved communities, and we work to empower patients and caregivers through a variety of educational and outreach activities. We provide free distribution of educational materials and activate over 800 Fight CRC, Distribution Champions to spread the message of prevention and awareness in their local communities.

March PR Efforts

Throughout CRC Awareness Month, our ambassadors share their personal stories in media outlets, representing diverse communities. We aim to raise awareness, combat stigmas and misconceptions, and provide hope to those in the fight against colorectal cancer.

	Platinum Sponsor — \$50,000	Gold Sponsor — \$25,000	Silver Sponsor — \$15,000	Bronze Sponsor — \$5,000
Recognition via social media				
Recognition on designated March Awareness webpage via Fight CRC’s website				
Recognition in March CRC Awareness Toolkit w/ shared digital copy – Feb. 15, 2024 Deadline				
Recognition in Fight CRC’s March 2024 Impact Report w/ Shared copy				
On site recognition				
Recognized as a StrongArmSelfie Campaign Sponsor				
Company invitation to attend United in Blue				
Opportunity to have a Fight CRC Ambassador Share Their Story w/ company representatives (Virtually)				
Recognition in Patient Resource eNews Email – Exact Month TBD				
Recognition in blog/vlogs related to awareness campaign				
Recognition in Press Release				
Special on-site recognition				