

FY2025



# Disease Awareness

## Sponsorship Opportunities

PRESENTED BY:  
**Fight Colorectal Cancer**

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# About Fight Colorectal Cancer Disease Awareness

Formerly connected with the research team, the patient education team now stands alone as the Disease Awareness team!

While providing easy-to-understand information and education about colorectal cancer to both survivors and caregivers has always been a top priority for Fight CRC's patient education team, the Disease Awareness team has refined and expanded our approach when it comes to reaching the community. Our prevention and early detection resources raise awareness about screening options and ways to prevent the disease. For our patient community, we have broken down what can be an overwhelming landscape of information into an easy-to-understand navigational guide from the time of diagnosis through survivorship or end-of-life care, intentionally categorizing our resources and activities into a month-to-month format to make sure no topic is left uncovered. We also focus on reaching providers with our resources, understanding they're often the most trusted source of information for patients. We want to help providers break down tough topics in easily understood ways.

## MEET THE DISEASE AWARENESS TEAM

**Danielle Ripley-Burgess**

Vice President of Disease Awareness



**Elizabeth Jordan**

Deputy Director of Media Relations



**Zac Getty**

Program Manager



**Carole Motycka**

Patient Education Project Manager



**Meredith Compton**

Website Project Manager



**Annabel Gentry**

Social Media Intern





In addition to producing multiple printed and digital resources (all medically reviewed and free to access), the Disease Awareness team focuses on creating a sense of community for those impacted by colorectal cancer. Whether it is monthly educational webinars, social media outreach, distributing resource kits to newly diagnosed patients and people who want to raise awareness, or hosting multiple monthly meetups for survivors and caregivers, we aim to provide support and education to those who need it most. We're also planning the next Colon Club Retreat for EAO CRC patients.

Our team strives to make sure information is easy to access for everyone, so we are actively working to revamp, reorganize, and redesign Fight CRC's website based on focus group and user feedback. Survivors and caregivers are stressed enough as it is, accessing the information they need shouldn't be a chore. Prioritizing clarity and convenience, we are adding resources as well as online tools like an AI chatbot ChatCRC (that can also be texted), a Provider Finder, and a Clinical Trials Finder. The website can be translated into English, Spanish and Chinese with click of a button.

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We aren't doctors, and our goal isn't to replace the healthcare team; our goal is to complement it with information patients won't find elsewhere, to produce and provide resources informed by the patient and caregiver experience, and to stand out as an organization that can be trusted. The Disease Awareness team is here for the CRC community, because we are part of the CRC community.

**No one fights alone!**

2024

# Your Guide in the Fight

Fight CRC's comprehensive patient resources program. Your Guide in the Fight, walks with patients and caregivers from the day of diagnosis through end-of-life care or survivorship. Content provides education and awareness about every aspect of the colorectal cancer continuum. A suite of resources is released each month based on a topic involving the patient journey, and an all-in-one printable resource is also available.

JANUARY Just Diagnosed	FEBRUARY Your Team	MARCH Surgery (and Prevention / Early Detection)
APRIL Tests & Scans	MAY Oncology & Radiation	JUNE Clinical Trials
JULY Side Effects	AUGUST Mental Health	SEPTEMBER Physical & Sexual Health
OCTOBER Financial Health	NOVEMBER End of Life Planning	DECEMBER Survivorship

Fight CRC also produces a printed resource under the Guide in the Fight branding. This resource focuses on outlining topics pertaining to all colorectal cancer patients and caregivers. Scheduled for a refresh in 2025, Your Guide in the Fight is a popular one-stop shop for patients and caregivers seeking information and support. This medically reviewed resource is currently available via digital download for free.

# Your Guide in the Fight

## SPONSORSHIP OPPORTUNITIES

<b>YOUR GUIDE IN THE FIGHT SPONSORSHIP OPPORTUNITIES</b>	<b>GOLD</b> \$125,000 (12 MONTHS)	<b>BRONZE</b> \$10,000 (1 MONTH)
Webinar promotions (silver level)	X	X
Logo on presentation slides at Meetup	X	X
Logo on letter in provider distribution (reach: 500-1,000/month)	X	X
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	IG/FB 30K+ reach 1x on each platform
Logo recognition in Beyond Blue Magazine	X	
Logo on letter in Resource Champion mailings (2x/year)	X	
Logo on Provider Finder webpage	X	
Logo on Chatbot webpage	X	
Special Invitation: Opportunity to submit a question for resources survey with shared results	X	

# Your Guide in the Fight Meetups

Online, vulnerable, resourceful. Fight CRC's Your Guide in the Fight Meetups offer a peer-to-peer space for patients and caregivers to connect. Many newly diagnosed patients and caregivers find their way to Meetups while seeking guidance and next steps. Survivors, medical professionals, and Fight CRC staff offer a safe space for patients to be heard and receive reliable resources to guide them through the cancer continuum.

New for 2024, Fight CRC now hosts monthly Mega Meetups. These once-per-month meetups focus on specialized topics for specific communities, such as African Americans, EAO, LGBTQ+, Spanish speakers, and more. Mega Meetups are designed to follow the cadence of our ongoing meetups, but for a larger group.

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## WHAT'S HAPPENING AT THE MEETUPS?

In October 2023, a meetup brought together four individuals recently diagnosed with cancer, offering them a shared space of understanding and support. Among them was Bibha from Texas, grappling with the overwhelming uncertainty following a recurrence. She expressed a profound sense of helplessness, uncertain about the path forward. Similarly, Susan from Michigan, diagnosed with stage II cancer in September, found herself at a crossroads, unsure of the necessary steps to prevent the cancer's return and questioning if her efforts were sufficient. These feelings of mental exhaustion and uncertainty were common threads among the group. However, the gathering proved to be a turning point; by its conclusion, these four individuals left feeling not only empowered but also enveloped in a comforting sense of community and hope.

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## SAMPLE TOPICS THAT COME UP

Mental health, clinical trials, side effect management, biomarker testing, finding a physician/second opinion, community events, educational opportunities, and advocacy.

# Meetups

## SPONSORSHIP OPPORTUNITIES

MEETUPS SPONSORSHIP OPPORTUNITIES	PLATINUM \$36,000	GOLD \$26,000	SILVER \$16,000	BRONZE \$6,000
Recognition on Fight CRC event calendar	X	X	X	X
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10k+ reach) 1x
Recognition inside Fight CRC's Community of Champions app	X	X	X	
Logo on presenting slides	X	X		
Logo on Meetup webpage	X			



# Your Guide in the Fight

# Monthly Webinar Series

Timely, relevant topics patients and caregivers want to learn about. Fight CRC's monthly webinar series features experts in the field who offer an "Ask the Doctor" approach during an engaging, patient-focused webinar. After a short presentation, attendees can ask live questions and get immediate answers. All webinars are recorded, added to our online Resource Library, and emailed to everyone who signed up.

From second opinions to biomarker testing, treatment planning to nutrition to mental health, webinars offer the information patients seek—from a go-to source they trust.

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## WHAT PATIENTS ARE SAYING ABOUT THE WEBINARS

"I really enjoyed this webinar and I learned so much more about my biomarkers. There's some things I didn't know and I'm really reevaluating some of the tests I'd like to have done now."

"Please consider doing more of these webinars. I have new questions for my oncologist, I have new hope of hearing long patient surviving stories, and I feel I have more of a "finger on the pulse" of colon cancer treatment."

"Thank you SO MUCH for setting this webinar up. It's incredible to have people that know what we are going through. I was getting emotional listening. This is the first time I have heard a medical person talk about and validate LARS. Most have no idea what I am talking about. Your hard work is appreciated."

# Monthly Webinar Series

## SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSORSHIP OPPORTUNITIES	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognition on registration page	X	X	X
Recognition on Fight CRC event calendar listing	X	X	X
Recognition inside Fight CRC's Community of Champions app	X	X	X
Recognition on Facebook event listing	X	X	X
Recognition in email to registrants with webinar recording	X	X	X
Logo on presentation slides	X	X	X
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	
Logo on two (2) webinar promotional emails (reach 10.5k per email)	X	X	
Recognition on video clips posted as Reels on Instagram	X		
Logo on resource library webpage	X		
Logo on webinar page	X		
Special invitation: opportunity to suggest and invite a medical expert to participate in webinar	X		

# Your Guide in the Fight Clinic Distribution

You've got mail! To reach providers and other healthcare professionals who work directly with patients every day, Fight CRC sends free resources to clinics each month. Using mailing lists pulled from our partners at Komodo Health, we identify and target physicians based on specialty, zip codes, and other billing codes. Additionally, our Resource Champion volunteers serve as our "boots on the ground" and hand-carry our resources to providers and clinics twice/year.

We also offer bulk resources for anyone needing materials to distribute at awareness events, health fairs, and through clinic outreach.

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## WHO IS REQUESTING OUR RESOURCES?

"I am the Regional Community Healthworker Supervisor with the Louisiana Department of Health, and I am in need of materials to place in the Office of Public Health clinics and community outreach events throughout the Central Louisiana area."

"I am the Fit + coordinator nurse at the VA...my job is getting veterans with positive stool test in for colonoscopy. Nurse 44 years, Endoscopy nurse 23 years, board member of our regional SGNA chapter."

Dry Creek Baptist Church Cancer Awareness month reaching African American communities, Rural communities, and medically underserved communities

Ochsner/LSU Feist-Weiller Cancer Center requested 100 copies of several resources for their new patients

**OUR RESOURCES ARE GOING TO RURAL, SPANISH-SPEAKING, CHINESE-SPEAKING, BLACK, AND UNDERSERVED COMMUNITIES.**

# Clinic Distribution

## SPONSORSHIP OPPORTUNITIES

CLINIC DISTRIBUTION SPONSORSHIP OPPORTUNITIES	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognition in follow-up email to providers	X	X	X
Logo recognition on letter in provider mailing	X	X	X
Logo recognition on letter in Resource Champion mailing (2x/year)	X	X	
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	
Logo recognition on Resource Champion signup page	X		
Special invitation: opportunity to send materials for Resource Champion mailing (2x/year - dates TBD)	X		
Special invitation: send materials for bulk order fulfillment	X		

# Your Guide in the Fight Side Effects Campaign

Neuropathy. Skin toxicity. Ostomy issues. Cachexia. The side effects patients on treatment face can feel endless and debilitating. But that's why Fight CRC is launching a new resource campaign—to help learn practical tips on how to cope.

**Our resource campaign will unroll several resources, including an updated website landing page with interior pages linked to specific side effects, a printed booklet, an eLearning series about side effects, and an animated video.**

**LAUNCHING IN 2025**

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# Biomarkers Campaign

Understanding tumor biomarkers is critical for patients and providers, yet many still don't know what this means or how to start a conversation. Continuing to expand our library of educational resources focused on biomarkers, Fight CRC plans to launch several additional resources related to this topic each April, and drive patients and caregivers to our existing resources each month.

**Our biomarkers campaign includes website pages, a printed brochure, an eLearning series housed in Community of Champions, and a series of animated and patient testimonial videos.**

**UPDATES LAUNCHING IN APRIL 2025**

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# Clinical Trials Campaign

Every colorectal cancer patient should know about clinical trials. That's why Fight CRC is committed to helping patients learn about the basics of clinical trials and the process, search and find trials appropriate for them, and uncover the facts versus the myths.

**Our clinical trials campaign includes website pages, a printed brochure, an eLearning series housed in Community of Champions, and a series of animated videos.**

**UPDATES LAUNCHING IN JUNE 2024**

# Side Effects Campaign

## SPONSORSHIP OPPORTUNITIES

<b>SIDE EFFECTS CAMPAIGN SPONSORSHIP OPPORTUNITIES</b>	<b>GOLD \$25,000</b>	<b>SILVER \$15,000</b>	<b>BRONZE \$5,000</b>
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform
Recognition on eLearning series inside Fight CRC Community of Champions app	X	X	X
Logo on letter in provider mailing when resource is sent	X	X	X
Recognition in video clips posted as reels on Instagram	X	X	
Logo on Resource Launch email (66K+ reach)	X	X	
Logo in printed Side Effects Brochure	X	X	
Recognition with patient testimonial videos	X	X	
Logo recognition on Resource Library webpage	X		
Logo recognition on Side Effects brochure webpage	X		
Special invitation: opportunity to receive focus group summary (topic: Side Effects)	X		
Special invitation: opportunity to receive a Side Effects toolkit with the opportunity to share included content	X		

# Biomarkers Campaign

## SPONSORSHIP OPPORTUNITIES

<b>BIOMARKERS CAMPAIGN SPONSORSHIP OPPORTUNITIES</b>	<b>PLATINUM \$75,000</b>	<b>GOLD \$50,000</b>	<b>SILVER \$25,000</b>	<b>BRONZE \$15,000</b>
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on eLearning series inside Fight CRC Community of Champions app	X	X	X	X
Logo on letter in provider mailing when resource is sent (reach: 500-1,000)	X	X	X	X
Recognition in video clips posted as reels on Instagram	X	X	X	
Recognition on brochure insert	X	X	X	
Logo on Resource Launch email (66K+ reach)	X	X	X	
Logo in printed Biomarker Brochure	X	X	X	
Recognition with patient testimonial videos	2	1		
Recognized as a Silver Webinar Sponsor on Biomarker Education (April 2025)	X	X		
Logo recognition on Resource Library webpage	X			
Logo recognition on Biomarker brochure webpage	X			
Special invitation: opportunity to receive focus group summary (topic: Biomarkers)	X			
Special invitation: opportunity to receive a Biomarker toolkit with the opportunity to share included content	X			

# Clinical Trials Campaign

## SPONSORSHIP OPPORTUNITIES

CLINICAL TRIALS CAMPAIGN SPONSORSHIP OPPORTUNITIES	PLATINUM \$75,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$15,000
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on eLearning series inside Fight CRC Community of Champions app	X	X	X	X
Logo on letter in provider mailing when resource is sent (reach: 500-1,000)	X	X	X	X
Recognition in video clips posted as reels on Instagram	X	X	X	
Logo on Resource Launch email (66K+ reach)	X	X	X	
Recognized as a Clinical Trials Animated Video sponsor	X	X		
Logo in printed Clinical Trials Brochure	X	X		
Recognized as a Silver Webinar Sponsor on Clinical Trails Education (June 2024 and June 2025)	X			
Logo recognition on Resource Library webpage	X			
Logo recognition on Clinical Trial brochure webpage	X			
Special invitation: opportunity to receive focus group summary (topic: Clinical Trials)	X			
Special invitation: opportunity to receive a Clinical Trials toolkit with the opportunity to share included content	X			



# Your Guide in the Fight Screening Quiz Campaign

Fight CRC designed an interactive tool designed to educate and empower individuals about colorectal cancer. Users answer a few simple, medically reviewed questions to evaluate risk and receive personalized information about results, including screening options and prevention strategies. The quiz can be embedded onto any webpage, including media outlets, to allow for a larger reach.

## THIS CAMPAIGN HAS FOUR MAIN GOALS:

- 1 Amplify colorectal cancer awareness.
- 2 Encourage colorectal cancer screening.
- 3 Empower users to leverage their voice.
- 4 Foster engagement to take active roles.

## TARGETED AUDIENCE

**Our target audience is individuals who have yet to be screened for colorectal cancer but may be curious about their relative risk of developing the disease.**

These health-conscious individuals proactively seek out information about their health and are interested in learning more about the risk factors associated with colorectal cancer. Our campaign seeks to educate and inform this audience about the importance of timely screening for colorectal cancer.

## TARGETED MARKETING

People are looking for information about their health online before seeing their doctor. 89% of patients will search health-related questions online before going to their doctor. This screening campaign reaches symptomatic, unscreened individuals during their research process to direct them to the screening quiz and reliable information on colorectal cancer.

## 2024 MARCH CAMPAIGN RESULTS

- 501,666 Quiz Viewers
- 42,935 Quiz Users
- 16,052 Quizzes Started
- 68% Quiz Completion Rate
- 134 Results Emailed
- 10,851 Quizzes Completed

# Screening Quiz Campaign

## SPONSORSHIP OPPORTUNITIES

SCREENING QUIZ SPONSORSHIP OPPORTUNITIES	PLATINUM \$40,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on Screening Quiz webpage	X	X	X	X
Recognition with promoted reels on screening (not ads) via social media	X	X	X	
Logo recognition in Screening Brochure	X	X		
Logo recognition on Fight CRC's Resource Library webpage	X	X		
Logo recognition on campaign landing page	X			
Special invitation: recognition in summary of aggregate quiz data	X			
Special invitation: opportunity to receive a Screening Quiz toolkit with the opportunity to share included content	X			

# Your Guide in the Fight Educational Brochures

Fight CRC produces a suite of educational brochures intended to cover common colorectal cancer topics. All brochures are produced by Fight CRC, are medically reviewed by physicians and medical professionals, and are free to request in both print and digital formats. Brochures are also translated into Spanish and Chinese. Current topics covered include:

- Colorectal Cancer Screening
- Colorectal Cancer Surgery
- Colorectal Cancer Biomarkers
- Skincare During Treatment
- Colorectal Cancer and Young Adults (EAO)
- Colorectal Cancer Clinical Trials
- Understanding Your Genetics
- Colorectal Cancer Side Effects (mini magazine format)

Brochures are reviewed and updated yearly or when appropriate. Fight CRC also plans to produce several new brochures in the future, including:

- Mental Health (coming January 2025)
- Ostomy (coming 2025)
- Revamped Colorectal Cancer Side Effects

Brochures are distributed to survivors, caregivers, and medical professionals throughout the year.



# Educational Brochures

## SPONSORSHIP OPPORTUNITIES

EDUCATIONAL BROCHURES SPONSORSHIP OPPORTUNITIES	PREMIER \$250,000 ALL PRODUCED BROCHURES	PLATINUM \$50,000 1 BROCHURE	GOLD \$25,000 1 BROCHURE	SILVER \$15,000 1 BROCHURE	BRONZE \$5,000 1 BROCHURE
Recognition on social media	Twitter/IG/FB 45K+ reach 4x on each platform	Twitter/FB 39K+ reach 3x on each platform	IG/FB 30K+ reach 2x on each platform	Twitter/IG 28K+ reach 1x on each platform	Twitter 10K+ reach 1x
Logo recognition on specific brochure download webpage	ALL	X	X	X	X
Logo recognition in specific brochure (printing deadlines depend on date of sponsorship agreement)	ALL	X	X	X	
Logo recognition on letter in Resource Champion mailing (2x/year)	X	X	X		
Recognition in post-download survey with shared results	X	X	X		
Logo recognition on Fight CRC's Resource Library webpage	X	X			
2,500 complimentary copies of brochure for company salesforce team	ALL	1 - Brochure			
Logo on letter in provider mailing when resources are sent (reach: 500-1,000)	ALL mailings for educational brochures				
Recognized as a Community of Champions Silver Sponsor	X				

# Call-on Congress Resource Expo

Debuting at 2024’s Call-on Congress, Fight CRC’s Resource Expo serves to highlight the resources that both Fight CRC and partner organizations produce for survivors, caregivers, and those yet to be screened. The Resource Expo provides a fun and engaging opportunity for Call-on Congress attendees to interact with Fight CRC staff and peruse the educational materials we offer.

Organized around our Guide in the Fight structure, the Resource Expo includes more than 15 tables that participants visit to pick up resources, ask questions, and engage with our community leaders. A “resource passport” incentivizes participation and encourages attendees to visit each stop. Feedback about the first Resource Expo was overwhelmingly positive and has encouraged Fight CRC to make this event a recurring feature of Call-on Congress into the future.

## Resource Expo SPONSORSHIP OPPORTUNITIES

RESOURCE EXPO SPONSORSHIP OPPORTUNITIES	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognition on social media	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
On-site recognition at the Resource Expo	X	X	X
Recognition in annual March summary report with the opportunity to share content	X	X	X
Complimentary Resource Expo table (invitation to attend Resource Expo and give out company resources – 1 table, 2 chairs provided)	X	X	Opportunity to send resources to be given out by Fight CRC Staff (shipping deadline TBD)
Logo recognition on Fight CRC’s resource library webpage	X	X	
Recognition in Fight CRC’s Community of Champions app	X		

# Fight CRC's AI Chatbot

## *ChatCRC*

Where do you go for trusted information online? What if you have specific questions about colorectal cancer, but don't trust the slew of results and sketchy websites from a Google search? Fear not- ChatCRC was designed with you in mind.

ChatCRC is the world's first (and best) AI chatbot focused specifically on colorectal cancer. More interactive than a random Google search and trained specifically on colorectal cancer topics, ChatCRC is a free and easy-to-use tool that can help you find the answers you're looking for. It's available via the web, as well as SMS texting. That means patients and caregivers can text the chatbot right from the doctor's office to get clarity and understanding. ChatCRC is overseen by the staff at Fight CRC, so you can trust you are getting accurate, up-to-date responses to your questions.

### **KEY FEATURES OF CHATCRC**

- Personalized support: ChatCRC provides a highly personalized conversational experience capable of understanding and adapting to the user's informational needs and preferences.
- Accessibility: Removes complex medical jargon from responses and offers SMS texting for users without internet access. Try it out! Text (318) 242-8272.
- 24/7 Availability: ChatCRC is available 24/7, providing instant access to information and support.
- Connection to resources: ChatCRC connects users to a wealth of resources, including clinical trials, support groups, and educational materials.

**CHATCRC WILL NOT DELIVER MEDICAL ADVICE NOR IS IT INTENDED TO BE USED AS A SUBSTITUTE FOR SEEKING CARE FROM A HEALTHCARE PROVIDER.**

# Fight CRC's AI Chatbot

## SPONSORSHIP OPPORTUNITIES

CHATCRC SPONSORSHIP OPPORTUNITIES	PLATINUM \$100,000	GOLD \$75,000	SILVER \$50,000	BRONZE \$25,000
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on CRC Chatbot webpage	X	X	X	X
Opportunity to share Chatbot links and resources via sponsor's social channels and website (with Fight CRC having final approval)	X	X	X	X
Recognized in summary report from User Feedback Sessions (de-identified data - provided annually)	X	X	X	
Opportunity to collaborate with Fight CRC to identify and limit information sources to trustworthy resources	X	X		
Recognized in shared bi-annual summary report (example: number of users and questions being asked)	X			
Recognized as a <a href="#">Bronze Community of Champions</a> Sponsor (Fight CRC's community app)	X			

# Clinical Trial Finder

Fight CRC’s Clinical Trial Finder is a one-stop shop to find and learn more about high impact clinical trials for late-stage colorectal cancer. Trials are sourced from clinicaltrials.gov and are hand-curated by trained advocates to ensure that all trials listed in the finder are applicable to CRC patients. Trials are constantly updated and reviewed to provide an accurate easy-to-use tool for patients and caregivers searching for clinical trials.

Currently, the Clinical Trial Finder lists trials inclusive of stage IV patients with either MSS (microsatellite stable) or MSI-H (microsatellite instability) status.

## Clinical Trial Finder SPONSORSHIP OPPORTUNITIES

CLINICAL TRIAL FINDER SPONSORSHIP OPPORTUNITIES	GOLD \$50,000	SILVER \$25,000	BRONZE \$15,000
Recognition on social media	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on Provider Finder webpage	X	X	X
Recognition in Annual Metrics Report with shared copy	X	X	X
Recognized as a Clinical Trials Webinar sponsor - June 2025 (exact date TBD)	Silver	Bronze	
Recognized as a Beyond Blue sponsor (Spring 2025)	X		
Recognition in all printed resources associated with the provider finder	X		
Special opportunity: recognized as a Bronze Clinical Trials Brochure sponsor	X		



# Patient Provider Finder

Utilizing claims data sourced from our partner Komodo Health, Fight CRC’s Patient Provider Finder is a list of colorectal cancer healthcare providers designed to be easily used by patients and caregivers. The Provider Finder covers the entirety of the United States and is an excellent way for patients to search for providers that meet their specific needs.

Listing oncologists, surgeons, gastroenterologists, and radiation oncologists, the provider finder allows you to search for providers by location, specialty, experience, and clinic or hospital affiliation. Whether you’re looking for a second opinion, or just need to find a GI in your area, Fight CRC’s Provider Finder is a great first stop.

## Patient Provider Finder SPONSORSHIP OPPORTUNITIES

<b>PATIENT PROVIDER FINDER SPONSORSHIP OPPORTUNITIES</b>	<b>GOLD \$50,000</b>	<b>SILVER \$25,000</b>	<b>BRONZE \$15,000</b>
Recognition on social media	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Recognition on Provider Finder webpage	X	X	X
Recognition in Annual Metrics Report with shared copy	X	X	X
Logo on letter in provider mailing when resources are sent (reach: 500-1,000)	X	X	
Recognized as a Beyond Blue sponsor (Spring 2025)	X		
Recognition in all printed resources associated with the provider finder	X		

**2025**

# **Colon Club Retreat**

EAO/AYA colorectal cancer is on the rise at alarming rates. There is an unmet need for mental health resources, and survivors suffer from a sense of loneliness. They are longing for a community that gets it.

The Colon Club began as a revolutionary movement and grassroots-led nonprofit that rallied against the stigma surrounding colorectal cancer. For 20 years, The Colon Club created awareness and education surrounding colorectal cancer in young adults in out-of-the-box ways. In 2023, Fight CRC and The Colon Club merged with the passion to continue advancing the resources and support for EAO/AYA survivors.

What's being birthed out of the merger is The Colon Club Retreat—a starting point for mitigating challenges, eliminating stigma, finding strength, developing personal growth and belief in oneself, and empowerment through connections. The Retreat provides a safe space for self-reflection and guides personal healing. Programming will focus on how to make healthy and safe steps in mental health, wellness, and healing.

We will align ourselves with hospital facilities that offer specific EAO programs to encourage hope and resilience to survivors in their communities. We will continue to build engagement and awareness opportunities with EAO healthcare teams to collaborate for the best outcomes.

And back by popular demand, the “Colondar” will return—a calendar featuring each of the 12 survivors who attend—designed to raise awareness to fight the stigma and false belief that colorectal cancer is for old people and provide education and resources for common issues young patients face.

**LAUNCHING IN JUNE 2025**

**GREATER CLEVELAND METRO**

*Activities may include a cooking/nutrition workshop, yoga/Pilates class, story creating/telling workshop, art therapy workshop, holistic healing/meditation/acupuncture, etc.*

# Colon Club Retreat

## SPONSORSHIP OPPORTUNITIES

CLINICAL TRIALS CAMPAIGN SPONSORSHIP OPPORTUNITIES	PLATINUM \$35,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognition on social media	Twitter/IG/FB 45K+ reach 3x on each platform	Twitter/FB 39K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x
Logo recognition on-site at Colon Club Retreat	X	X	X	X
Recognition in "Colondar"	X	X	X	
Logo recognition on Colon Club Retreat launch emails	X	X	X	
Recognition on Colon Club Retreat webpage	X	X		
Recognition on Colon Club/Early-Age Onset (EAO) webpage	X			
Special invitation: recognition in focus group summary with shared results	X			
Special invitation: opportunity to receive a Colon Club toolkit with the opportunity to share included content	X			
Exclusive opportunity: branded company item in retreat resource bags (quantity 20)	X			

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsor a meal (9 opportunities)	\$500/meal
Sponsor an educational session (topic specific)	\$1,000
Sponsor the Saturday night dinner (with an invitation for 2 representatives to attend)	\$2,500

# Thank you!

## FOR INQUIRIES, PLEASE CONTACT US.



 [www.fightcrc.org](http://www.fightcrc.org)

 [patientinfo@fightcrc.org](mailto:patientinfo@fightcrc.org)    [michell@fightcrc.org](mailto:michell@fightcrc.org)

 703-548-1225