

FY2025



Marketing

Sponsorship Opportunities

PRESENTED BY:

Fight Colorectal Cancer

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About Fight Colorectal Cancer Marketing & Creative

Our Marketing team plays an integral role in spreading awareness of colorectal cancer. We understand that to successfully share our message, we must meet people where they are, so we've outlined tactics to help us reach communities that need screening.

During our March Screening Campaign, we focused our efforts on increasing screening through targeted Google searches, YouTube, Facebook, Instagram, and TikTok. 10,000 people completed the screening quiz during this campaign. In the coming year, we plan to continue our efforts by embolizing our hundreds of ambassadors and relentless CRC community.

MEET THE MARKETING & CREATIVE TEAM

Andrew Wortmann
Director of Innovative Marketing

A circular portrait of Andrew Wortmann, a man with glasses and a dark blue shirt, smiling. The background features a stylized American flag with blue stars and red and white stripes.

Sam Monica
Assistant Director of Digital Production

A circular portrait of Sam Monica, a man with glasses and a light blue button-down shirt, smiling. The background features a stylized American flag with blue stars and red and white stripes.

Merritt Jones
Project Manager

A circular portrait of Merritt Jones, a woman with long brown hair, smiling. The background features a stylized American flag with blue stars and red and white stripes.

Andy Weber
Multimedia Manager

A circular portrait of Andy Weber, a man with a beard and a blue and white striped shirt, smiling. The background features a stylized American flag with blue stars and red and white stripes.

Theresa Maschke
Content Writer

A circular portrait of Theresa Maschke, a woman with dark hair, smiling. She is wearing a white t-shirt with the word "FIGHT" in red letters. The background features a stylized American flag with blue stars and red and white stripes.

Bao Nguyen
Graphic Designer

A circular portrait of Bao Nguyen, a man with short dark hair, wearing a white shirt. The background features a stylized American flag with blue stars and red and white stripes.

Nathalie Rains
Graphic Designer

A large blue exclamation mark with a blue star at its base, serving as a placeholder for Nathalie Rains' portrait.

To celebrate Fight CRC's 20 years of advocacy, we plan to continue spreading awareness through our Tabooty Podcast, our Fight CRC Champion Store and Save the Booties Line, United in Blue, and a Media Tour. We will also re-engage less-active ambassadors from previous classes through a reunion during United in Blue.

In previous years, our organization's Ambassador Program invited those outside our community and guided them to a place within Fight CRC where they can thrive. This year we will train a new class of relentless champions through a curriculum-based training program that will not only allow them to thrive during their class year, but far beyond. This curriculum will include sections for each major focus of Fight CRC's mission: advocacy, patient education, and research advocacy.



United in Blue, in conjunction with Call-on Congress is a wake-up call to our nation's capital. Not only spreading awareness of the disease, but emphasizing the point that young people are dying from colorectal cancer.

In addition to our work of raising awareness, we aim to amplify Fight CRC's advocacy, research and education efforts through the empowering message that no one fights alone. Our organization provides hope and healing, and that's a message we aim to amplify.

Fight Colorectal Cancer (Fight CRC) is the leading patient advocacy organization dedicated to curing colorectal cancer. We empower survivors, caregivers, and advocates through our Ambassador Program, which plays a crucial role in spreading awareness, supporting patients, and influencing impactful policy change.

TO DATE, THERE ARE MORE THAN 209 AMBASSADORS FROM 37 STATES.

Ambassador Program

Our Ambassador Program nurtures a community of passionate volunteers who have been directly affected by colorectal cancer. These ambassadors are trained to effectively share their stories, educate the public about colorectal cancer prevention and treatment, and advocate for policy changes.

Program Structure

RECRUITMENT

Each year, we select a diverse group of 15-20 from across the country who have demonstrated a commitment to fighting colorectal cancer.

TRAINING

Ambassadors undergo comprehensive training that includes advocacy techniques, how to be a research advocate, public speaking, and media engagement. The training ensures ambassadors are well-prepared to represent Fight CRC and be a champion on their local communities.

ENGAGEMENT

Ambassadors plan and execute an impact project as part of their training year that combines their interests with Fight CRC programs with a local need related to colorectal cancer.

SUPPORT

Throughout their tenure, ambassadors receive ongoing support from Fight CRC Staff and Ambassador Mentors, alumni of the program, to maximize their impact in the communities and beyond.

Your support enables us to equip our ambassadors with the necessary tools and training to extend their advocacy reach.

SPONSORSHIP FUNDS DIRECTLY CONTRIBUTE TO:

- Hosting training sessions and webinars
- Developing educational materials
- Organizing local impact projects that brings together community members and decision makers
- Provide continuous support and resources to our ambassadors.

By sponsoring the Fight CRC Ambassador Program, you'll be joining a proven community of change. To date, our 209 ambassadors have profoundly impacted colorectal cancer awareness, education, and policy. Their efforts have led to increased screening rates, enhanced patient support, and significant advancements in colorectal cancer care. Your support allows us to continue this momentum, expanding the program to empower more advocates and amplify their life-saving messages. Together, we can forge a future where colorectal cancer no longer threatens the lives and well-being of our loved ones.

Ambassador Program

SPONSORSHIP OPPORTUNITIES

AMBASSADOR PROGRAM SPONSORSHIP OPPORTUNITIES	PLATINUM \$40,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Recognized as a Bronze Beyond Blue Sponsor - Spring 2025	X			
Exclusive Opportunity: Attend in-person training (Kansas City, MO — September 2024)	2	1		
Opportunity to have a branded company item in the ambassador resource bags Quantity: 20	X	X		
Opportunity to add focus group questions	2	1	1	
Recognition in post September training survey with shared results	X	X	X	X
Recognition on Fight CRC's Ambassador Program webpage	X	X	X	X
Verbal recognition during on-site in-person training	X	X	X	X
Logo recognition on-site during in-person training	X	X	X	X
Recognition on social media	Twitter/FB 39K+ reach	IG/FB 30K+ reach	Twitter 10K+ reach	IG 10K+ reach

2025

Ambassador Reunion

Since its inception, our Ambassador Program has empowered survivors, caregivers, and advocates to become champions in their communities. Over the past nine years, we've trained and empowered 209 ambassadors from 37 states. These ambassadors have played a critical role in spreading awareness, supporting patients, and influencing policy changes that enhance colorectal cancer care and prevention.

To celebrate the achievements of this group, we're hosting an Ambassador Reunion in 2025 in Washington, D.C. This reunion will give the community a chance to honor our past, revel in our present, and plan for a future where colorectal cancer no longer threatens the lives and well-being of our loved ones.

PROGRAM HIGHLIGHTS

- Media Coverage: Using the media training that ambassadors receive as part of the program, we'll work to secure local media coverage for all attendees.
- Impact Panels: Hear inspiring stories of how ambassadors have transformed their training into action, leading projects that have directly impacted colorectal cancer awareness and policy.
- Workshops and Trainings: Participate in sessions led by Ambassador Alumni to inspire and empower the next wave of educated advocates.
- Networking Events: Meet and build connections with Ambassadors, Fight CRC staff, and key stakeholders in the colorectal cancer community.

SPONSORSHIP FUNDS DIRECTLY CONTRIBUTE TO:

- Hosting workshops and training opportunities for ambassadors and the larger CRC community
- Organizing local impact projects that brings together community members and decision makers
- Grassroots, guerrilla marketing opportunities to catch attention and raise awareness

To date, our 209 ambassadors have profoundly impacted colorectal cancer awareness, education, and policy. Their efforts have led to increased screening rates, enhanced patient support, and significant advancements in colorectal cancer care. Your support allows us to continue this momentum, expanding the program to empower more advocates and amplify their life-saving messages.

Champion Store

The Champion Store is an extension of marketing efforts to spread disease awareness. As we spark discussions about colorectal cancer, clothing becomes another conversation starter. Our products help nurture our relationships with those affected by colorectal cancer and empower them to become people who take action.

SPONSORHIP FUNDS DIRECTLY CONTRIBUTE TO:

- Providing free awareness stickers — with a QR code that links directly to our free screening quiz — with each store purchase.
- Supplying Kits and Care Packs which serve our community in unique ways

Event Kit

Event Kits are available to anyone hosting a CRC related event. Supporting our volunteer champions and their awareness efforts. They include:

- Pins, bracelets, pens, and stickers
- Let's Save a Life Rack Cards
- No One Fights Alone QR code cards
- Screening Brochures
- Screening Stickers
- Pedometers (for walk/run events only)
- The Fight Starts Here pamphlets
- Table Sign

Provider Resource Kit

Provider Resource Kits are made with medical providers in mind. Those interested can order this free kit as a sample of our major resources before working with our Disease Awareness team to order resources in bulk. This kit includes:

- 1 of each available Beyond Blue Magazine
- 1 Copy of each mini magazine & brochure
- 1 "The Fight Starts Here" Fight CRC information pamphlet

Newly Diagnosed Resource Kit

\$10+ VALUE

Newly Diagnosed Resource Kits are for individual volunteers and medical providers on their patients' behalf. This free kit serves as a starting point of resources for those just diagnosed with colorectal cancer and includes:

- 1 No One Fights Alone card
- 1 Fight Starts Here pamphlet
- 5 Copies of the most recent Beyond Blue Magazines
- 1 of every English Mini Magazine & Brochure (Spanish and Chinese Brochures available upon request)
- Gratitude Journal
- 1 Facing A Diagnosis and 1 Let's Save A Life rack cards
- Fight CRC Padfolio
- 1 Blue star pin
- 1 Triple Zip Pouch
- 1 Bracelet Set

Relentless Survivor Care Pack

\$65 VALUE

The Relentless Survivor Care Packs, formally the relentless and hope care packs, tend specifically to those undergoing cancer treatment. When you're in a chemo chair for long periods of time, any bit of comfort available becomes that much more assuring. We've cultivated this pack to express that no one fights alone. It includes:

- Relentless Long Sleeve Tee
- Fuzzy Socks
- Earbuds
- Dude Wipes
- Avene Restorative Cream
- Memoir
- Face Mask
- 1 bracelet set
- 1 star lapel pin
- Invite to Join Community of Champions

Skin Care Pack

\$43 VALUE

Skin Care Packs include skin products vetted by our Fight CRC community, and extras meant to provide a little extra comfort during and after treatment. This pack includes:

- Udderly Smooth Cream
- Avene Restorative Cream
- Fuzzy Socks
- Face Mask
- Sunscreen
- 1 Fanny Pack

CRC Champion Care Packs

\$74 VALUE

CRC Champion Care Packs are for our champions who are ready to act. The items in this pack help amplify the relentless spirit of our community and encourage individuals in their advocacy efforts.

- Fight CRC Tote
- Button Pack
- Baseball Hat
- Logo Tee or Get Sh!t Done Tee
- Bracelets
- Enamel Pins
- Patch
- Face Mask
- Stickers (get screened sticker, STB stickers)
- Koozie

ADDITIONAL OPPORTUNITIES FOR YOUR SUPPORT:

Free Shipping

- A percentage off shipping for a specific time for email recognition
- Full discount during a specific time for email recognition and store mention

Champion Coupon

- A discount on your product or service
- More information about your organization

Media Tour

Fight Colorectal Cancer is gearing up to launch a Satellite Media Tour (SMT) focused on raising awareness about colorectal cancer. As the deadliest cancer for men under 50 and the second deadliest for women in the same age group, educating the public about signs, symptoms, and screening options is more crucial than ever.

Our proposed SMT aims to amplify colorectal cancer awareness and education through a series of targeted interviews featuring expert spokespersons. We will deliver culturally relevant messaging, share personal stories, and provide valuable information on prevention, screening, and treatments strategies. By partnering with local media outlets and community organizations, we aim to reach diverse audiences across the nation and empower individuals to take control of their health.

TACTICS

Key Messages Development:

- Collaborate with stakeholders to develop concise, impactful key messages that highlight the importance of CRC prevention, early detection, funding needs, standard of care, and addressing health disparities.
- Craft a compelling storyline that underscores the disparities within CRC.

Press Material Creation and Story Pitching:

- Create press materials, including press releases, fact sheets, and multimedia assets, that effectively convey the story and key messages of health disparities.
- Develop a targeted pitch strategy to pitch the story to media outlets, focusing on crafting intriguing and compelling angles that resonate with the target audience of healthcare professionals, patients, caregivers, and the general public.

Target Media List Creation:

- Curate a comprehensive target media list that includes general news broadcast, health news digital platforms, health/wellness media, oncology publications, and outlets covering health disparities.

Pre-Launch Media Pitching:

- Implement a proactive media pitching strategy leading up to Minority Health Month, focusing on securing top-tier press coverage across diverse media outlets.
- Leverage personal connections, press releases, and tailored pitches to engage journalists, editors, and producers in covering the campaign and its significance.

TACTICS

Media Exposure and Social Media Initiatives:

- Curate and launch impactful social media initiatives to broaden the campaign's reach, engage the target audience, and generate buzz around CRC awareness and prevention efforts.
- Identify opportunities for strategic marketing initiatives on social media platforms to expand the campaign's base, foster community engagement, and amplify the impact of Fight CRC's message.
- Collaborate with influential bloggers and online communities within the target audience to co-opt initiatives, share resources, and amplify the campaign's message through relevant channels.

TIMELINE

<p>MONTH 1</p>	<ul style="list-style-type: none"> • Brainstorming and finalizing campaign logistics • Develop creative press angles, strategy, and key messages • Develop a PR plan identifying pitches and timing • Identify CRC Community Members • Create storyline, graphics and confirm CRC Community Members • Develop press release, media pitches, and op-eds • Develop media assets – video and images
<p>MONTH 2</p>	<ul style="list-style-type: none"> • Launch media relations campaign • Secure interest from media an online top tier for short-lead focus • Pitch targeted media on an ongoing basis with new pitch ideas weekly, generating consistent leads and results every week • Conduct all media relations outreach to secure editorial opportunities • Finalize SMT messaging & call to action for MHM
<p>MONTH 3</p>	<ul style="list-style-type: none"> • Launch SMT messaging. Focus areas: Broadcast + Radio + Streaming + Influential Community Bloggers • Conduct SMT in defined/selected markets • Ongoing media training with partner/spokesperson

2024-2025

Ta-booty Podcast Series

Tabooty Podcast stands at the forefront of Fight Colorectal Cancer's (Fight CRC) mission to challenge taboos surrounding colorectal cancer. With each episode, the podcast delves fearlessly into topics often deemed uncomfortable or overlooked, offering a refreshing and insightful perspective on this prevalent disease.

At the heart of the Tabooty Podcast is its distinguished guests, comprising a diverse array of experts in colorectal cancer treatment, screening, survivorship, and beyond. From leading oncologists and researchers to dedicated healthcare professionals, each guest brings invaluable knowledge and expertise to the conversation. By sharing their insights, they not only educate listeners but also inspire hope and empower individuals impacted by colorectal cancer.

The podcast goes beyond clinical discussions to highlight the lived experiences of patients, survivors, and caregivers. These courageous champions step into the spotlight to share their personal journeys, offering candid accounts of the challenges, triumphs, and lessons learned along the way. By amplifying their voices, the Tabooty Podcast provides a platform for authentic storytelling and fosters a sense of community among listeners navigating similar experiences.

Through this unique blend of expert interviews, patient and caregiver narratives, the Tabooty Podcast serves as a beacon of education, support, and advocacy in the fight against colorectal cancer. By breaking down barriers and addressing taboo topics head-on, it empowers listeners to engage in open dialogue, seek essential resources, and take proactive steps towards prevention and early detection.

AUDIENCE DEMOGRAPHICS

- Patients, survivors, caregivers, healthcare professionals, and advocates.
- Listeners seeking information, support, and inspiration related to colorectal cancer.

EVALUATION

- Podcast episodes will be evaluated twice a year to track podcast listens over a two-year period.

PODCAST TOPICS

Topics selected each year vary based on the latest trending research, taboo topics identified by the patient community, and more. Episodes will feature topics including, but not limited to:

Emotional Well-being

- End of life decision-making
- Fear of recurrence
- Mental Health
- Negative body image
- Spiritual well-being

Logistics and Practical Tips

- Financial stress
- Getting Around: sometimes the hardest part about cancer is managing logistics

Medical Journey

- Building Your Medical Team
- Colonoscopy Prep Tips
- Effects of treatment on sexuality and sexual function
- Immunotherapies
- Just Diagnosed
- Living with ostomy
- Oral Chemotherapy
- Polyps and prevention
- Surgery
- Tests & Scans
- Treatment Options

Physical Health

- Digestive Side Effects
- Expectations with Skin Rash
- Fatigue
- Gastrointestinal problems
- Nutrition, Exercise and CRC
- Oncology/Radiation
- Peripheral Neuropathy

Ta-booty Podcast Series

SPONSORSHIP OPPORTUNITIES

TA-BOOTY PODCAST SERIES SPONSORSHIP OPPORTUNITIES	PLATINUM \$40,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Exclusive Opportunity: Opportunity to suggest a guest expert (expert must be approved by Fight CRC)	X			
Recognized as a Bronze Beyond Blue Sponsor - (bi-annual publication fall 2024/spring 2025)	X			
Verbal recognition during podcast	X	X		
Recognition in monthly Patient eNews email (exact month TBD)	2x	1x		
Recognition during Bi-weekly Community of Champions Meetups	X	X	X	
Recognition in annual Tabooty Podcast summary report with the opportunity to share findings	X	X	X	X
Recognition on Tabooty Podcast webpages	X	X	X	X
Recognition on social media	Twitter/FB/ LinkedIn 41K+ reach 2x on each platform	IG/FB 30K+ reach 1x on each platform	Twitter 10K+ reach 1x	IG 10K+ reach 1x

United in Blue

United in Blue is a flagship awareness installation on the National Mall in Washington, DC, that represents our community’s desire for more research, more treatment options, more funding, and more lives saved. The installation is a visual representation of more than 27,400 people under the age of 50, projected to be diagnosed with colorectal cancer in 2030. First launched in 2022, United in Blue has continued to grow each year and attracts the attention of the public and our elected officials.

The flags are surrounded by 100 toilet seats – donated by Bemis – with information on colorectal cancer incidence and mortality in all 50 states, as well as information about risk factors, signs and symptoms and ways to get engaged. Information is available in English, Spanish and Chinese.

Nearly 400 volunteers plant flags to create the installation. We also provide sponsors with the opportunity to offer remarks during our event kick-off to share about their work and how they support the colorectal cancer community.



As part of the installation, we host a rally at United in Blue where we bring together champions, partners, and survivors across the community to be heard on the front lawn of Congress.

2024 INSTALLATION RESULTS

VOLUNTEERS DURING INSTALLATION DAYS	389
INDIVIDUAL DONORS	414
TRIBUTE DONATIONS	\$17,500
SOCIAL/QR CODE STATS	356 #PrioritizeCRC
MENTIONS OF #PRIORITIZECRC	3,000
COLLECTIVE INSTALLATION HOURS	482
QR CODE SCANS	356
LIVESTREAM VIEWS	2,021

United in Blue

SPONSORSHIP OPPORTUNITIES

UNITED IN BLUE SPONSORSHIP OPPORTUNITIES	PLATINUM \$40,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$5,000
Premium on-site recognition	X			
Recognition in press release to national media outlets	X			
Opportunity to have a Fight CRC Ambassador share their story with company representatives (virtually)	X	X		
Recognition as a Strong Arm Selfie Sponsor	X	X		
Company invitation to attend United in Blue Rally in D.C.	X	X	X	
Company invitation to attend United in Blue Volunteer Day in D.C. with the opportunity to speak (remarks cannot endorse a specific product)	X	X	X	
On-site recognition	X	X	X	X
Recognition in Fight CRC's March 2025 Impact Report with shared copy	X	X	X	X
Recognition in March CRC Awareness Toolkit with shared digital copy & the opportunity to share toolkit content - February 2025 deadline	X	X	X	X
Recognition on designated March Awareness webpage via Fight CRC's website	X	X	X	X
Recognition on social media	Twitter/IG/FB 45K+ reach	Twitter/FB 39K+ reach	IG/FB 30K+ reach	Twitter 11K+ reach

Thank you!

FOR INQUIRIES, PLEASE CONTACT US.



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