



boogieforbooties.org

November 16, 2024

Thesis Hotel Miami

1350 S. Dixie Highway
Coral Gables, FL 33146
thesishotelmiami.com



**Live music by
The Free Label**



colorectalcancer.org



Dear friends,

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When our daughter Lily went off to college, we never imagined the heart wrenching scenario that would unfold for her. Two weeks before Thanksgiving of her freshman year, she was diagnosed with colon cancer.

It has been more than five years, a half-dozen surgeries, 20 rounds of chemotherapy, a course of radiation treatment, and more CT scans than we can count. Today, Lily is contemplating her acting career and looking forward to earning her college degree - despite the detours she has been forced to take.

While Lily's diagnosis at the young age of 18 is extremely rare, the incidence of early onset colorectal cancer is rapidly increasing by about 1.5% every year. It is currently the deadliest cancer among men under 50 and the second leading cause of cancer related deaths for women under 50. We have experienced this firsthand.

Many of our closest friends attended the University of Florida with Andy "Drew" Gross, and at the age of 49, he was diagnosed with advanced colon cancer that ultimately took his life. His sister, Rochelle Lanster, and many of his friends have turned their grief into action by creating a foundation in his name to raise money for colorectal cancer screening and youth sports.

Our dear friends Barrie and Randall Goldberg felt the impact of colorectal cancer when Randall's brother was diagnosed at age 45. Since his diagnosis in 2019, he and his wife have traveled across the U.S. to find the best treatment possible.

Their stories represent just two people in our close orbit touched by this disease; and, unfortunately, we hear similar stories often. But there is hope, thanks to the Colorectal Cancer Alliance and those working to end this underfunded, all-too-common disease. Through your participation, we can get more people screened, help patients navigate treatment, and fund innovative research to end this disease once and for all.

Please join us at the first annual "Boogie for Booties" to benefit the Colorectal Cancer Alliance. Shake your booty to great music, eat and drink, and celebrate the possibilities of a world without colorectal cancer.

With sincere gratitude,

Landi and Dan Weinfach



Colorectal Cancer Alliance

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The Colorectal Cancer Alliance is a national nonprofit committed to ending colorectal cancer. Working with our nation of passionate allies, we diligently support the needs of patients and families, caregivers, and survivors; eagerly raise awareness of prevention and early detection via on-time screening; and continually strive to fund critical research. As allies in the struggle, we are fiercely determined to end colorectal cancer within our lifetime.

We are a nation of allies

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As the largest and most impactful national organization focused on ending colorectal cancer, we are the go-to resource and ally for anyone touched by this disease. For these reasons, nationally-renowned corporations, industry leaders, and foundations have joined our nation of allies to end colorectal cancer within our lifetime and achieve their corporate social responsibility goals.

Strategic Goals:

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Raise the screening rate to 80%
and save **100,00 lives**

Improve the five-year survival
rate of mCRC from **13% to 35%**

Invest and influence **\$500 million**
in CRC research

Yearlong reach:

- @ 120K email subscribers
- 1.4M web page views annually
- f 223K social media followers
- 863M Nielsen audience TV and radio PSA
- 7.7B media impressions
- 13.1K Blue Hope Nation community members
- 22K Helpline calls annually
- 15K Walk to End Colon Cancer participants
- 1.9K active volunteers nationwide





Sponsorship Opportunities

Marquee

SPONSORSHIP OPPORTUNITIES	PRESENTING SPONSOR \$100,000	DIAMOND SPONSOR \$75,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000
Tickets to Event	40	30	20	15
Name integrated into event logo	✓	-	-	-
Opportunity to address the audience	Provide Welcome, Event Introduction & Closing	1 minutes of remarks	-	-
Logo or name inclusion on event step & repeat	✓	✓	✓	✓
Onstage note of thanks/ recognition	✓	✓	✓	✓
Company logo and brand integration into event signage and materials	Presenting Sponsor Level	Diamond Sponsor Level	Platinum Sponsor Level	Gold Sponsor Level
Logo inclusion on Event Website	Presenting Sponsor Level	Diamond Sponsor Level	Platinum Sponsor Level	Gold Sponsor Level
Logo inclusion on Event Emails	Presenting Sponsor Level	Diamond Sponsor Level	Platinum Sponsor Level	Gold Sponsor Level
Organic Social Media Marketing	Recognition in 4 social media posts on Alliance social media channels	Recognition in 3 social media posts on Alliance social media channels	Recognition in 2 social media posts on Alliance social media channels	Recognition in 1 social media post on Alliance social media channels
Paid Digital Marketing	Boosting of 3 Facebook posts	Boosting of 2 Facebook posts	Boosting of 1 Facebook post	-
Inclusion in 1 Alliance Monthly Newsletter	Presenting Sponsor Level	Diamond Sponsor Level	Platinum Sponsor Level	Gold Sponsor Level
Preferred Event Lodging Rates	✓	✓	✓	✓





Sponsorship Opportunities

Event

SPONSORSHIP OPPORTUNITIES	SILVER SPONSOR \$15,000	BRONZE SPONSOR \$10,000	SUPPORTING SPONSOR \$5,000	*FRIENDS SPONSOR \$2,500
Tickets to Event	8	6	4	2
Onstage note of thanks/ recognition	✓	✓	✓	✓
Company logo and brand integration into event signage and materials	Silver Sponsor Level	Bronze Sponsor Level	Supporting Sponsor Level	Friends Sponsor Level Company name only (no logo)
Logo inclusion on Event Website	Silver Sponsor Level	Bronze Sponsor Level	Supporting Sponsor Level	-
Logo inclusion on Event Emails	Silver Sponsor Level	Bronze Sponsor Level	-	-
Preferred Event Lodging Rates	✓	✓	✓	✓

* Inaugural event special sponsorship level

SPONSORSHIP CONTACTS

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