

BLUE HOPE BASH CHICAGO

SPONSORSHIP OPPORTUNITIES

FRIDAY, MAY 1, 2026

GALLERIA MARCHETTI
825 W. ERIE STREET



About the Alliance

The Colorectal Cancer Alliance exists to end this disease in our lifetime. Founded in 1999 by a group of volunteer advocates, the Alliance is now the largest nonprofit dedicated to colorectal cancer in the world. Every day, we revolutionize research, treatment, awareness, and prevention to save lives. Through community-based interventions, cutting-edge research, and innovative patient-centric cancer care programs, the Alliance is driving real change. The Blue Hope Bash makes action possible, raising funds to ensure more people survive colorectal cancer.

STRATEGIC GOALS:

Raise the screening rate to 80% and save 100,000 lives

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

Invest and influence \$500 million in CRC research

2026 CRC IL Projections

6,160 estimated cases in 2026 for Men and Women in Illinois

2,080 estimated CRC deaths in 2026 for Men and Women in Illinois

Source: American Cancer Society

**ONE GOAL:
END COLORECTAL
CANCER WITHIN OUR
LIFETIME**

Our Lifesaving Work

We advocate for prevention to save lives.

We magnify support to improve outcomes. We accelerate research to end this disease. Each year, we deliver tens of thousands of screening recommendations, provide thousands of test kits and colonoscopies to high-risk individuals, and share the power of prevention through targeted media, partnerships, and events.

We magnify support to improve outcomes.

The Alliance provides one-on-one navigation through our free Helpline and chat, streamlines access to support and resources through our patient and caregiver hub BlueHQ, and builds community with online and on-the-ground activations and programs.

We accelerate research to end this disease.

Project Cure CRC is assembling the largest colorectal cancer patient registry in the world; fast-tracking new therapies; funding high-risk, high-reward science; and innovating patient care. By combining powerful science, vast patient data, and a nationwide network, we can shift from incremental progress to transformational change.

Yearlong Impact

20,164 patients assisted via live or clinical navigation, identifying **45,000** barriers to care

13,348 participants in the Walk to End Colon Cancer across **16** cities

22 researchers funded by Project Cure CRC

87,528 hours of ally volunteerism

21,171 test recommendations provided via the screening quiz

7 billion impressions across all media

1,490 comfort bags given to patients at cancer centers

THE BLUE HOPE BASH: FIVE YEARS STRONG

Sponsorship of the Blue Hope Bash is more than support for an event - it is investment in progress and saving lives.

On **Friday, May 1, 2026**, the Colorectal Cancer Alliance will gather at **Galleria Marchetti** to celebrate the **5th Anniversary Blue Hope Bash Chicago**, our signature Illinois event.

This milestone evening brings the community together to honor those facing colorectal cancer, remember those we have lost, celebrate survivorship, and advance critical work in prevention, patient and caregiver support, and research. Guests can expect a meaningful night of entertainment, cocktails and dining, and transformative impact through the power of philanthropy, along with special anniversary moments and thoughtful surprises throughout the evening.

The evening will feature two powerful voices. **Mike Lowe**, the Compassion Speaker, is an Emmy Award–winning general assignment reporter for WGN-TV and was named Journalist of the Year by the Chicago Journalists Association in 2024.



Greg Schwem

Diagnosed with colorectal cancer in 2024, Mike has since used his wide-reaching platform to raise awareness about the life-saving importance of early detection and screening. The program will be emceed by **Greg Schwem**, a nationally recognized comedian, bestselling author, and colorectal cancer survivor whose humor, candor, and personal experience bring warmth and inspiration to the night.



Mike Lowe



SPONSORSHIP OPPORTUNITIES

	Diamond Sponsor \$25,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Bash guest registrations	12 guests + reserved seating	10 guests + reserved seating	8 guests + reserved seating	6 guests + reserved seating	4 guests + reserved seating
Opportunity for 3-minute speech during night-of program	✓				
Inclusion in program	Full Page ad	Full Page ad	Half Page ad	Quarter Page ad	Name Listed
Recognition on Blue Hope Bash Chicago website	Logo	Logo	Logo	Name	Name
Recognition on all Blue Hope Bash Chicago signage	Logo	Logo	Logo	Name	Name
Recognition on mobile platform	Logo	Logo	Logo	Name	Name
Social media mentions	Dual-channel recognition	Social channel of Alliance's choice	IG story	IG story	
Inclusion in the Alliance newsletter	✓	✓	✓	✓	



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Here are a few exclusive opportunities that already exist:

- Reception Sponsor
- Auction Sponsor
- Mobile Platform Sponsor
- Printing Sponsor

IN-KIND SPONSORSHIP

In-kind sponsorships are always welcome. Please reach out to us to discuss specifics!

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Recognition Name for Web/Materials _____

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Phone _____ Email _____

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Check Enclosed (*Payable to Colorectal Cancer Alliance*)

Credit Card (*Please Select One*)

Visa MC Amex Discover

Name on Card _____

Card Number _____

Expiration Date _____ Security Code _____

Signature _____

SPONSORSHIP LEVEL

(Please Select One)

Diamond Sponsor \$25,000

Platinum Sponsor \$15,000

Gold Sponsor \$10,000

Silver Sponsor \$5,000

Bronze Sponsor \$2,500

Cannot participate but donation enclosed

PLEASE RETURN COMPLETED FORM TO:

Colorectal Cancer Alliance
Attn: Jennifer Rosenblatt
Blue Hope Bash Chicago
1156 15th St NW, Suite 600
Washington, DC 20005

And email it to: bluehopebashchicago@ccalliance.org

PAYING FOR YOUR SPONSORSHIP:

Payments for sponsorships are due one week prior to event day and can be paid via credit card, a personal check or by using a charitable giving account such as a donor advised fund. If paying through a donor advised fund, please be aware that per IRS guidelines an individual cannot receive benefits for a contribution so to remain in compliance, it is recommended to pay the fair market value of your sponsorship using a personal account.

