

BLUE
HOPE
BASH

SPONSORSHIP OPPORTUNITIES
SATURDAY, NOVEMBER 14, 2026

National Building Museum
401 F St NW
Washington, DC 20001

Join Us

Dear Friends,

We are facing a defining moment in the battle against colorectal cancer.

It is now the leading cause of cancer death in adults under 50, and, too often, it is diagnosed at an advanced stage when outcomes are far more difficult to change. This is not a trend we can accept. It demands urgency, innovation, and a fundamentally different approach.

At the Colorectal Cancer Alliance, we have had enough.

Through Project Cure CRC, we are transforming how this disease is confronted and moving beyond incremental progress to a coordinated, comprehensive strategy designed to deliver lasting change.

By harnessing science, data, and a powerful national network, Project Cure CRC brings together critical components that include:

- A centralized hub providing patients and families with personalized guidance, expert resources, and a supportive community.
- The world's largest colorectal cancer data repository, unlocking insights that will revolutionize how research and treatment decisions are made.
- Direct research funding, accelerating bold, collaborative, high-impact science through a continuous pipeline of innovative proposals.
- An adaptive clinical trial designed to fast-track breakthroughs and bring precision medicine to patients faster than ever before.

Together, Project Cure CRC represents a new model, one that connects patients, researchers, and clinicians in new ways. It is how we will change outcomes. It is how we will drive cures.

The Blue Hope Bash is where this vision comes to life. The Bash is a gathering of leaders and changemakers who believe that we can rewrite the future of this disease.

When you join us, you are investing in a future where fewer lives are lost, where innovation moves faster, and where colorectal cancer is no longer a leading cause of death for the next generation. This is our moment to act with urgency, with purpose, and with resolve.

We hope you will stand with us.

With gratitude,

Michael Sapienza

CEO, Colorectal Cancer Alliance



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

CRC Stats at a Glance

It is estimated that in 2026:

158,850 people in the U.S. will be diagnosed with colon and rectal cancer

55,230 will die from the disease

Source: American Cancer Society

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

Our Lifesaving Work

We advocate for prevention to save lives.

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

HERO SPONSOR

\$500,000

- Opportunity to be the presenting sponsor of the 2026 Bash — The 2026 Blue Hope Bash presented by [COMPANY]
- Opportunity for a company representative to be a part of the presentation of the award presented to the 2026 Honorees
- Recognition from the stage as the Hero Sponsor
- Inclusion on the event video screen loop played in advance of the program, during the dinner break and at the conclusion of the evening
- Logo inclusion in the Bash invitation (sponsorship must be secured by **July 17** to be included in the invitation)
- Two tables for ten with premium seating
- Logo inclusion as the Hero Sponsor in all event specific emails
- Live thank you as the Hero Sponsor during the Blue Hope Bash event night program
- Full-premium page in the event night program (designed ad must be sent by **October 9**)
- Logo recognition as the Hero Sponsor in the event night program supporters page
- Logo recognition as the Hero Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as the Hero Sponsor on event night signage



CHAMPION SPONSOR

\$250,000

- Recognition from the stage as a Champion Sponsor
- Inclusion on the event video screen loop played in advance of the program, during the dinner break and at the conclusion of the evening
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 17 to be included in the invitation)
- Two tables for ten with premium seating
- Logo inclusion as the Champion Sponsor in all event specific emails
- Live thank you as the Champion Sponsor during the Blue Hope Bash event night program
- Full-premium page in the event night program (designed ad must be sent by October 9)
- Logo recognition as the Champion Sponsor in the event night program supporters page
- Logo recognition as the Champion Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as the Champion Sponsor on event night signage



Ally SPONSOR

\$100,000

- Recognition from the stage as an Ally Sponsor
- Inclusion on the event video screen loop played in advance of the program, during the dinner break and at the conclusion of the evening
- Logo inclusion in the Bash invitation (sponsorship must be secured by **July 17** to be included in the invitation)
- Two tables for ten with premium seating
- Logo inclusion as an Ally Sponsor in all event specific emails
- Full-premium page in the event night program (designed ad must be sent by October 9)
- Logo recognition as an Ally Sponsor in the event night program supporters page
- Logo recognition as an Ally Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as an Ally Sponsor on event night signage

Sapphire SPONSOR

\$50,000

- Recognition from the stage as a Sapphire Sponsor
- Inclusion on the event video screen loop played in advance of the program, during the dinner break and at the conclusion of the evening
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 17 to be included in the invitation)
- One table for ten with premium seating
- Full-page program ad in the event night program (designed ad must be sent by October 9)
- Logo recognition as a Sapphire Sponsor in the event night program supporters page
- Logo recognition as a Sapphire Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as a Sapphire Sponsor on event night signage



Diamond SPONSOR

\$25,000

Platinum SPONSOR

\$15,000

- Recognition from the stage as a Diamond Sponsor
- One table for ten
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 17 to be included in the invitation)
- Full-page program ad in the event night program (designed ad must be sent by October 9)
- Logo recognition as a Diamond Sponsor in the event night program supporters page
- Logo recognition as a Diamond Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as a Diamond Sponsor on event night signage

- One table for ten
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 17 to be included in the invitation)
- Half-page program ad in the event night program (designed ad must be sent by October 9)
- Logo recognition as a Platinum Sponsor in the event night program supporters page
- Logo recognition as a Platinum Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as a Platinum Sponsor on event night signage



Gold SPONSOR

\$10,000

Silver SPONSOR

\$5,000

- One table for ten
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 17 to be included in the invitation)
- Quarter program ad in the event night program (designed ad must be sent by October 9)
- Logo recognition as a Gold Sponsor in the event night program supporters page
- Logo recognition as a Gold Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as a Gold Sponsor on event night signage

- One table for six
- Name recognition as a Silver Sponsor in the event night program supporters page
- Name recognition as a Silver Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Name recognition as a Silver Sponsor on event night signage



Custom Sponsorships

You have the opportunity to support key elements of the evening with our custom sponsorships.

Cocktail Reception Sponsor

\$25,000

The cocktail reception sponsor will be recognized as such on all collateral, including logo inclusion on the cocktail reception napkins, pre-event emails, the Blue Hope Bash website and event-day signage. The sponsor will also receive four tickets to the Bash and a quarter page ad in the program. Moreover, the cocktail reception sponsor will be acknowledged in remarks given during the reception.

Entertainment Sponsor

\$30,000

The entertainment sponsor will be recognized as such on all collateral, including pre-event emails, the Blue Hope Bash website and event-day signage. The sponsor will also receive four tickets to the Bash and a quarter page ad in the program. Moreover, the entertainment sponsor will be acknowledged in remarks given prior to the entertainment portion of the program.

After Party Sponsor

\$50,000

The after party sponsor will be recognized as such on all collateral, including pre-event emails, the Blue Hope Bash website and event-day signage. The sponsor will also receive eight tickets to the Bash and a half-page ad in the program. They will also be recognized from the stage.

**Don't see what you are looking for?
Reach out to us to create a custom sponsorship!**



Sponsor Form

Please submit the form below to confirm your sponsorship for the Blue Hope Bash and help end this disease. Custom and in-kind sponsorship opportunities are also available. Please email **Adina Frazier, Executive Director of Community Fundraising, DC** at afrazier@ccalliance.org for more information.

Please return completed form to:

Colorectal Cancer Alliance Attn:
National Blue Hope Bash
1156 15th Street NW, Suite 600
Washington, DC 20005

Or email it to Adina Frazier at afrazier@ccalliance.org.

SPONSOR INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

My company provides matching gifts –Company name: _____

How would you like to be recognized?

PAYMENT INFORMATION

Check Enclosed *(Payable to Colorectal Cancer Alliance)*

Credit Card *(Please Select One)*

Visa MC Amex DISC

Name on Card _____

Card Number _____

Expiration Date _____ Security Code _____

Signature _____

SPONSORSHIP LEVEL

(Please Select One)

- Hero** \$500,000
- Champion** \$250,000
- Ally** \$100,000
- Sapphire** \$50,000
- Diamond** \$25,000
- Platinum** \$15,000
- Gold** \$10,000
- Silver** \$5,000
- Custom sponsorship

(Cocktail, Entertainment, After Party)

- Cannot participate, but donation enclosed





Contact us for more information at

bluehopebash@ccalliance.org

Or visit our website at

bluehopebash.org