

# BLUE HOPE BASH

SATURDAY  
**NOV 2**  
2 0 2 4

SPONSORSHIP  
OPPORTUNITIES



colorectal  
cancer  
alliance

# 25 Years of Impact

The Blue Hope Bash is the premier charity gala to end colorectal cancer and support today's patients and caregivers. This year, the Bash celebrates the Colorectal Cancer Alliance's 25th year of impact and advances our programs to advocate for prevention, magnify support, and accelerate research.

We are humbled to meet our silver anniversary with unfinished business, but our incredible progress against this disease deserves appreciation and, more importantly, our supporters deserve recognition.

From the group of volunteers who founded the Alliance in 1999 to today's leading innovators, the Blue Hope Bash will highlight individuals and organizations that have fortified our mission and prepared us to realize our vision — a world free of colorectal cancer.

I'm honored that **Alison Friedman and Mark Waner** will be our co-chairs for this year's bash, it will be a dazzling celebration of saving lives you do not want to miss. Please stand with the Alliance, as a supporter, leader, and pioneer, and enter a new era of impact with us. Join your peers on November 2 at the National Building Museum in Washington, DC.

## MICHAEL SAPIENZA

CEO, Colorectal Cancer Alliance



# ABOUT THE ALLIANCE

The Colorectal Cancer Alliance exists to end this disease in our lifetime. Since a group of volunteers founded the Alliance 25 years ago, we have empowered a nation of passionate and determined allies to prevent, treat, and overcome colorectal cancer in their lives and communities. Headquartered in Washington, D.C., the Alliance is now the largest nonprofit dedicated to colorectal cancer in the world. Every day, we **advocate for prevention, magnify support, and accelerate research**. The Blue Hope Bash is a key driver in our action to end colorectal cancer. From our national screening awareness campaigns and patient support resources to our health equity work and research programs, funds raised at the Bash make a meaningful difference in the lives of patients, survivors, caregivers, and family members across America's many communities and cultures.

## OUR 2023 IMPACT

- 22,178** patients were individually assisted through our Helpline
- 26,342** barriers to better care were reduced by our navigators
- 9,307** people were checked for CRC through Alliance initiatives
- 1,958** patients and families joined the new BlueHQ support hub
- 26,573** people got a screening recommendation at [quiz.getscreened.org](https://quiz.getscreened.org)

## OUR 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.

# THE ALLIANCE'S LIFE-SAVING 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.**

Urgent, innovative research is receiving funding through our new Project Cure CRC, which is set to invest tens of millions of dollars over the next two years. We also host think tanks and summits on pivotal topics, providing free insight and tools to industry, providers, and the public.



# HERO SPONSOR

## \$500,000

- Opportunity to be the presenting sponsor of the 2024 Bash — The 2024 Blue Hope Bash presented by [COMPANY]
- Opportunity for a company representative to be a part of the presentation of the award presented to the 2024 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
- 25th anniversary present at designated table
- Social post across Alliance platforms celebrating 25th anniversary
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 26 to be included in the invitation)
- Two tables for ten with premium seating
- Access for all 20 guests to the pre-dinner reception and special recognition
- 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 or sponsor can provide their own full-page ad (designed ad must be sent by September 20)
- 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
- 25th anniversary present at designated table
- Social post across Alliance platforms celebrating 25th anniversary
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 26 to be included in the invitation)
- Two tables for ten with premium seating
- Access for all 20 guests to the pre-dinner reception and special recognition
- 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 or sponsor can provide their own full-page ad (designed ad must be sent by September 20)
- 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
- 25th anniversary present at designated table
- Social post across Alliance platforms celebrating 25th anniversary
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 26 to be included in the invitation)
- Two tables for ten with premium seating
- Access for all 20 guests to the pre-dinner reception and special recognition
- Logo inclusion as an Ally Sponsor in all event specific emails
- Full-premium page in the event night program or sponsor can provide their own full-page ad (designed ad must be sent by September 20)
- 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
- 25th anniversary present at designated table
- Social post across Alliance platforms celebrating 25th anniversary
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 26 to be included in the invitation)
- One table for ten with premium seating
- Access for all 10 guests to the pre-dinner reception and special recognition
- Full-page program ad in the event night program (designed ad must be sent by September 20)
- 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



# 25th ANNIVERSARY SPONSOR

\$25,000

# PLATINUM SPONSOR

\$15,000

- Recognition from the stage as a 25th Anniversary Sponsor
- One table for ten
- Access for all 10 guests to the pre-dinner reception and special recognition
- 25th anniversary present at designated table
- Social post across Alliance platforms celebrating 25th anniversary
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 26 to be included in the invitation)
- Full-page program ad in the event night program (designed ad must be sent by September 20)
- Logo recognition as a 25th Anniversary Sponsor in the event night program supporters page
- Logo recognition as a 25th Anniversary Sponsor on the Blue Hope Bash website (and link to company website if applicable)
- Logo recognition as a 25th Anniversary Sponsor on event night signage

- One table for ten
- Access for all 10 guests to the pre-dinner reception
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 26 to be included in the invitation)
- Half-page program ad in the event night program (designed ad must be sent by September 20)
- 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 26 to be included in the invitation)
- Quarter page program ad in the event night program (designed ad must be sent by September 20)
- 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
- 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.

# HOPE BASH



# DID YOU KNOW?

Colorectal cancer is the **second deadliest cancer** in the United States.

**1 in 24** Americans will be diagnosed with colorectal cancer.

Colorectal cancer **death rates** are **35% higher for African Americans.**

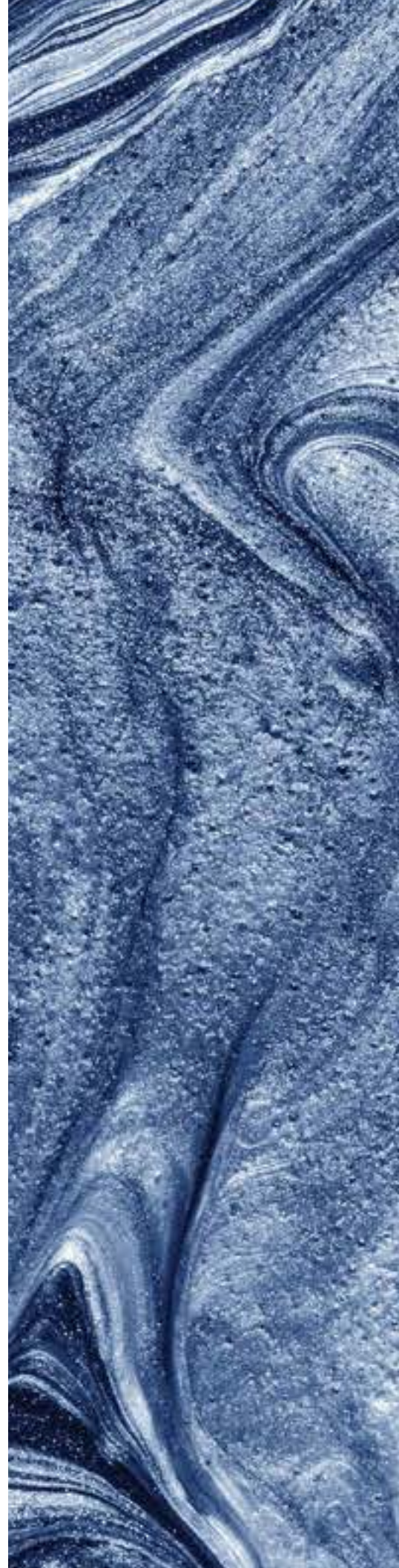
Incidence is rising in young adults. More than **one in 10 cases** are in people under age 50.

In 2021 the recommended **screening age** for average-risk adults was **lowered from 50 to 45.**

When detected early, **91% of patients survive.**

## YET

Colorectal cancer is one of the most preventable and underfunded cancers. **Your support can save lives.**



# 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, Senior Director of Special Events** at [afrazier@ccalliance.org](mailto:afrazier@ccalliance.org) for more information.

**Please return completed form to:**

Colorectal Cancer Alliance  
Attn: National Blue Hope Bash  
1025 Vermont Ave NW, 10th Floor  
Washington, DC 20005

Or email it to Adina Frazier at [afrazier@ccalliance.org](mailto: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

**25th Anniversary** \$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](mailto:BlueHopeBash@CCAlliance.org)

Or visit our website at  
[BlueHopeBash.org](http://BlueHopeBash.org)