

# BLUE HOPE BASH

SATURDAY  
**OCT 25**  
2 0 2 5

**SPONSORSHIP  
OPPORTUNITIES**



# Join Us

Dear Friends,

The Blue Hope Bash is the premier charity gala advancing the mission to end colorectal cancer. Benefiting the Colorectal Cancer Alliance — the nation's largest nonprofit dedicated to ending this disease — the Bash is a powerful moment that inspires action and support for programs impacting patients, caregivers, survivors, and family members.

The Bash will spotlight the patient experience from diagnosis to survivorship, emphasizing how research and advocacy shape one's path through this disease. Through Project Cure CRC, the Alliance is mobilizing a national movement — a philanthropic drive fueled by bold vision and decisive action toward a cure.

By participating in the Bash, you join a collective force determined to make a difference. The Alliance, like the community we serve, is finding the courage to press on — and to act.

Since the Alliance was founded in 1999 by a group of volunteer advocates, action has always been our foundation. We've counted on one another to step up, speak out, and lead the way forward. This year, our Bash leaders and chairs are **Cory and Cayley Tull**, who are inspired by personal loss to create an experience that will both educate and activate hearts and minds. We are also proud to honor the incredible **Craig Melvin and Lindsay Czarniak** for their continued dedication to our mission.

We hope you will stand with the Alliance at the Blue Hope Bash — a night of purpose, unity, and impact. Together, through action, we can find the courage to end this disease in our lifetime.

**Michael Sapienza**  
CEO, Colorectal Cancer Alliance



# Blue Hope Bash Honorees

The Blue Star Award recipient is motivated by compassion, oftentimes inspired by personal experiences with this disease, and independently or alongside others seeks to move forward the Alliance's mission of a world free of colorectal cancer. They are a bright star to many and a beacon of hope for all.

At this year's Bash, we'll be honoring **Craig Melvin and Lindsay Czarniak** with the Alliance's Blue Star Award, a prestigious recognition celebrating those who have shown extraordinary conviction and steadfast dedication to our mission.

## Craig Melvin

Co-Anchor, "TODAY" and Co-Host, "3rd Hour of TODAY"

Craig Melvin has covered a wide range of news events, including several Republican and Democratic National Conventions and three Presidential Inaugurations. His coverage of politics has included notable interviews with former President Bill Clinton, then-Vice President Joe Biden, former Ambassador Nikki Haley, and former Secretaries of State John Kerry, Mike Pompeo and Condoleezza Rice. Melvin extensively covered the Alex Murdaugh murder investigation and trial since 2021. In addition, he has covered tragic mass shootings, extensively reported on police-involved shootings and nationwide protests, and reported from five Olympic Games and six Super Bowls. Craig serves as a member of the Alliance's Board of Directors.

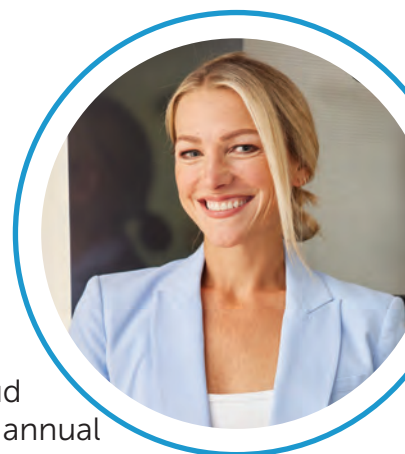


## Lindsay Czarniak

EMMY Award-winning sportscaster, host, speaker, wife, and mom

Lindsay Czarniak is an accomplished media personality with more than two decades of experience in sports journalism. She has served as a host, anchor, sideline reporter, pit reporter and international correspondent for networks that include ESPN, NBC Sports, CNN, FOX Sports, CBS, CNN, and more. Throughout her career, she has covered everything from the Olympic Games to Super Bowls to the Indianapolis 500, along with MLB, NBA, NASCAR and horseracing.

In addition to their professional accomplishments, Craig and Lindsay are proud parents to Del and Sibby. As the Founders of the Colorectal Cancer Alliance's annual Bottoms Up® Invitational and previous emcees of the Blue Hope Bash, they have played a significant role in raising awareness and support for the cause.



*BOTTOMS UP® is a registered trademark of the Bottoms Up Organization and is used by the Colorectal Cancer Alliance under license.*

# 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.

## OUR 2024 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

## 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.**

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.



# HERO SPONSOR

\$500,000

- Opportunity to be the presenting sponsor of the 2025 Bash — The 2025 Blue Hope Bash presented by [COMPANY]
- Opportunity for a company representative to be a part of the presentation of the award presented to the 2025 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 18 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 September 19)
- 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 18 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 September 19)
- 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 18 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 September 19)
- 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 18 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 September 19)
- 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

- Recognition from the stage as a Diamond Sponsor
- One table for ten
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 18 to be included in the invitation)
- Full-page program ad in the event night program (designed ad must be sent by September 19)
- 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

# Platinum SPONSOR

\$15,000

- One table for ten
- Logo inclusion in the Bash invitation (sponsorship must be secured by July 18 to be included in the invitation)
- Half-page program ad in the event night program (designed ad must be sent by September 19)
- 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 18 to be included in the invitation)
- Quarter page program ad in the event night program (designed ad must be sent by September 19)
- 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.

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





# 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
- ☐ **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](mailto:bluehopebash@ccalliance.org)

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