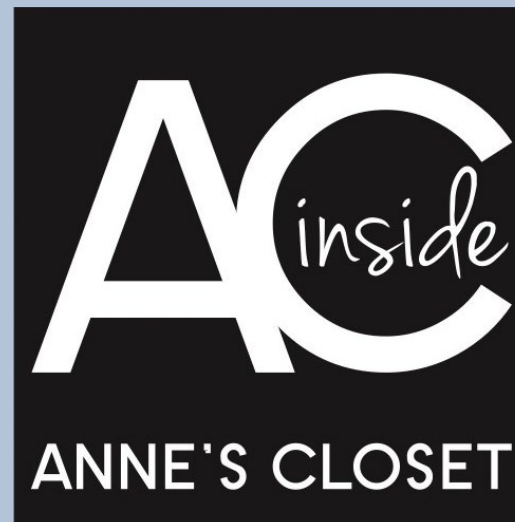
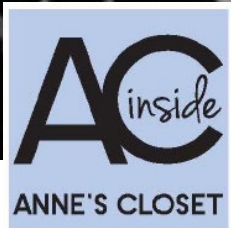


*Eleventh Annual*

MAY 8  
2025



**BENEFITING THE COLORECTAL CANCER ALLIANCE'S  
AWARENESS, RESEARCH AND SCREENING EFFORTS  
IN THE SAN FRANCISCO BAY AREA**



Join us in the commitment to **end Colorectal Cancer** in our lifetime.

We are excited to invite you to partner with us for the 11th year for **Inside Anne's Closet on Thursday, May 8th** in, Menlo Park. The event will feature local celebrities and athlete models in partnership with the **Saks Fifth Avenue Club**. Inside Anne's Closet is an annual fundraiser that combines the best of Silicon Valley's fashion, shopping, food, cocktails and philanthropy with a **powerful mission: to save lives and bring an end to colorectal cancer.**

**This event was established in memory of Anne M. Paye**, who lost her battle to colorectal cancer in 2013 at the age of 67. Driven by her legacy, her son **John Paye** (Stanford Hall of Fame Quarterback and former San Francisco 49er) and her daughter **Amy Paye Venuto** **founded this event to raise awareness and funds to end this devastating disease.**

Through this unique and impactful fundraiser, **we aim to support critical screening initiatives and awareness campaigns in the San Francisco Bay Area.** This cause is especially urgent, because colorectal cancer remains the second leading cause of cancer-related deaths in the United States. This year alone, **nearly 153,000 people will be diagnosed with colorectal cancer, and more than 53,000 lives will be lost.** In California only 39% of people 50 years or older reported having a colonoscopy in the last five years which is well below the national average. **Alarmingly, the rate of diagnoses among individuals under 50 is on the rise.** Since its inception, our annual community-rooted event has raised more than \$1.6 million to end this disease.

Stories like that of **Ashley Macuga, who lost her husband Ben to colorectal cancer, leaving behind four young children**, remind us why we must act now.

"Ben received his wings into heaven. In 2018 at the age of 38, he was diagnosed with colorectal cancer...and every day since his diagnosis he fought bravely with one goal in mind - to be there for one more day with those he loved."

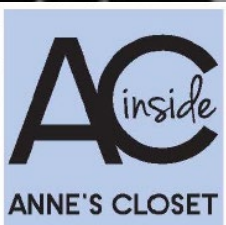
— Ashley Macuga

Your support can help us change these stories, ensuring more families are spared the pain of losing loved ones too soon. **Together, we can fund life-saving screenings, spread vital awareness, and commit to ending this disease.**

We would be honored to have you join us as a sponsor or donor for this year's event. Your partnership will not only demonstrate your commitment to the community but also bring hope to countless individuals and families impacted by this disease.

Thank you for considering this opportunity to make a lasting impact. We look forward to discussing how we can work together to achieve a world without colorectal cancer.

**For more information, please visit [colorectalcancer.org/insideannescloset](https://colorectalcancer.org/insideannescloset).**



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.

### 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

### We are a nation of allies

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 this disease and achieve their corporate social responsibility goals.

### Yearlong reach:

- @ 133K email subscribers
- f 266K social media followers
- 📺 820M Nielsen audience TV and radio PSA
- 💻 1.9M web page views
- 📺 7B media impressions
- 📞 10K patients received expert navigation
- 👥 13.4K Blue Hope Nation community members
- 🚶 12K Walk to End Colon Cancer participants
- ❤️ 2K active volunteers nationwide







# Why should you sponsor and join our nation of allies?

## IT'S THE RIGHT THING TO DO...

- **Save Lives:** Support critical colorectal cancer screenings and awareness campaigns that can detect and prevent cancer early.
- **Community Impact:** Directly benefit individuals and families in the San Francisco Bay Area.
- **Inspiring Change:** Help raise awareness about the increasing rate of colorectal cancer diagnoses in younger populations.
- **Honor and Legacy:** Contribute to a cause that honors the memory of those lost to colorectal cancer and those affected by colorectal cancer.

## SMART BUSINESS DECISION...

- **Brand Visibility:** Gain exposure to a diverse and influential Silicon Valley audience, including local leaders, athletes, and community members.
- **Networking Opportunities:** Connect with other prominent businesses and community leaders in a high-profile setting.
- **Corporate Social Responsibility:** Showcase your commitment to making a difference in the battle against a leading health issue.
- **Positive Public Relations:** Strengthen your brand's reputation by aligning with a cause that resonates deeply with families and communities.
- **Tax Benefits:** Contributions to the event may qualify as charitable donations, offering financial benefits to you or your company.





**SPONSORSHIP OPPORTUNITIES**

**PRESENTING  
\$50,000**  
(EXCLUSIVE TO ONE PARTNER)

**SIGNATURE  
\$25,000**  
(LIMITED TO TWO PARTNERS)

**PLATINUM  
\$15,000**

**GOLD  
\$10,000**

**SILVER  
\$5,000**

**BRONZE  
\$3,000**  
(LIMITED AVAILABILITY)

SPONSORSHIP OPPORTUNITIES	PRESENTING \$50,000 (EXCLUSIVE TO ONE PARTNER)	SIGNATURE \$25,000 (LIMITED TO TWO PARTNERS)	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000 (LIMITED AVAILABILITY)
Event access	<b>Premier Lounge Access for 10</b>	<b>Premier Lounge Access for 10</b>	<b>Access for 10</b>	<b>Access for 10</b>	<b>Access for 6</b>	<b>Access for 4</b>
Opportunity for partner representative to speak from stage at event	✓	-	-	-	-	-
Verbal recognition during opening remarks	✓	✓	-	-	-	-
Recognition in printed event program (Paid by April 1, 2025)	Two Full Page Ads (centerfold presentation)	Full Page Ad (inside or back cover location)	Full Page Ad	Half-Page Ad	Name Featured	Name Featured
Recognition on select social media posts and email campaigns	✓	✓	✓	✓	-	-
Recognition on event website	Logo Featured	Logo Featured	Logo Featured	Name Featured	Name Featured	Name Featured
Recognition on select event marketing materials	✓	✓	✓	✓	-	-

For event questions, inquiries or sponsorship opportunities, please contact **Adina Frazier, Senior Director of Special Events** at [insideannescloset@calliance.org](mailto:insideannescloset@calliance.org).

For expanded event information, please visit [colorectalcaner.org/insideannescloset](http://colorectalcaner.org/insideannescloset).





# SPONSORSHIP COMMITMENT FORM

Yes, I/We are pleased to support Inside Anne's Closet at the following level:

- \$50,000 Presenting sponsor** (\$48,950 is tax deductible)
- \$25,000 Signature sponsor** (\$23,950 is tax deductible)
- \$15,000 Platinum sponsor** (\$13,975 is tax deductible)
- \$10,000 Gold sponsor** (\$9,250 is tax deductible)
- \$5,000 Silver sponsor** (\$4,550 is tax deductible)
- \$3,000 Bronze sponsor** (\$2,700 is tax deductible)

Please indicate (check one)  Corporate Sponsor  Individual Sponsor

Name(s) as you wish to be listed in the printed event program (*paid by April 1, 2025*)

- I am unable to attend; please accept our gift of \$ \_\_\_\_\_ to benefit the Colorectal Cancer Alliance's awareness, research and screening efforts.
- I am interested in becoming an **IN-KIND DONOR**; please contact me.

Additional individualized sponsorship opportunities are available for:

- Lounge Sponsor  Boutique Sponsor  Food-Beverage Sponsor  Gift Sponsor

Name/Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email (*required*) \_\_\_\_\_

- Check here if you wish to remain anonymous**
  - Enclosed is my contribution by check made payable to Colorectal Cancer Alliance (reference Inside Anne's Closet)
  - Visa  AMEX  MC
- Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing zip code \_\_\_\_\_

Please make checks payable to: **Colorectal Cancer Alliance and reference "Inside Anne's Closet"**. Please return completed forms and payments to: Inside Anne's Closet, P.O. Box 421, Los Altos, CA 94023.

**Thank you for your generosity.** Your commitment will allow us to inspire others to end this disease in our lifetime.



**PLEASE NOTE:** If you are considering paying for your sponsorship through a donor advised fund or community foundation, please check with your tax advisor or donor advisor.