



The White Party

KARLI M. STAHL MEMORIAL FUND

colorectal cancer alliance



August 8, 2024

The Nantucket Hotel and Resort

The White Party

Karli M. Stahl Memorial Fund benefiting the Colorectal Cancer Alliance





Dear friends and family,

Karli M. Stahl (lovingly known as Kar the Star) was a wife, daughter, sister, friend and, most importantly, mother to our beautiful girls Evelyn June and Georgia Grace. She was also an incredibly talented and successful interior designer. At the young age of 47, colorectal cancer took Karli's life after a nine-year journey. She left behind a legacy of love, humor and an unparalleled zest for life.

Unfortunately, Karli's story is not unique to our family. By the year 2030, colorectal cancer is projected to be the #1 cancer killer among people aged 20 to 49 and 1 in 23 men and 1 in 26 women will be diagnosed with this disease in their lifetime. And yet, colorectal cancer is shrouded in shame and stigma and is grossly underfunded compared to other cancers that kill fewer people.

During the last 15 years, our family has called Nantucket home. We have been surrounded by love, support, and incredible community throughout Karli's diagnosis, treatment and death and for that, we are so incredibly grateful. Karli's positivity and courage has been an inspiration to the countless people who had the privilege of knowing her and we are excited to share an opportunity to honor her legacy in a meaningful way.

We have partnered with the Colorectal Cancer Alliance, the nation's largest and most impactful non-profit dedicated to this disease, to honor Karli and to provide critical funding to get more people screened, support more patients on their journey and fund more life-saving research. We hope you will join us again for a spectacular Nantucket evening of cocktails, dancing and philanthropy as we make an impact on colorectal cancer. Last year, you all looked fabulous dressed in white! So this year, we are embracing the style. Save the date for The White Party on Thursday, August 8.

Together, we can end colorectal cancer in our lifetime.

With deepest gratitude,

Chip Stahl & Diana Minshall
Co-chairs



Colorectal Cancer Alliance

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 for anyone touched by this disease. For these reasons, nationally-renowned corporations, industry leaders, and foundations have joined our nation of allies to end colorectal cancer within our lifetime and achieve their corporate social responsibility goals.

Yearlong reach:

@ **120K** email subscribers

💻 **1.4M** web page views annually

f **223K** social media followers

👍 **7.7B** media impressions

📺 **863M** Nielsen audience TV and radio PSA

👥 **13.1K** Blue Hope Nation community members

📞 **22K** Helpline calls annually

🚶 **15K** Walk to End Colon Cancer participants

❤️ **1.9K** active volunteers nationwide



Sponsorship Contacts:

Kristen Gagas: Senior Manager of Development, Colorectal Cancer Alliance | kgagas@ccalliance.org | (202) 688-3162

Jennifer Rosenblatt: Senior Manager of Special Events, Colorectal Cancer Alliance | jrosenblatt@ccalliance.org | (202) 558-0582

Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES	DIAMOND SPONSOR \$75,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$15,000	BRONZE SPONSOR \$10,000	SUPPORTING SPONSOR \$5,000
Tickets to Event	25	15	12	8	6	4
Logo or name inclusion on event step & repeat	✓	✓	✓	-	-	-
Logo inclusion on Event Website	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Supporting Level
Paid Digital Marketing	Boosting of 2 Facebook posts	Boosting of 1 Facebook post	-	-	-	-
Organic Social Media Marketing	Recognition in 3 social media posts on Alliance social media channels	Recognition in 2 social media posts on Alliance social media channels	Recognition in 1 social media posts on Alliance social media channels	-	-	-
Inclusion in 1 Alliance Monthly Newsletter	Diamond Level	Platinum Level	Gold Level	-	-	-
Logo inclusion on Event Emails	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	-
Opportunity to address the audience	1 minute of remarks	-	-	-	-	-
Onstage note of thanks/recognition	✓	✓	✓	✓	✓	✓
Company logo and brand integration into event signage and materials	Diamond Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Supporting Level
Preferred Event Lodging Rates	✓	✓	✓	✓	✓	✓

