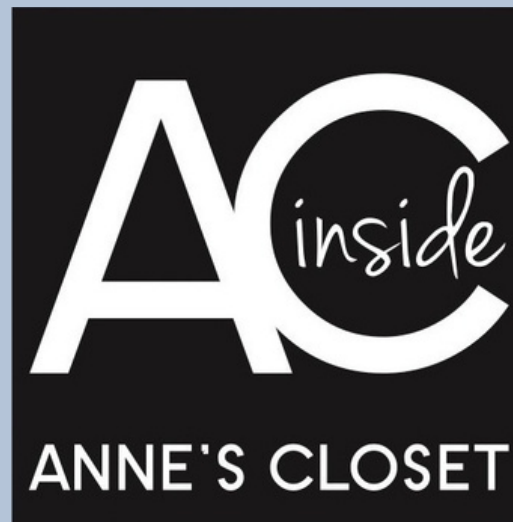


Thirteenth Annual

**MAY
2027**



**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 13th year for **Inside Anne's Closet** in May 2027 in Menlo Park. The event will feature local celebrities and athlete models in a fashion show sponsored by a local fashion retailer. 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 is now the leading cause of cancer-related deaths in people under 50**. In 2026, an estimated 158,850 Americans will be diagnosed with colorectal cancer, and 55,230 will lose their lives to the disease, according to the American Cancer Society.

Despite updated guidelines recommending regular colorectal cancer screening beginning at age 45, nearly one-third of eligible adults are still not getting checked. Nationally, only about 61–63% of adults ages 45–75 are up-to-date with recommended screening, with similar rates reported in California. **Since its inception, our annual community-rooted event has raised more than \$2 million to end this disease.**

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 our May 2027 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.



Dedicated to the Mission

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?

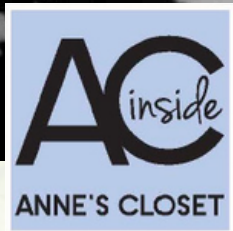
IT'S THE RIGHT THING TO DO ...

- **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 (EXCLUSIVETO ONE PARTNER)	SIGNATURE \$25,000 (LIMITED TO TWO PARTNERS)	PL ATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000 (LIMITED AVAILABILITY)
Event access	Premier Lounge Access for 10	Premier Lounge Access for 10	Access for 10	Access for 10	Access for 6	Access for 4
Opportunity for partner representative to speak from stage at event	✓	-	-	-	-	-
Verbal recognition during opening remarks	✓	✓	-	-	-	-
Recognition in printed event program (Paid by April 1, 2027)	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
Tasha Duncan, Regional Director of Community Fundraising - West, at tduncan@ccalliance.org

For expanded event information, please visit 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) | ☐ \$10,000 Gold sponsor (\$9,250 is tax deductible) |
| ☐ \$25,000 Signature sponsor (\$23,950 is tax deductible) | ☐ \$5,000 Silver sponsor (\$4,550 is tax deductible) |
| ☐ \$15,000 Platinum sponsor (\$13,975 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, 2027*)

- ☐ 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

_____ Exp. Date _____ Security Code _____ Billing zip code _____

Please make checks payable to: **ColorectalCancerAlliance** 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.