

Bay Area Cancer Connections'

# 14TH ANNUAL SPRING BENEFIT

April 13th, 2022 | Virtual  
9:00 to 10:30am



## Sponsorship Opportunities

BACC's Annual Spring Benefit is an inspiring community gathering that brings together 350–400 people, including local leaders, corporate investors, medical professionals, and cancer survivors. It is our largest fundraiser and contributions from this event are critical to the organization's financial sustainability.

Our 14th Annual Event will feature **Tiffany Shlain**, Emmy-nominated filmmaker, renowned speaker, founder of the Webby Awards, and best-selling author of '24/6 Giving up Screens One Day a Week to Get More Time, Creativity, and Connection'.

In offering phenomenal speakers and the opportunity to meet new people, network, and see old friends, our goal is to connect, laugh, and learn together as a community and have an unforgettable morning.



**BACC**  
Bay Area Cancer Connections

**FEATURING  
TIFFANY SHLAIN**

## Who we are

Bay Area Cancer Connections (BACC) is a well-respected, 28 year old nonprofit providing personalized, high-quality services that inform and empower people facing breast or ovarian cancer. We offer more than 50 programs and services every month to ensure patients and their families have the education, emotional support, and practical help they need.

We quickly pivoted to virtual services at the start of the pandemic and now serve 24% more people in the Bay Area and beyond. We determined our clients greatest needs and:

- **Launched a one-of-a-kind Mobile Resource Center**, a state of the art van bringing our services to underserved people all over the Bay Area;
- **Added an outdoor boutique** with wigs, scarves, bras, and prosthetics, now the only free, in-person wig resource for cancer patients in the Bay Area;
- **Created an extensive online resource center** to increase access to critical information for patients anywhere, anytime; and
- **Ensured our most vulnerable clients had the essentials** they needed by providing emergency financial assistance to people in treatment.

## Where we are going

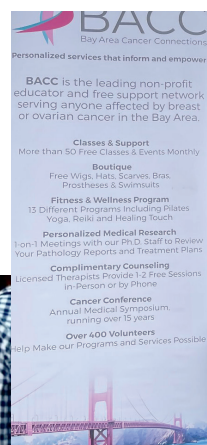
We believe that critical support and practical services for people facing cancer should be accessible to everyone. Many people in the Bay Area, however, are unable to travel to our center, or have sufficient access to the internet, or experience an overwhelming number of barriers to care. You can join our **Access for All** initiative and support our efforts to dramatically change this.

Over the next three years, BACC, with your help, will transform cancer supportive care through the expansion of our Mobile Resource Center activities and partnerships, by improving the technology we use to connect with our clients in need, and by continuing to focus on personalized services like one-on-one cancer education, personal training and wellness classes, financial assistance, and diagnosis specific group support. Cancer support is not one size fits all, so we must find innovative ways to effectively deliver specialized services to our community members in need.

## The impact of your investment

By supporting BACC's largest event, you will:

- **Expand the reach of our mobile services** to new, underserved communities — through additional partnerships and vehicles;
- **Create innovative new programs** to meet emerging needs of cancer patients;
- **Strengthen the connections** in our community between patients, caregivers, providers, local leaders, and active community members;
- **Raise awareness** of the breadth and depth of our free programs — including education and emotional support, a boutique, navigation and access to early detection, and emergency funds for practical expenses and end of life wishes; and
- **Provide your employees with educational opportunities** to improve their health and wellness.





# Recent Sponsors



## Join us!

We look forward to partnering with you to make a bigger impact on the lives of people facing cancer in our community!

To discuss customizing your event sponsorship or find out about other exciting opportunities to partner with BACC to help your employees and our shared community, please contact:

**Stephanie Twerdahl,**  
**Director of Philanthropy**  
stephanie@bayareacancer.org  
or 650-326-6299, ext.18



# Sponsorship Opportunities

## Pre- and Post-Event Recognition

Website presence

Social media promotion

**BACC e-newsletter:** an article pre- and post-event, sent to 4,500 people

**Email campaigns:** event invitation and email promotion

**Partner thank you** in Annual Impact Report

**Promotion in our communications** to participants

**CHAMPION**  
\$10,000

Logo & Link

3+ Featured



Logo

**ALLY**  
\$5,000

Logo

3



Logo

**FRIEND**  
\$2,500

Name

2



Name

**SUPPORTER**  
\$1,500

Name

1



Name

## Virtual Event

Sponsor thank you screen

Thanked by CEO in opening comments

Special Q&A with Tiffany Shlain

Dedicated screen ad during event

Logo



Logo



Name



Name



## Additional Recognition & Opportunities

**Blog post** highlighting your work in the community

**Personalized volunteer opportunities** for employees

**Wellness Class** tailored to your employees' needs with local subject matter expert



# Sponsorship Commitment Form

Please complete and return by: **March 21, 2022**  
to secure all sponsorship benefits.



## Contact Information

Company Name: \_\_\_\_\_ (as it should be listed on promotional materials)

Contact Person's Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Level

My company will support Bay Area Cancer Connections' Spring Benefit at the level of:

- ☐ **Champion** | \$10,000    ☐ **Ally** | \$5,000    ☐ **Friend** | \$2,500    ☐ **Supporter** | \$1,500
- ☐ Please contact me to discuss other sponsorship or partnership opportunities

## Payment Information

☐ **Check enclosed** (check made out to Bay Area Cancer Connections)

☐ **Credit Card** (circle one)    **VISA**    **MASTERCARD**    **AMEX**

CC Number: \_\_\_\_\_ Exp. Date (mm/yy) \_\_\_\_\_

Amount of Charge: \$ \_\_\_\_\_ Billing Zip: \_\_\_\_\_ CCV #: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Bay Area Cancer Connections**  
bayareacancer.org

Contact: Stephanie Twerdahl, Director of Philanthropy  
stephanie@bayareacancer.org or 650-326-6299, ext. 18

Bay Area Cancer Connections is a 501(c)3 non-profit tax ID number 77-0417605