

**WALK TO END  
BLADDER CANCER**

**NO ONE WALKS ALONE**

# **Spring 2022 Walk To End Bladder Cancer National and Regional Sponsorship Prospectus**



## **About the Bladder Cancer Advocacy Network**

The Bladder Cancer Advocacy Network's (BCAN) mission is to increase public awareness about bladder cancer, advance bladder cancer research, and provide educational and support services for the bladder cancer community.

Funds generated through BCAN's Walk to End Bladder Cancer support programs, initiatives and other mission programs and resources such as Survivor 2 Survivor, the Bladder Cancer Basics Handbook, Bladder Cancer Matters Podcast and Patient Insight Webinars. With your help, BCAN provides hope for those impacted by this life changing disease. Your support provides the opportunity to change the state of bladder cancer in the United States and around the world.



National and regional walk sponsorship opportunities are available for the 2022 Walk to End Bladder Cancer. Each sponsorship level includes virtual walk and in-person walk benefits. Opportunities are available in five regions: Northeast, Mid-Atlantic, Southern, Mid-West and West Coast (See map on page 5).

## BCAN WALK TO END BLADDER CANCER

BCAN has been organizing and hosting Walks to End Bladder for over a decade. These nationwide events have included thousands of walkers in 47 states and have raised more than \$5 million toward BCAN's vital programs and services.

We expect to have our 2022 Walk broadcast on Saturday, May 7, and in-person walk events in select cities throughout the month of May.

### Objectives

- 1 Increase awareness of bladder cancer in the US;
- 2 Build a community of individuals impacted by or interested in bladder cancer;
- 3 Raise funds to support BCAN's vital work to offer educational and support programs, advance bladder cancer research, and serve more bladder cancer patients and their families;
- 4 Increase the national visibility of BCAN – the organization and its free resources for bladder cancer patients and caregivers.

## KNOW THE FACTS

- Bladder cancer is one of the **most commonly diagnosed cancer** in the United States – **4th** among men and **9th** among women.
- Bladder cancer has a **50% - 80%** recurrence rate.
- This year, more than **83,000** people will be diagnosed and **17,000** will die from the disease.
- Approximately **723,000 people** live with bladder cancer in the United States.
- **Women** are more likely to be diagnosed with bladder cancer later and have **worse outcomes** than men at almost every stage of the disease.



## 2022 NATIONAL SPONSORSHIP LEVELS, COSTS & BENEFITS

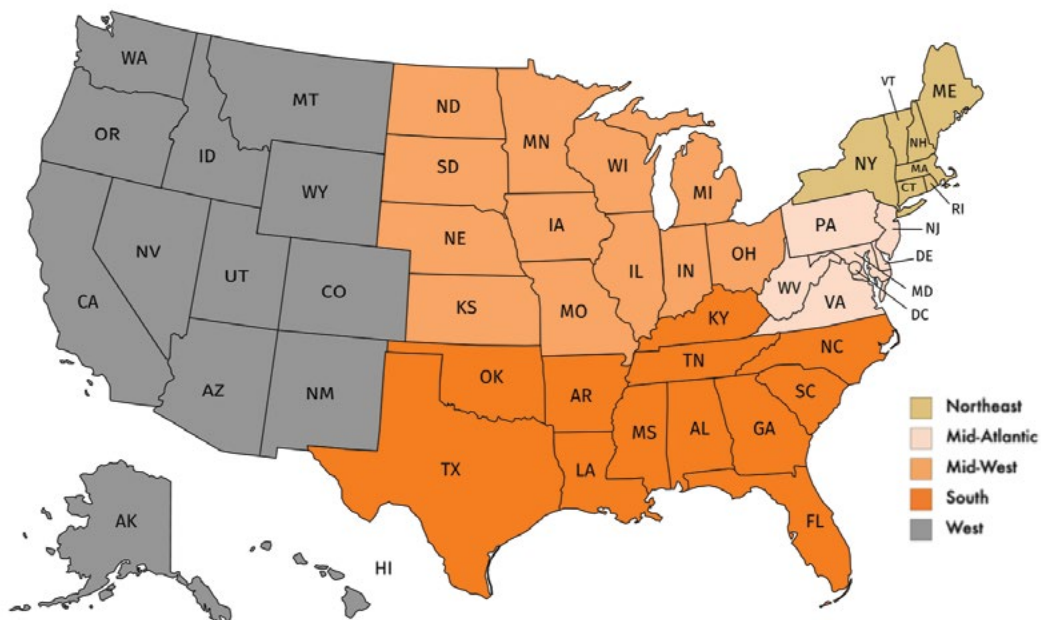
NATIONAL SPONSORSHIP LEVELS Annual Sponsorship Investment	Presenting \$100,000	Leadership \$50,000	Patron \$25,000
<b>Walk Event Exposure</b>			
Opportunity for sponsor to provide a welcome message (written or via video) to be shown in the Walk with BCAN app	X		
Company name/logo featured on the Walk with BCAN app	X	X	
Complimentary walk registrations with walk t-shirts for each registrant	40	30	20
Opportunity for a company representative to speak/say why they're sponsoring the walk via recorded video for inclusion in the virtual nationwide.	1 minute	:45 seconds	:30 seconds
Company mention during in-person and virtual walks	X	X	X
Opportunity for company representative to speak in person on walk day (location TBD by BCAN)	5	3	1
Table to distribute company literature, giveaways, special offers, etc.	9	6	3
<b>Media &amp; Promotion</b>			
Recognition in walk promotional emails sent to participants	X		
Company mention/spotlight on BCAN social media	X	X	X
<b>Brand Exposure</b>			
Company logo on walk promotional materials (i.e., walk flyer)	X		
Company logo on walk event t-shirts	X	X	X
Company logo and hyperlink prominently displayed on walk website	X	Logo only	Logo only

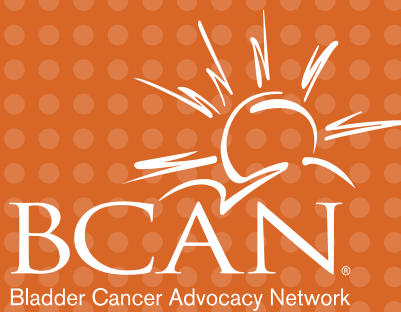
For more information please contact  
**Rebecca Yannopoulos, Senior Walk Manager,**  
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# 2022 REGIONAL SPONSORSHIP LEVELS, COSTS & BENEFITS

REGIONAL SPONSORSHIP LEVELS Annual Sponsorship Investment	Regional Presenting \$15,000	Champion \$10,000	Leadership \$5,000	Patron \$2,500
<b>Walk Event Exposure</b>				
Opportunity for a company representative to speak/say why they're sponsoring the walk via video to be shown during the national virtual walk broadcast	1 minute	45 seconds	30 seconds	15 seconds
	AND	AND	OR	OR
Opportunity to have a table at your local walk – where applicable.	X	X	X	X
Walk registrations with complimentary walk t-shirt	10	7	5	3
Company mention during national virtual broadcast via slide and during region in-person walk events	X	X	X	X
<b>Promotion &amp; Brand Exposure</b>				
Logo recognition and company information listed on Walk with BCAN app for specific region	X			
Company mention/spotlight on BCAN social media	X	X		
Company logo on regional walk event t-shirt	X	X	X	X
Company logo and hyperlink on walk website	X	X	Logo only	Logo only

## 2022 WALK TO END BLADDER CANCER REGIONS





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[www.bcan.org](http://www.bcan.org)

[www.bcanwalk.org](http://www.bcanwalk.org)