



# WHY SPONSOR US

## THE VALUE OF YOUR SPONSORSHIP

**Your support matters.** This year, nearly 90,000 adolescents and young adults (AYAs) in the United States will hear the words, "You have cancer." That's 1 young person every 6 minutes whose life is interrupted by this dreaded disease. With your help, our vital peer programs will remain free of charge. Together, we're addressing the unique challenges of AYA cancer: isolation, loss of independence, family planning concerns, financial toxicity, education/career interruption, mental health struggles, and more.

### → TARGETED EXPOSURE

Align your brand with our three signature community fundraisers. Your business benefits from repeated, high-value visibility from hundreds of engaged attendees throughout the year.

### → MULTI-CHANNEL PROMOTION

Showcase your commitment across multiple platforms. Our reach: 8.1K Facebook followers, 10K engagements, 2.1K Instagram followers, 15.4K annual website activity, 3.2K email subscribers.

### → ENGAGEMENT OPPORTUNITIES

Deepen your brand goodwill with invitations to our press events, signature fundraising events, and Sponsor Coffee Hour. Join other community leaders and see our mission in action.

### → PARTNER WITH PURPOSE

By supporting 13thirty Cancer Connect, you become part of a 25-year legacy of leadership. It's an investment you'll feel proud of, with lasting impact for young people in your community.



25th Year  
*Silver Sponsor*

### → \$2,500+ | The Benefits

Before she died, Melissa asked her mom to use what she had learned, to "make a difference, to make things better." Lauren's response was simple, "I promise." As we celebrate 25 years of making a difference for teens and young adults with cancer, your support as a **25th Year Silver Sponsor** will help us continue keeping that promise!

- Logo & link: 13thirty.org, fundraiser webpages, and email campaigns
- Logo: printed summer newsletter & all fundraiser signage
- Company banner/signage and verbal recognition at all fundraisers
- 2 tickets to Sometimes, You Just Gotta Laugh™
- 2 tickets to Journeys, 25th Annual Celebration of Living
- Sponsor Coffee Hour Networking Events





## FUNDRAISING EVENTS

Be Seen. Be Valued. Be Impactful.

### Sometimes, You Just Gotta Laugh!™

*Rochester + Syracuse*

#### Stand-Up Comedy Shows

Cancer elicits fear, anxiety, and shock for our teens and young adults. Using comedy, they are changing the narrative! With original sets derived from their own cancer experience, our members keep audiences laughing about a topic that's anything but funny!

→ **At a Glance** 6 WILDLY-SUCCESSFUL SHOWS TO DATE; 1,500+ REACHED SINCE 2022



Comedy @ The Carlson

### Courtney's Court Challenge

*Rochester + Syracuse*

#### Memorial Tennis Event

Since 2021, this has become a summer milestone on the Upstate NY tennis calendar, and is dedicated to our beloved 13thirty member and Pittsford Mendon/Alfred University tennis team alumna, Courtney Ferrara Wilhelm, who died in 2022.

→ **At a Glance** 3X EXPOSURE: SYR EVENT (5.17), ROC HAPPY HOUR (6.4), ROC EVENT (6.7)



### Journeys

#### 25th Annual Celebration of Living | Saturday, October 10, 2026

Journeys is a celebration of resilience, community, and connection for hundreds of dedicated supporters, as well as our members who, with their families, attend free of charge as our guests. This year's Journeys will be especially meaningful as we celebrate our 25th year!

→ **At a Glance** 300+ ATTENDEES; A POWERFUL, PURPOSE-DRIVEN EXPERIENCE



#### → Believer

- Featured on 13thirty.org Sponsors page
- Name featured in printed Summer Newsletter
- Name featured in email campaigns
- Name featured on fundraiser signage
- Name featured on fundraiser webpage
- Verbal recognition at fundraisers

—  
\$1,000+

#### → Dreamer

- Featured on 13thirty.org Corporate Sponsors page
- Name featured in printed Summer Newsletter
- Name featured on fundraiser signage
- Name featured on fundraiser webpage
- Verbal recognition at fundraisers

—  
\$500+

#### → Builder

- Featured on 13thirty.org Corporate Sponsors page
- Name featured in printed Summer Newsletter
- Name featured on fundraiser signage
- Name featured on fundraiser webpage

—  
\$250+