

SPONSORSHIP OPPORTUNITIES

GROW & GIVE TO ZERO OUT PROSTATE CANCER

ZERO Prostate Cancer is the leading patient education and advocacy organization taking action to zero out prostate cancer.

Grow & Give is a nationwide campaign that raises awareness of the cause and financial resources to fuel ZERO's patient support programs, health equity initiatives, and advance treatment research. Sponsoring the campaign shows your company's commitment to patient support and saving lives.

Across the country, corporations, first-responder agencies, and community organizations form teams. In November, participants grow beards and mustaches or wear sticky staches to raise prostate cancer awareness and encourage men to get screened. Some are so bold in their commitment that they dye their beards blue, add blue hair extensions, or even attempt a competitive beard look.

Sponsorship opportunities include brand recognition in conjunction with ZERO's Uncensored Podcast, Grow & Give social media contests, and Paul's Grow & Give Challenge. Keep reading to learn more!

Let's meet to discuss your company's goals and how we can partner to ZERO out prostate cancer. Contact us at beards@zerocancer.org or call 202-344-9058.



ZERO[®]
PROSTATE CANCER

ZEROCANCER.ORG/GROW

CONTESTS

GROW & GIVE

TO ZERO OUT PROSTATE CANCER

On November 1, ZERO will launch our Grow & Give Contests. One contest is geared towards men and showcasing facial hair. Another is geared towards women and highlights their “bold for blue” efforts with blue hair, manicures, and clothing challenges. A third category will highlight team efforts.

Throughout the month, Grow & Give participants will post their photos on social media using the hashtag #zeroprostatecancer. ZERO will reshare those photos and at the end of November, we’ll celebrate the winners from each category.



Pricing

• \$10K

– Receive brand recognition in conjunction with ZERO’s social social media posts, the ZERO Blog, and the ZEROHour Newsletter reaching a combined audience of 273,000+ individuals.

• \$25K

- In addition to the above benefits, add a LIVE stream component to include an “awards show” that will reveal the contest winners.
- The LIVE show will broadcast on Facebook, YouTube and zerocancer.org reaching 45,000 followers.
- The LIVE show include interviews with guests who have compelling stories that connect their Grow & Give efforts with our mission to zero out prostate cancer.

ZERO’s robust **Social Media** platforms engage thousands of followers with creative content on a daily basis.



42,000+
FANS ON FACEBOOK



5,000+
CONNECTIONS



3200+
FOLLOWERS



3500+
SUBSCRIBERS

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PAUL'S GROW & GIVE CHALLENGE

GROW & GIVE TO ZERO OUT PROSTATE CANCER

Paul Kennedy is a national beard contest winner and a social media influencer. He's also a prostate cancer survivor and ZERO Champion who is eager to use his experience and influence to educate people about prostate cancer and the importance of early detection.

Partner with ZERO and Paul and gain brand recognition as Paul's Grow & Give Challenge sponsor throughout the campaign. Paul will showcase his process for turning his beard into attention-grabbing designs and motivate his 20,000+ fans on Instagram and TikTok to give it a try, too! He'll show us how to make a blue ribbon beard for the prostate cancer cause and invite his followers to challenge him to a new design.

Throughout November, Paul's videos will be entertaining to watch and attract viewers, but will also include facts about prostate cancer and the importance of annual screenings and early detection.



Pricing

• \$15K

– Brand recognition on ZERO social media posts, the ZERO Blog, ZEROHour Newsletter reaching a combined audience of 273,000 individuals plus Paul's 20,000+ TikTok and Instagram fans.

• \$25K

– In addition to the above benefits, arrange a special "Growing Tuesday" (aka Giving Tuesday Grow & Give style) donation match to the campaign. This will encourage fundraisers as well as donors to give generously to the cause in support of patients and amplify your brand recognition across email and social media channels.



The **Journey to ZERO** blog has more than 140,000 webpage views.

The **ZEROHour** monthly e-newsletter has more than 80,000 subscribers.

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PODCAST

GROW & GIVE TO ZERO OUT PROSTATE CANCER

Sponsor ZERO's award-winning podcast: ZERO Prostate Cancer Uncensored and reach more than 12,000 listeners ZERO will produce a two-part podcast series about Grow & Give and its impact on the cause including:

1. What is Grow & Give?

- Meet some of our most amazing Grow & Give participants. Hear from prostate cancer patients, caregivers, and medical providers about why they grow and give every year to save lives.

2. Team Impact

- Meet the captains who are leading their team's involvement in Grow & Give. Hear from corporate leaders and first-responder agencies on why they love to set down their razors to boost team morale, get creative with celebrity doppelganger photos, and make a bold impact on the cause.



Pricing

• \$25K

- Brand recognition attached to both **AUDIO** podcasts as well as social media posts reaching 66,000 impressions.

• \$35K

- Brand recognition attached to both **AUDIO** and **VIDEO** formats for the podcast episodes. Expanding reach to 30,400 impressions for video podcasts and 12,173 all-time plays for audio podcasts.



Prostate Cancer Uncensored currently has more than 12K plays and is available on Spotify, Apple Podcasts, Castbox, Google Podcasts, Overcast, Pocketcasts, PodBean, RadioPublic, Stitcher, and TuneIn.

Sponsorship Commitment Form

We appreciate your support! Please complete the below form to acknowledge your sponsorship. Clearly print your name and information exactly as it should appear on promotional materials.

Corporate logos must be submitted in an .eps vector-based graphic format **ONLY** and/or hi-resolution jpg (min 300 dpi) to beards@zerocancer.org.

ZERO Prostate Cancer is a registered 501(c)(3) organization (Tax ID: 59-3400922).

Company Name: _____

Company Website: _____

Contact Name: _____

Email: _____

Contact Address: _____

City: _____ **State:** _____

Zip: _____ **Phone:** _____

Select Level of Commitment: **CONTESTS** **CHALLENGE** **PODCASTS**

Signature: _____ **Date:** _____

Send commitment form to:

Shawn K. Supers

202-344-9058

Shawn@zerocancer.org



Please make checks payable to:
ZERO Prostate Cancer



Mail to: 201 N. Union St., Mailbox 110
Alexandria, VA 22314