



LIVING BEYOND
BREAST CANCER®

Thriving Together: Conference on Metastatic Breast Cancer

Sponsorship Benefits

April 19–21, 2024

Hilton Philadelphia at Penn's Landing



“This conference changed my life in 2022. It’s the best thing that happened to me because I now face my illness with renewed confidence about my future wellness and management of my side effects.”

—2022 Attendee



2023 Thriving Together BY THE NUMBERS

Who

976 registrants
348 in person + 628 virtually

49 states
including Puerto Rico
and Washington D.C. and
12 countries

78% attendees
identified as being diagnosed
with metastatic breast cancer

- 10% Caregivers
- 5% Healthcare providers

60% White, non-Hispanic
11% Black or African American
5.4% Hispanic or Latina
2.4% Asian or Pacific Islander

Engagement

14
live sessions presented

48 minutes
average watch time for
live sessions, exceeding
the industry standard by
over 15%*

Over 1,600
chat messages sent during
live sessions

845
virtual connections made
via the conference app

BENEFITS	PRESENTING \$100,000	LEADERSHIP \$75,000	TITLE \$50,000	SIGNATURE \$25,000	BENEFACTOR \$15,000	SUPPORTER \$10,000	FRIEND \$5,000
Print invitation recognition <i>mailed to approx. ~14k patients and HCPs</i>	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Email recognition <i>~6 messages sent during campaign period to ~18k patients and HCPs</i>	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Recognition on event listing page <i>~30k views and 115k event counts for 2023</i>	Clickable Logo	Clickable Logo	Clickable Logo	Logo	Listing	Listing	Listing
Recognition on lbcc.org <i>Partners & Sponsors page</i>	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Conference passes	6	4	3	3	2	1	N/A
Exhibition hall	Exhibit booth and two exhibitor reps with preferred placement	Exhibit booth and two exhibitor reps with preferred placement	Exhibit booth and two exhibitor reps with preferred placement	Exhibit table and two exhibitor reps with preferred placement	Exhibit table and two exhibitor reps	Exhibit table and two exhibitor reps	Exhibit table and two exhibitor reps
Onsite recognition	<ul style="list-style-type: none"> • Logo on attendee totebag • Logo on event signage • Logo in event program 	<ul style="list-style-type: none"> • Logo on event signage • Logo in event program 	<ul style="list-style-type: none"> • Logo on event signage • Logo in event program 	<ul style="list-style-type: none"> • Logo on event signage • Logo in event program 	<ul style="list-style-type: none"> • Logo on event signage • Logo in event program 	<ul style="list-style-type: none"> • Logo on event signage • Logo in event program 	<ul style="list-style-type: none"> • Listing in event program • Exhibit table and two exhibitor reps
Special activity sponsorship opportunities	Included in your package. Choose one activity from list below.	Enhance your sponsorship by adding an activity from list below (optional).	Enhance your sponsorship by adding an activity from list below.	Enhance your sponsorship by adding an activity from list below.	Enhance your sponsorship by adding an activity from list below.	Enhance your sponsorship by adding an activity from list below.	Enhance your sponsorship by adding an activity from list below.
Social media mentions	3	2	1	Enhance your sponsorship package with one of these unique opportunities <ul style="list-style-type: none"> • Relaxation room (sold) • Shared Voices Patient Panel (sold) • Caregiver workshop & networking event (\$10,000) • Thriver photo booth (\$5,000) • Sound bath wellness activity (\$5,000) • Saturday night social event (\$5,000) 			
From the stage	<ul style="list-style-type: none"> • Welcome attendees w/ live or recorded message (max ~60 sec) • Verbal acknowledgement by LBBC • Logo included on livestream broadcasts 	<ul style="list-style-type: none"> • Welcome attendees w/ live or recorded message (max ~30 sec) • Verbal acknowledgement by LBBC • Logo included on livestream broadcasts 	<ul style="list-style-type: none"> • Verbal acknowledgement by LBBC • Logo included on livestream broadcasts 				



Presenting

SPONSOR | \$100,000

**Welcome message to
conference attendees**

- Welcome conference attendees w/ live or recorded message (max ~60 sec)
- 6 conference passes to full conference weekend including sessions, meals, and networking events
- Exclusive recognition on conference tote bag
- Exhibit booth with preferred placement and two exhibitor reps
- 3 social media mentions. Our team will work with your team to develop messaging and timing.
- Verbal acknowledgement from the conference stage
- Top logo placement in event communications including printed invitation, emails, and online event listing
- Top logo placement on session broadcasts, onsite event signage, and in event program
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Choose a special activity to add to your sponsorship package. See grid sheet.



Leadership

SPONSOR | \$75,000

**4 conference passes to
conference weekend**

- Welcome conference attendees w/ live or recorded message (max ~30 sec)
- 4 conference passes to full conference weekend including sessions, meals, and networking events
- Exhibit booth with preferred placement and two exhibitor reps
- 2 social media mentions. Our team will work with your team to develop messaging and timing.
- Verbal acknowledgement from the conference stage
- Logo included in event communications including printed invitation, emails, and online event listing
- Logo included on session broadcasts, onsite event signage, and in event program.
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Opportunity to customize sponsorship package with special activities. See grid sheet.



Title

SPONSOR | \$50,000

**Verbal acknowledgement
from the conference stage**

- 3 conference passes to full conference weekend including sessions, meals, and networking events
- Exhibit booth with preferred placement and two exhibitor reps
- 1 social media mention
- Verbal acknowledgement from the conference stage
- Logo included in event communications including printed invitation, emails, and online event listing
- Logo included on session broadcasts, onsite event signage, and in event program.
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Opportunity to customize sponsorship package with special activities. See grid sheet.



Signature

SPONSOR | \$25,000

**3 conference passes to
conference weekend**

- 3 conference passes to full conference weekend including sessions, meals, and networking events
- Exhibit booth with preferred placement and two exhibitor reps
- Logo included in event communications including printed invitation, emails, and online event listing
- Logo included on session broadcasts, onsite event signage, and in event program.
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Opportunity to customize sponsorship package with special activities. See grid sheet.



Benefactor

SPONSOR | \$15,000

- 2 conference passes to full conference weekend including sessions, meals, and networking events
- Exhibit booth and two exhibitor reps
- Text listing included in event communications including printed invitation, emails, and online event listing
- Text listing included on session broadcasts, onsite event signage, and in event program.
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Opportunity to customize sponsorship package with special activities. See grid sheet.



Supporter

SPONSOR | \$10,000

- 1 conference passes to full conference weekend including sessions, meals, and networking events
- Exhibit booth and two exhibitor reps
- Text listing included in event communications including printed invitation, emails, and online event listing
- Text listing included on session broadcasts, onsite event signage, and in event program.
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Opportunity to customize sponsorship package with special activities. See grid sheet.



Friend

SPONSOR | \$5,000

- Exhibit booth and two exhibitor reps
- Text listing included in event communications including printed invitation, emails, and online event listing
- Text listing included on session broadcasts, onsite event signage, and in event program
- 12-month recognition on lbcc.org [Partners & Sponsors](#) page
- Opportunity to customize sponsorship package with special activities. See grid sheet.

Thank you!

SHEHZIN TIETJEN

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