

Turn awareness into action

BREAST CANCER AWARENESS MONTH 2026

Every October, companies have an opportunity to do more than raise awareness. You can create meaningful experiences for customers and employees while providing trusted information and support for people impacted by breast cancer.

Living Beyond Breast Cancer helps organizations build authentic Breast Cancer Awareness Month campaigns that align with their brand, engage their audiences, and make a measurable impact.



**REAL PEOPLE. REAL SUPPORT.
REAL IMPACT.**

Why partner with LBBC?

Trusted nonprofit

Strong accountability, transparency, and mission credibility.

National reach

2 million+ reached via digital campaigns, education, & community engagement.

Authentic stories

Community-centered content grounded in lived experience.

Flexible partnerships

Campaigns shaped around your goals, audience, and brand voice.

Meaningful impact

Support connects people to trusted information, community, and practical help.

How your company can participate

Brand partnerships

Engage customers

- Percentage-of-sales campaigns
- Round-up at register
- Limited-edition products
- Co-branded merchandise
- Shop-to-support campaigns

Workplace engagement

Engage employees

- Employee giving and matching gifts
- Wellness or team challenges
- Lunch & learn programs
- Walks and peer fundraising
- Employee education

Corporate giving

Invest in impact

- Sponsor BCAM
- Support educational resources
- Fund patient programs
- Advance awareness campaigns
- Make a mission investment

A more meaningful approach to BCAM

Center the people impacted by breast cancer while giving customers and employees a clear way to participate.



We make it easy

LBBC provides practical guidance and ready-to-use resources that help your team launch a polished, credible campaign without starting from scratch.



Campaign support includes:

Campaign toolkit

- social posts
- email copy
- flyers
- employee communications
- and other digital assets

Breast health resources

- breast cancer statistics
- community stories
- breast cancer risk factors
- newly diagnosed resources
- how to support someone diagnosed with breast cancer

Customized support

Depending on the scope of the campaign, LBBC can develop content, activation concepts, branded materials, educational experiences, and enhanced reporting tailored to your goals.

Every partner receives

A meaningful foundation designed to make participation credible, useful, and easy to activate.

Recognition and impact

- Recognition as an official LBBC BCAM partner
- Campaign toolkit
- Breast health facts, stories, and resource links
- Clear contacts, approvals, and production support



Let's build something meaningful together

Create an authentic campaign that helps people impacted by breast cancer move forward with confidence.

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Partnership levels

Benefits deepen as the scope of the relationship grows. Each level builds on the common partnership foundation and can be shaped around shared goals, audience needs, channels, budget, and capacity.

up to \$9,999

Movement partner

Join the effort and equip your customers and employees with trusted resources.

- Official BCAM partner recognition
- Personalized brand partner or fundraising webpage if applicable
- Ready-to-use campaign toolkit
- Breast health and support resources

\$10,000–\$24,999

Impact partner

Engage customers and employees through meaningful participation.

Everything included at Movement level, plus

- Email newsletter inclusion
- Reshare of at least one social media post on LBBC Instagram and/or Facebook.
- Campaign impact report

\$25,000–\$49,999

Leadership partner

Amplify community stories and connect your campaign across channels.

Everything included at Impact level, plus

- Email newsletter promotion
- One organic social media post on LBBC social channel
- Enhanced impact reporting

\$50,000–\$99,999

Champion partner

Help shape a customized campaign with deeper content and engagement.

Everything included at Leadership level, plus

- Integrated campaign presence
- Dedicated email feature
- Paid media inclusion (when appropriate)

\$100,000+

Visionary partner

Build a signature partnership capable of creating substantial impact.

Everything included at Champion level, plus

- Highly customized campaign strategy
- Priority integration across channels
- Custom content or community activation
- Executive thought leadership



Final benefits and commitments are confirmed in an approved proposal and fulfillment plan. LBBC will work with you to create a partnership aligned with your goals, audience, and budget.

Ready to explore the right fit?

Start with your goals. We will help shape a credible, audience-relevant campaign.

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AT-A-GLANCE COMPARISON

How partnership benefits expand

This comparison shows the typical progression of support and collaboration. Specific benefits are tailored and confirmed based on campaign scope.

Benefit	Movement	Impact	Leadership	Champion	Visionary
Official BCAM partner recognition	✓	✓	✓	✓	✓
Personalized webpage	✓	✓	✓	✓	✓
Campaign toolkit	✓	✓	✓	✓	✓
Breast health and support resources	✓	✓	✓	✓	✓
Organic social recognition	As appropriate	Reshare	Dedicated post	Robust	Priority
Email promotion	—	Newsletter Inclusion	Newsletter promotion	Targeted	Priority
Paid media activation	—	—	Included	Featured	Dedicated
Custom content or community activation	—	—	Limited	Expanded	Custom
Employee or community engagement	Resources	Options	Expanded	Custom	Signature
Reporting and stewardship	Campaign summary	Campaign summary	Impact summary	Expanded	Detailed

Extend your impact beyond October

Built around shared goals

Selected opportunities can deepen the relationship, support year-round education, and connect your company with audiences in useful, credible ways.

- Sponsored educational article or resource
- Longer-term content sponsorship
- Educational or community video-series sponsorship
- Employee education or engagement experience

Availability and fit

Opportunities are developed based on shared goals, editorial fit, audience needs, timing, budget, approvals, and available capacity.

Let's build something meaningful together

Schedule a conversation to explore a partnership that turns awareness into action.

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