

TWIST OUT CANCER PRESENTS

An abstract painting featuring stylized trees with black outlines and colorful foliage in shades of red, blue, green, and yellow. The background is a mix of blue, purple, and green with vertical streaks of paint. In the top right corner, there is a grid of white dots on a green background.

Brushes with Cancer Fall 2024
Sponsorship Guide



INTRODUCTION

Twist Out Cancer provides psychosocial support to individuals touched by cancer through creative arts programming. What started in 2012 as a small grassroots online community has evolved into an international non-profit that has touched hundreds of thousands of people around the world through our community-wide programming which is designed for previvors, survivors, caregivers, supporters and artists.

Your sponsorship is critical to this growth, and we thank you for your consideration. Program sponsors will be recognized as sponsors of the Brushes With Cancer program and/or Twistshops on print signage and online platforms. Twist Out Cancer relies solely on charitable contributions to sustain our free and public programs. Participants are welcome year round and our community is global.





BRUSHES WITH CANCER

Brushes With Cancer matches individuals touched by cancer (Inspirations) with Artists to create a unique piece of artwork that reflects their personal journey with cancer. As we head into our second decade, we are intentionally hosting more programs to allow more participants to benefit from this transformative experience. Connections over the past decade continue to be strong and our Brushes with Cancer program offers healing for anyone touched by cancer.

The Brushes with Cancer Fall 2024 program will take place on Sunday, October 27th from 4:00-8:00 pm in Philadelphia. The art will be on display and up for auction with proceeds going to further Twist Out Cancer's mission and work. In order for us to make this program free for our participants we rely on the generosity of our sponsors.





SPONSORSHIP LEVELS

\$25,000 Title Sponsorship

Our Title Sponsor will receive naming rights to one public program for the year (e.g. Brushes With Cancer Program Presented by Your Name/Business) and numerous customizable benefits including:

- Title sponsor inclusion on all Open Brushes With Cancer programs and event print and digital collateral.
- Exclusive guest blog featuring you/your business with a distribution of nearly 6000 subscribers; this will be developed in partnership with Twist Out Cancer communications staff.
- Three dedicated social media posts across channels highlighting individual/business.
- A copy of [A Brush with Cancer](#)
- Recognition on all printed Artist/Inspiration Statements on site at corresponding Art Exhibit
- Recognition at the corresponding Brushes With Cancer opening reception(s).
- One table, or ten tickets to the corresponding exhibition opening reception(s).
- Six tickets to the end of year Twist Out Cancer Gala.





SPONSORSHIP LEVELS

\$10,000 Champion Sponsorship

This sponsorship underwrites the cost of 10 Inspiration and Artist pairs to participate in our Brushes with Cancer program (free to participants). Our Champion Sponsor will receive top logo/name exposure on program materials and a number of other customizable benefits listed below:

- Top sponsor recognition on corresponding Brushes With Cancer program print and digital collateral
- One dedicated guest blog featuring you/your business with a distribution of over 6,000 subscribers; this will be developed in partnership with Twist Out Cancer communications staff.
- Dedicated social media post highlighting individual/business.
- A copy of A Brush with Cancer book
- Recognition (logo or name) on 10 printed Artist/Inspiration Statements on site at Art Exhibit
- Top sponsorship recognition at the Brushes With Cancer exhibition opening reception.
- Tickets to the art exhibition opening reception(s) for up to a total of 8 guests.
- Two tickets to the end-of-year TOC gala.





SPONSORSHIP LEVELS

\$7,500 Match Sponsorship

This sponsorship underwrites the cost of 7 Inspiration and Artist pairs to participate in our Brushes with Cancer program (free to participants). Our Match Sponsor will receive:

- Recognition on Brushes With Cancer program print and digital collateral
- Dedicated social media post highlighting individual/business.
- Recognition (logo or name) on 7 printed Artist/Inspiration Statements on site at Art Exhibit
- Recognition at the Brushes With Cancer reception.
- Tickets to the art exhibition opening reception(s) for up to a total of 6 guests.

\$2,500 Connection Sponsorship

This sponsorship underwrites the cost of 2 Inspiration and Artist pairs to participate in our Brushes with Cancer program (free to participants). Our Connection Sponsor will receive:

- Recognition on Brushes With Cancer program print and digital collateral
- Dedicated social media post highlighting individual/business.
- Recognition (logo or name) on 2 printed Artist/Inspiration Statements on site at Art Exhibit
- Recognition at the Brushes With Cancer reception.
- Tickets to the art exhibition opening reception(s) for up to a total of 4 guests.





SPONSORSHIP LEVELS

\$500 Art Sponsorship

Connecting through art, whether in-person or virtually, is so critical to processing and healing from cancer. Each Art sponsorship helps support art supplies and shipping for the Brushes with Cancer program and also receives:

- Recognition on select Brushes With Cancer program print and digital collateral
- Art sponsorship recognition at one Brushes With Cancer art exhibition opening reception.
- One ticket to one art exhibition opening reception.

To Purchase Sponsorship and Tickets



Questions?

Contact Jenna Benn Shersher, Founder and CEO of Twist Out Cancer at
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