

ANNUAL SPONSORSHIP OPPORTUNITIES

NOTE: annual partnership = 1 year / 12 months from start date



Who is Breast Cancer Can Stick It!?

In 2010, April Samuels (a professional drummer out of Dallas, TX) was diagnosed with an aggressive form of breast cancer called triple negative. Immediately, she came up with "Breast Cancer Can Stick It!" to combine her passion for drumming with her passion for fighting breast cancer.

OUR MISSION

To drum up funds for treatment, research, trials, and mammograms through music-centric events that ROCK, to ultimately STICK IT to breast cancer.

TIP: Click on logos and underlined text throughout this deck to visit our website, get more info or jump directly to specific slides.



OUR HISTORY

- ★ 2010 - April diagnosed with TNBC, coins the slogan “Breast Cancer Can Stick It!” and begins selling t-shirts
- ★ 2013 - We are officially a 501(c)(3) and we hold our first celebrity drummer event
- ★ 2015 - Inaugural Drummathon raises \$13,000
- ★ 2016 - Breast Cancer Can Stick It! funds our first mammogram program with \$2,500
- ★ 2018 - Drummathon raises over \$50,000 for mammograms, research, and trials
- ★ 2020 - We reimagine how we communicate with our community and take Drummathon virtual, raising over \$50k
April’s scarred chest video goes viral on TikTok, reaching over 11M views in 24 hours
We create our first live broadcast, “The Beat Broadcast”
- ★ 2022 - Inaugural trip to Nashville to participate in the Music City Drum Show
- ★ 2023 - Celebrate our 10th anniversary, expand to add an advisory board and three committees
Recognized by BeyGOOD Foundation (founded by Beyoncé)
Hire our first and only paid employee
- ★ 2024 - April releases the book “Breast Cancer Can Stick It!” and we host our 10th annual Drummathon
We expand our events to host the inaugural “Beats & Eats” event
- ★ **2025 - Drummathon raises over \$70,000!**



PROGRAMS AND IMPACT

\$675,000 DONATED SINCE 2013!

The Breast Cancer Can Stick It! fundraising activities currently support the following programs/organizations:

Breast Cancer Research and Clinical Trials:

Baylor, Scott & White Charles A. Sammons Innovative Trials Center at Dallas

Baylor Impact Report

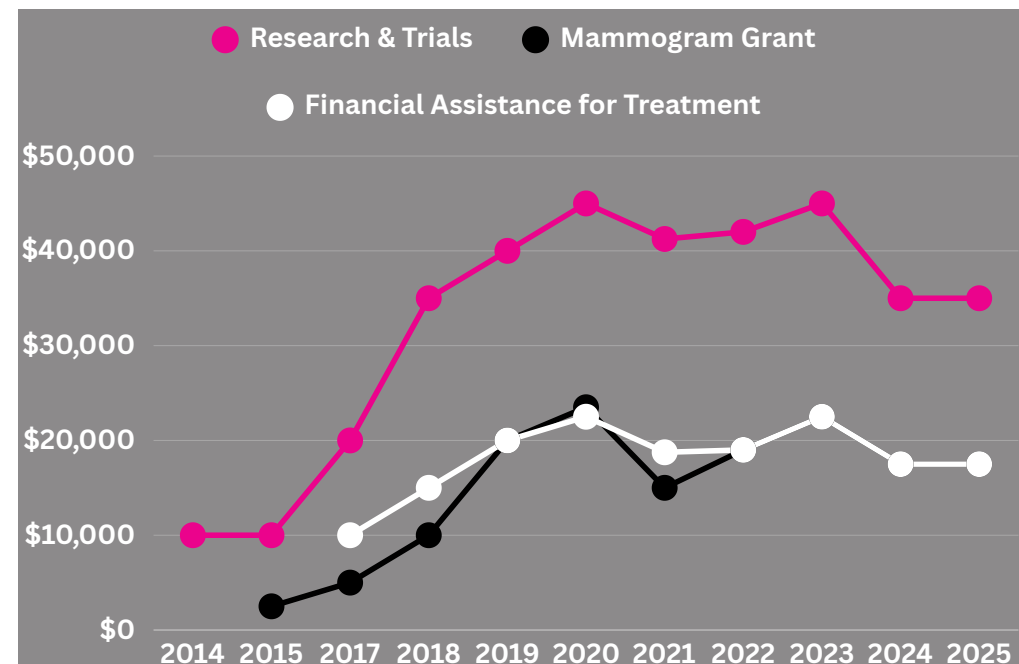
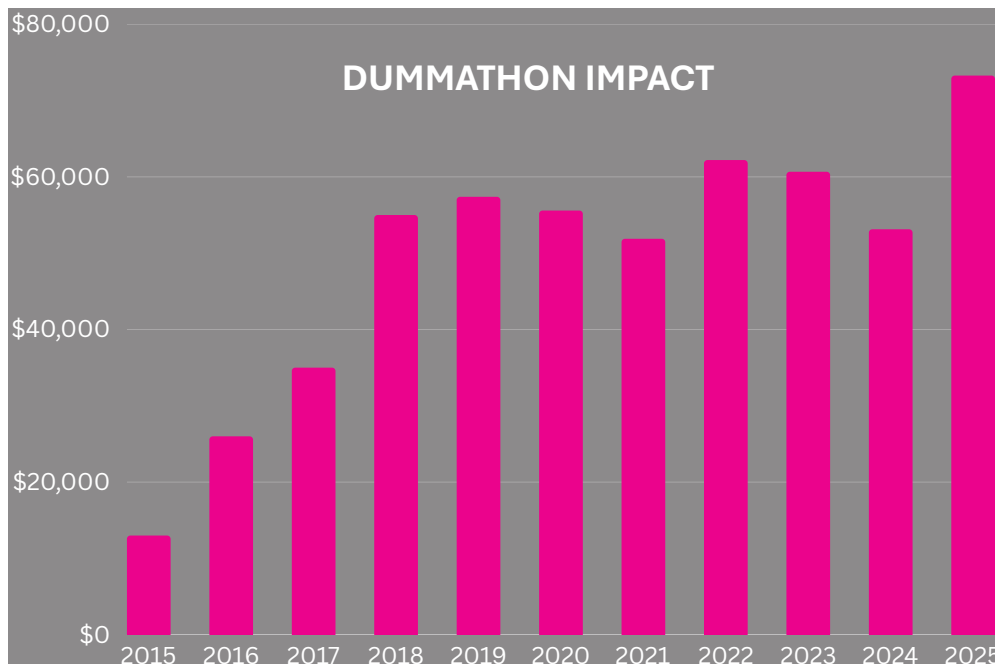
Mammograms for Uninsured and Under-insured Individuals:

Parkland Moody Center for Breast Health

Parkland Impact Report

Financial Assistance for Breast Cancer Treatment:

Dahlia's Breast Cancer Can Stick It! Fund at Parkland Moody Center for Breast Health



WHAT IS:

DRUMMATHON

DALLAS & NASHVILLE

Drummers, musicians, and friends come together from all over the world to raise funds through their own online fundraising page to fight against breast cancer. The day of the event features live music interspersed with drum solos, as well as solos by some of the top celebrity rock star drummers — with a chance to drum alongside the rock stars!



WHAT IS: BEATS & EATS

Join us for an afternoon of rhythm, resources, and renewal. Beats & Eats is a unique, complimentary event designed to bring together women musicians, industry professionals, and breast cancer survivors/warriors to connect and empower one another, all while educating the community.

GALA 2027 COMING SOON!

breastcancercanstickit.org | drummathon.org | partners@breastcancercanstickit.org





SPONSOR: TABLE OF CONTENTS

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ANNUAL SPONSORSHIPS:

DIAMOND

PLATINUM

GOLD

COMPARISON

EVENT SPONSORS:

LARGE EVENT

SMALL EVENT

COMPARISON

PRODUCT OR SERVICE SPONSOR

DIAMOND ANNUAL PARTNERSHIP: \$10,000 (2 AVAILABLE)

PRESENTING PARTNER ENGAGEMENT MODEL



Presenting Partner Status: Premier brand visibility and corporate tier integrated across primary foundation footprints.

- ★ **Activation Opportunities and Broadcast Exposure:** Event announcements as headlining sponsor(s) for Drummathon: "Sponsor Impact" moment & branded celebrity photo, sponsorship of celebrity meal featuring a branded logo item. Mentions on all Broadcasts and Podcasts.
- ★ **Digital Marketing Benefits:** Premium logo placement on our foundation and event websites, email blasts, and all promotional communications. Company featured in press releases and event video recaps, and custom social media posts. Your partnership will also be highlighted through a dedicated newsletter spotlight featuring a custom partner quote and your digital company business card.
- ★ **Onsite Marketing Opportunities:** Activation Space - vendor space at event, or logo on Drummathon stage sticks. Branded event item for gala and fundraiser goodie bag. Premium logo placement on step and repeat.
- ★ **Print Collateral:** Premium logo placement on event apparel and printed material. Opportunity to offer promo code on sponsor/promo flyer.
- ★ **Event Access:** 2 VIP tables at gala and large ad in program. Front table at Drummathon.
- ★ **Event Marketing and Branding Benefits:** Logo on flyer and all booths "event made possible by". Full permission to use event photos* in your marketing.
*Dropbox link provided
- ★ **Engagement Opportunities:** Drummathon stage announcement including survivor photo. Opportunity to speak from stage.
- ★ **Naming Rights and Promotion:** "[Company] Presents: Drummathon".
- ★ **Performance:** Rock Candy: The Official Breast Cancer Can Stick It! Band to perform one (2 hour) show for a company event. Restrictions apply.

To inquire about sponsorship, please email partners@breastcancercanstickit.org or call/text 972.977.9566



PLATINUM ANNUAL PARTNERSHIP: \$5000

SUPPORTING PARTNER ENGAGEMENT MODEL

Supporting Partner Status: High brand visibility and corporate tier integrated across primary foundation footprints

- ★ **Activation Opportunities and Broadcast Exposure:** Multiple event announcements, brand recognition during event and company celebrity photo opportunity. Monthly "The Beat" Podcast shout-outs.
- ★ **Digital Marketing Benefits:** Primary logo placement on our foundation and event websites, email blasts, and promotional communication. Company information included in newsletter, social media posts, and recognized in event video recaps.
- ★ **Onsite Marketing Opportunities:** Branded event item for gala and fundraiser goodie bag. Primary logo placement on step and repeat.
- ★ **Print Collateral:** Primary logo placement on event apparel and printed material. Opportunity to offer promo code on sponsor/promo flyer.
- ★ **Event Access:** 1 VIP table at gala and medium ad in program. Reserved seating at Drummathon.
- ★ **Event Marketing and Branding Benefits:** Logo at foundation event merch booths throughout the year. Full permission to use event photos* in your marketing.
*Dropbox link provided
- ★ **Engagement Opportunities:** Multiple stage announcements by event emcee.
- ★ **Naming Rights and Promotion:** Supporting Partner status.

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GOLD ANNUAL PARTNERSHIP: \$2500

STAGE SPONSOR ENGAGEMENT MODEL

Stage Partner Status: Top brand visibility and corporate tier integrated across primary foundation footprints

- ★ **Activation Opportunities and Broadcast Exposure:** Event announcement, brand recognition during event, and company celebrity photo opportunity. Quarterly "The Beat" Podcast shout-outs.
- ★ **Digital Marketing Benefits:** Logo on our foundation and event websites, email blasts, and promotional communication. Company recognized in newsletter, social media posts, and event video recaps.
- ★ **Onsite Marketing Opportunities:** Branded event item for gala and fundraiser goodie bag. Logo placement on step and repeat.
- ★ **Print Collateral:** Logo on event apparel and printed material. Opportunity to offer promo code on sponsor/promo flyer.
- ★ **Event Access:** 4 VIP tickets at gala and small ad in program. Reserved seating at Drummathon.
- ★ **Event Marketing and Branding Benefits:** Logo at all merch booths throughout the year. Full permission to use event photos* in your marketing.
*Dropbox link provided
- ★ **Engagement Opportunities:** Stage announcement by event emcee.
- ★ **Naming Rights and Promotion:** Stage Partner status.

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ANNUAL SPONSORSHIP BENEFITS: BREAST CANCER CAN STICK IT!

Benefit	Diamond: \$10,000 (2 available)	Platinum: \$5,000	Gold: \$2,500 / Hotel Sponsor
	Drummathon Presenting Sponsor	Supporting Sponsor	Stage Sponsor
Broadcast Exposure <small>*subject to online engagement rules</small>	Mentions on all Broadcasts and Podcasts	Monthly "The Beat" Podcast shout-outs	Quarterly "The Beat" Podcast shout-outs
Digital Marketing <small>*subject to online engagement rules</small>	Premium logo placement on our foundation and event websites, email blasts, and all promotional communications. Company featured in press releases and event video recaps, and custom social media posts. Your partnership will also be highlighted through a dedicated newsletter spotlight featuring a custom partner quote and your digital company business card.	Primary logo placement on our foundation and event websites, email blasts, and promotional communication. Company information included in newsletter, social media posts, and recognized in event video recaps.	Logo on our foundation and event websites, email blasts, and promotional communication. Company recognized in newsletter, social media posts, and event video recaps.
Foundation Reach	Newsletter: 2500 with 44% avg open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+	Newsletter: 2500 with 44% avg open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+	Newsletter: 2500 with 44% avg open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+
On Site Marketing Opportunities <small>*all applicable cities</small>	Activation Space - vendor space at event, or logo on Drummathon stage sticks. Branded event item for gala and fundraiser goodie bag. Premium logo placement on step and repeat.	Branded event item for gala and fundraiser goodie bag. Primary logo placement on step and repeat.	Branded event item for gala and fundraiser goodie bag. Logo placement on step and repeat.
Print Collateral	Premium logo placement on event apparel and printed material. Opportunity to offer promo code on sponsor/promo flyer.	Primary logo placement on event apparel and printed material. Opportunity to offer promo code on sponsor/promo flyer.	Logo on event apparel and printed material. Opportunity to offer promo code on sponsor/promo flyer.
*Performance	Rock Candy: The Official Breast Cancer Can Stick It! Band to perform one (2 hour) show for a company event. *Restrictions apply.		

ANNUAL SPONSORSHIP BENEFITS: EVENTS



Benefit Category	Diamond: \$10,000	Platinum: \$5,000	Gold: \$2,500 / Hotel Sponsor
	Drummathon Presenting Sponsor	Supporting Sponsor	Stage Sponsor
Access (All events)	2 VIP tables at gala and large ad in program. Front table at Drummathon.	1 VIP table at gala and medium ad in program. Reserved seating at Drummathon.	4 VIP tickets at gala and small ad in program. Reserved seating at Drummathon.
Branding and Marketing	Logo on flyer and all booths “event made possible by”. Full permission to use event photos* in your marketing. *Dropbox link provided	Logo at all merch booths throughout the year. Full permission to use event photos* in your marketing. *Dropbox link provided	Logo at foundation event merch booths throughout the year. Full permission to use event photos* in your marketing. *Dropbox link provided
Engagement Opportunities	Drummathon stage announcement including survivor photo. Opportunity to speak from stage.	Multiple stage announcements by event emcee.	Stage announcement by event emcee.
Impact Opportunities (All events)	Event announcements as headlining sponsor(s) for Drummathon: "Sponsor Impact" moment & branded celebrity photo, sponsorship of celebrity meal featuring a branded logo item.	Multiple event announcements, brand recognition during event and company celebrity photo opportunity.	Event announcement, brand recognition during event, and company celebrity photo opportunity.
Naming Rights and Promotion	"[Company] Presents: Drummathon"	Supporting Partner status	Stage Partner status



EVENT SPONSORSHIP: LARGE EVENT

Headliner: \$1000

Supporting Act: \$500

Large Event Partner Status: Focused large event presence and essential digital brand alignment.

- ★ **Activation Opportunities:** Warrior Wall signage, photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.
- ★ **Marketing Benefits and Promotional Material:** Logo on event apparel, step and repeat, and sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.
- ★ **Media Assets and Online Branding:** Company mentioned in celebrity announcements, website listing, event social media post (1), name/logo listed on event communication. Logo on event site or where event sponsors mentioned.
- ★ **Sponsor Placement and Brand Exposure:** Event-specific promotion as secondary sponsor (ex: "sponsored in part by" or "generous support from")

- ★ **Activation Opportunities:** Booth signage, photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.
- ★ **Marketing Benefits and Promotional Material:** Logo on event apparel and sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.
- ★ **Media Assets and Online Branding:** Website listing, name/logo listed on event communication. Logo on event site or where event sponsors mentioned.

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EVENT SPONSORSHIP: SMALL EVENT

All-Access: \$400

Fan Club: \$200

Small Event Partner Status: Focused small event presence and essential digital brand alignment.

- ★ **Activation Opportunities:** Photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.
- ★ **Marketing Benefits and Promotional Material:** Logo throughout event where we are able; sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.
- ★ **Media Assets and Online Branding:** Social media post; website listing. Logo on event site or where event sponsors mentioned.
- ★ **Sponsor Placement and Brand Exposure:** Event-specific promotion as secondary sponsor (ex: "sponsored in part by" or "generous support from")

- ★ **Activation Opportunities:** Photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.
- ★ **Marketing Benefits and Promotional Material:** Logo on sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.
- ★ **Media Assets and Online Branding:** Website listing. Logo on event site or where event sponsors mentioned.

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EVENT SPONSORSHIP BENEFITS: DETAIL COMPARISON



Benefit Category	Large Event Sponsor		Small Event Sponsor	
	Headliner: \$1000 (Food)	Supporting Act: \$500	All-Access: \$400	Fan Club: \$200
Foundation Reach	Newsletter: 2500 with 44% open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+	Newsletter: 2500 with 44% open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+	Newsletter: 2500 with 44% open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+	Newsletter: 2500 with 44% open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+
Impact Opportunities	Warrior Wall signage, photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.	Booth signage, photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.	Photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.	Photographer provided, potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), additional items for stage giveaways.
Marketing Opportunities & Collateral	Logo on event apparel, step and repeat, and sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.	Logo on event apparel and sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.	Logo throughout event where we are able; sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.	Logo on sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.
Media & Online Branding	Company mentioned in celebrity announcements, website listing, event social media post (1), name/logo listed on event communication. Logo on event site or where event sponsors mentioned.	Website listing, name/logo listed on event communication. Logo on event site or where event sponsors mentioned.	Social media post; website listing. Logo on event site or where event sponsors mentioned.	Website listing. Logo on event site or where event sponsors mentioned.
Naming Rights and Promotion	Event-specific promotion as secondary sponsor (ex: “sponsored in part by” or “generous support from”)		Event-specific promotion as secondary sponsor (ex: “sponsored in part by” or “generous support from”)	

PRODUCT OR SERVICE SPONSORSHIP BENEFITS: DETAIL COMPARISON



Benefit Category	Event: Product or Service Sponsorship	
	Soundcheck: \$500+	Encore: \$0-\$499
Foundation Reach	Newsletter: 2500 with 44% avg open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+	Newsletter: 2500 with 44% avg open rate Socials: FB (10k+), IG (3600+), YouTube (1000) Drummathon Attendees: 400-500+
Marketing Opportunities & Collateral	Premium logo placement on sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.	Logo on sponsor card in goodie bags. Opportunity to offer promo code on sponsor/promo flyer to be given out at events and fundraiser goodie bags.
Media & Online	Event promotion: website listing, event social media post , name/logo listed on event communication.	Event promotion: website listing, name/logo listed on event communication.
Engagement: Branding and Marketing	Logo on social media. *Special recognition for milestone product sponsors.	Logo on social media. *Special recognition for milestone product sponsors.
Impact: Opportunities	Potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), and additional items for stage giveaways.	Potential for media exposure, opportunity to provide item for drummer/fundraiser goodie bags (25), and additional items for stage giveaways.

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THANK YOU FOR YOUR CONSIDERATION!



"It's not about
saving breasts,
it's about
saving lives."

A handwritten signature in black ink, appearing to read 'JLS', is located to the left of the drum set image.



Brad Barton
Photography

"I very much appreciate the gift of a mammogram. I don't have a lot of money but have a lot of bills which I am unable to pay right now. I pray for you and what you have done for me."

-Mammogram recipient

"I came hoping to get a mammogram and was told I was an out of county patient, but there was some grant money available for me. I was so thankful for that news."

-Mammogram recipient

"Muchas Gracias. I have been sick and not working I am very thankful for all the help. Blessings to you!"

-Mammogram recipient

TOGETHER WE CAN "STICK IT" TO BREAST CANCER!

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breastcancercanstickit.org | drummathon.org | partners@breastcancercanstickit.org