



# Byrd Cancer Education & Advocacy Foundation

byrd.

Knowledge. Support. Empower

Dr. Nia Imani Bailey | President  
E: [nia@byrdcancerfoundation.org](mailto:nia@byrdcancerfoundation.org)  
P: 267-886-5471  
[www.byrdcancerfoundation.org](http://www.byrdcancerfoundation.org)

Byrd Cancer Education & Advocacy Foundation to Host 3rd All Things Cancer & Wellness Expo.  
April 18, 2026 | DoubleTree by Hilton Hotel Philadelphia Center City

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor: \$10,000

- Logo on all promotional materials.
- Mention in press releases and media coverage.
- Company Logo on Event Step-and-Repeat Backdrop.
- Presented by “company name” in our Recap Video.
- Opportunity to be on the panel.
- One workshop session OR exclusive sponsored activity (coordinated with team).
- Opportunity to deliver opening remarks at Expo.
- Booth space at the event.
- Company name and logo on event shirts.
- Company information in event bags.
- Logo on our website with a direct company link.
- Prominent logo placement on event signage and digital displays at the venue.
- Social Media Recognition, email marketing and post-event blog.

### Premier Sponsor: \$8,000

- Logo on Step-and-Repeat Backdrop alongside Presenting sponsors.
- Mention in press releases and media coverage.
- Opportunity to be on the panel.
- Sponsored by “company name” in our Recap Video.
- Opportunity to host up to two workshop sessions across the year (not only at Expo – could be pre/post virtual or community events).
- Logo on all promotional materials.
- Mention on all social media platforms.
- Company information in event bags.
- Booth space at the event.
- Company logo on our website with a direct company link
- Company name on event shirts.
- Prominent logo placement on event signage and digital displays at the venue.
- Social Media Recognition, email marketing and post-event blog.

### Key Sponsor: \$5,000

- Opportunity to be on the panel
- Company name listed on our website.
- Mention in press releases
- Logo on all promotional materials.
- Company information in event bags.
- Company name on event shirts.
- Booth space at the event.
- Prominent logo placement on event signage and digital displays at the venue.
- Social Media Recognition, email marketing and post-event blog.

### Supporting Sponsor: \$2,500

- Company name listed on our website.
- Logo on all promotional materials.
- Company information in event bags.
- Company name on event shirts.
- Booth space at the event.
- Prominent logo placement on event signage and digital displays at the venue.
- Social Media Recognition, email marketing and post-event blog.



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## SPONSORSHIP OPPORTUNITIES

### Community Sponsor: \$1,000

- Company name listed on our website.
- Company information in event bags.
- Booth space at the event.
- Prominent logo placement on event signage and digital displays at the venue.
- Social Media Recognition, email marketing and post-event blog.

### In-Kind Donation Sponsorships

We welcome in-kind partners who share our commitment to promoting wellness, education, and community impact. Your contributions help us enhance the Cancer Wellness Expo experience for survivors, caregivers, and attendees.

### Opportunities Include:

- Wellness Partner: Yoga, meditation, massage, or wellness product donations.
- Healthy Living Sponsor: Nutritious snacks, or beverages.
- Gift Bag Sponsor: Donated products (250+ items) such as skincare, teas, journals, or branded items.
- Decor & Ambiance Partner: Floral, event décor, or signage support.
- Community Support Partner: Raffle prizes, or silent auction items.
- Media & Marketing Partner: Coverage, ad space, or promotional support.

### Recognition Includes:

Logo placement on event materials, website, and signage; social media acknowledgment; and inclusion in select press and digital promotions.

Note: Workshops and activities hosted in 2026 will be coordinated with our team to align with the needs of our community and the availability of sponsors. More details will be provided upon confirmation of sponsorship.

To ensure your logo on our marketing materials, please submit your donation no later than March 20, 2026. For details, contact Dr. Nia Bailey at [nia@byrdcancerfoundation.org](mailto:nia@byrdcancerfoundation.org).

Thank you for considering this opportunity to make a positive impact.

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