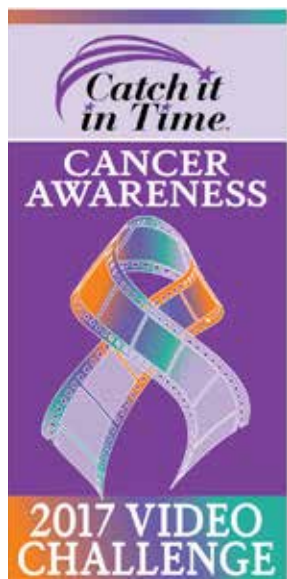


# *Sponsorship Opportunities*



## *Introducing the Catch It In Time Cancer Awareness Video Challenge!*



The Catch It In Time Cancer Awareness Video Challenge brings together college students from throughout Colorado around one important goal: to raise awareness about the early detection of cancer in young people. Survival rates for cancer in young adults have not changed much in recent decades, unlike the improvements seen for many cancers in children and older adults.

- More than 60,000 people between the ages of 20 and 39 are diagnosed with cancer every year in the United States and numbers are on the rise.
- Cancer is the leading cause of death from disease among females in this age group, and is second only to heart disease among males. Cancer accounts for 10% of deaths; it is the leading cause of death from disease in this age group.
- Some of the most common types of cancer among this demographic include: Breast Cancer, Lymphoma, Thyroid Cancer, Cervical and Ovarian Cancer, Testicular Cancer and Non-Smoking Lung Cancer.
- A new American Cancer Society study shows people born in 1990 and later have double the risk of colon cancer, and four times the risk of rectal cancer, than people in their parents' generation did at the same age.

***The good news? The majority of cancers today can be successfully treated if they are caught in time. The Catch It In Time Cancer Awareness Video Challenge raises awareness about early detection for 18 to 35 year olds in a unique and engaging way.***



### **WHO WE ARE:**

Catch It In Time, a 501(c)(3) organization, is a passionate team on a mission to creatively raise awareness about the early detection of cancer. With an extensive background in video production, broadcasting, marketing, digital communications, PR, and content distribution our team is working to make cancer part of everyday conversations, helping to save lives.

The Colorado Film Commission, a division of the Colorado Office of Economic Development and International Trade, takes great pride in promoting the state of Colorado to the film and television industry. The Film Commission works locally, nationally, and internationally to enhance the success of Colorado film projects through promotion, funding, and education.

Through our partnership, we are providing students the opportunity to network with both local healthcare providers and the professional broadcast industry. As a program sponsor, you will have direct access to the participating students, as well as, their university faculty, family, friends and greater communities.

***We are shining a light on cancer awareness.***



## VIDEO CHALLENGE SCHEDULE:

The Video Challenge kicks off this summer and runs through Spring of 2018. Throughout the program, we will be working closely with our media partners, including coverage in television, radio, newspaper and social media. We will also be promoting the message of early detection directly to university students at a variety of live events.

The Catch It In Time team will be touring college campuses around the state to kickoff registration in August. Students will register for the Video Challenge through our online portal - which also gives them access to sponsor videos, cancer prevention information, and professional video advice. All entries must be received by December 15, 2017.

Submissions will be judged by top video professionals, healthcare professionals and cancer survivors. In addition, all submissions will be promoted through social media, college campuses and community networks for the "People's Cancer Awareness Champion" awards.

Finalists will be announced at a live event in February 2018. Participating students, faculty, friends and family will be given an opportunity to attend the program. This event will also celebrate our program sponsors, bringing together healthcare providers, business leaders, and cancer awareness advocates from around Colorado.



## *Video Challenge Submission Categories*



**The People's Cancer Awareness Champions**  
(Viewers' Choices in 30-second PSA, 60-second PSA, and Short Form Video)



**Best 30-second PSA**



**Best 60-second PSA**



**Short Form Videos**  
(various categories)



**Best 10-second  
Social Media Video**



**Best 20-second  
Social Media Video**



**The Bob Brandon Excellence in Storytelling Award**  
(Submission that exemplifies storytelling through emotion and cinematic technique)

## THE OPPORTUNITY:

This demographic is notoriously hard to reach. The old rules of marketing just won't work on today's young adults. In the past, you could lean on celebrity endorsements and splashy graphics to woo these consumers, but today's 25 to 34 year olds just won't buy it. According to Forbes, about 70 percent of the demographic "favor cool experiences over great products."

- 41% of this age group said online advertisements resonate more if they are related to the web content they are viewing. This means that content which is interactive is the right approach.
- Experience also found that young adults generally conduct research online before making a purchase, with 53% percent spending 1 to 2 hours researching a product or service.
- This is a critical component: young adults are clearly seeking information about a particular product before making a final decision. This presents a golden opportunity for advertisers to inform and educate young adults about the benefits of their brand, products or services.

The Video Challenge presents an excellent opportunity for you to build brand awareness and brand loyalty with this group. The competition immerses students in a unique and fun experience, and it offers relevant and interesting video content for them to interact with.

Catch It In Time has a proven history of delivering on effective marketing strategies for the target demographic and is well-positioned to further our reach with the Video Challenge. We have more than 8 million unique views on our cancer awareness stories. From December to March, more than half of our YouTube views came from 18 to 34 year olds. The average viewing time for our content is 3:46 with over 91,570 minutes watched in that same period.



## PROJECTED REACH:

Colorado is a great pilot region, with more than 230,000 college students between the ages of 17 and 40 spread across the state. Catch It In Time will be marketing to these students in a variety of ways, with both in-person and digital promotion. We are currently targeting students in video and film production, broadcasting, journalism, public relations, marketing, advertising and business communication to join the challenge as participants. This competition offers a fun way for these students to showcase their skills and highlight their individual college and university programs.

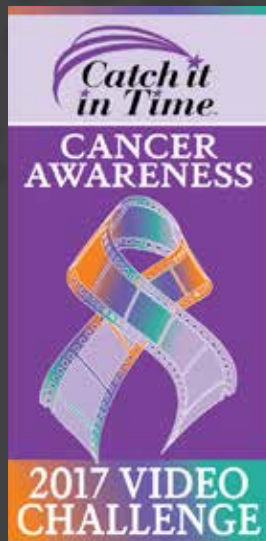
In addition to directly interacting with the students, we are making invaluable connections with faculty across the state. Our goal is to further engage each participant's family and friends, each university's surrounding community, and local healthcare providers. We plan to build lasting partnerships with everyone involved that both furthers our mission of awareness and benefits the program sponsors.

## SPONSORSHIP OPPORTUNITIES:

When it comes to partnerships, our team always starts with the question, “how can we help you?” Each of the Video Challenge sponsorship opportunities has been designed with that idea in mind. Catch It In Time will work directly with your team to tailor your sponsorship benefits to best meet your marketing goals and objectives.

| <b>SPONSORSHIPS:</b>   | <b>PRESENTING SPONSOR</b><br>\$80,000<br><i>1 available</i> | <b>PRODUCER LEVEL</b><br>\$25,000<br><i>3 available</i> | <b>DIRECTOR LEVEL</b><br>\$10,000<br><i>5 available</i> | <b>CREW LEVEL</b><br>\$5,000<br><i>10 available</i> |
|--|---|---|---|---|
| Company logo and recognition included in all marketing, PR and social media                                | X   |   |   |   |
| Recognition as sponsor in marketing materials  | X   | X   | X   | X   |
| Recognition as sponsor on Participant Resource Portal  | X   | X   | X   | X   |
| Advertisement in the printed Awards Event program  | FULL PAGE   | FULL PAGE   | HALF PAGE   | QUARTER PAGE  |
| Tickets to the Awards Event  | 2 TABLES  | 1 TABLE   | 4 TICKETS   | 2 TICKETS   |
| Recognition as sponsor in Awards Event Signage   | X   | X   | X   |   |
| Recognition in additional media coverage throughout the Challenge  | X   | X   | X   |   |
| Co-branded social media advertising campaigns  | X   | X   | X   |   |
| Branded cancer prevention materials presented to all challenge participants on Participant Resource Portal | X   | X   |   |   |
| Recognition as sponsor in Colorado PBS Video Challenge Coverage  | X   | X   |   |   |
| Opportunity to engage with students at educational events throughout the Challenge                         | X   |   |   |   |
| Opportunity to speak at the Awards Event   | X   |   |   |   |
| Short Video Featured at the Awards Event   | X   |   |   |   |
| Branded information presented on college campuses during Fall Tour   | X   |   |   |   |
| Production of branded cancer awareness PR video series (4 videos)  | X   |   |   |   |

For more information about the available sponsorships, please contact the Catch it in Time team directly at [info@catchitintime.org](mailto:info@catchitintime.org) or at 1-844-669-2448. Thanks!



**MORE INFORMATION AVAILABLE AT:  
WWW.CATCHITINTIME.ORG/VIDEOCHALLENGE  
1-(844)-669-2448 | 1-(844)-NOW-CIIT**