

# 2024 SUPPORT OPPORTUNITIES

“

Conquer Cancer funded the doctor that saved my life.

- Brittany Sullivan  
Patient of Conquer Cancer-  
funded researcher

”



3/20/24

## Key Initiatives

- [Equity, Diversity and Inclusion](#)
- [Global Impact Fund](#)
- [Patient Centered Care](#)

## [Mission Endowment and Current & Emerging Needs](#)

## [Research Grants and Awards](#)

## [Education and Career Development Opportunities](#)

## [Sponsorship Opportunities](#)

## [Other Conquer Cancer Opportunities](#)

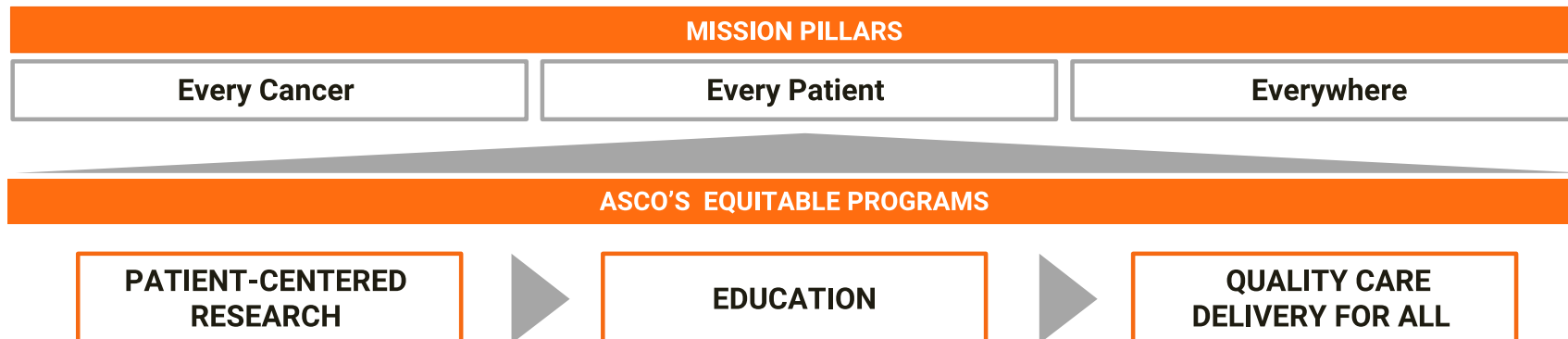
**CONQUER CANCER**<sup>®</sup>  
THE ASCO FOUNDATION

# About Conquer Cancer

Conquer Cancer®, the ASCO Foundation, funds research for every cancer, every patient, everywhere. Through our strategic plan, Conquer Cancer donors support vital programs needed to deliver the highest quality, equitable patient care and share a vision of a world where cancer is prevented or cured, and every survivor is healthy



**Five-Year Outcome:** Increase our investment in cancer research investigators AND increase the scientific innovation needed to deliver the care every patient deserves.



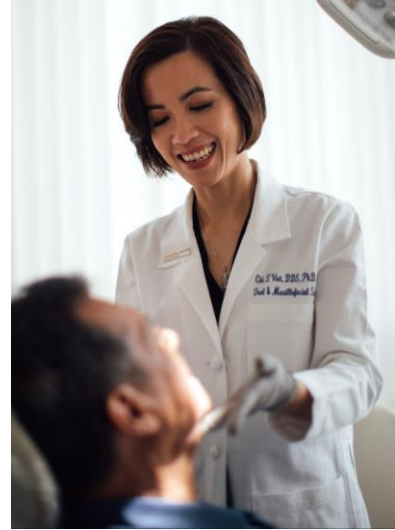
Conquer Cancer is an independent non-profit organization established in 1999 by the American Society of Clinical Oncology, Inc. (ASCO).

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THE ASCO FOUNDATION

# Support Definitions

- **General Support:** A Supporter will be listed as supporting at the General Support Level if they provide support that is below the Support Amount shown. Please note, at the General Support Level acknowledgments will be decided on a case by case basis.
- **Transparency Reporting:** ASCO and Conquer Cancer will do our utmost to assist companies with their compliance obligations under the Physician Payment Sunshine Act and the SUPPORT Act when sponsored activities result in reportable transfers of value. Conquer Cancer kindly requests that companies review in advance the activities for which Conquer Cancer and ASCO are capable of providing reporting data, listed below. ASCO and Conquer Cancer cannot provide Sunshine compliance data for activities not listed.
  - Conquer Cancer Young Investigator Award
  - Conquer Cancer Career Development Award
  - Conquer Cancer Advanced Clinical Research Award
  - Conquer Cancer Research Professorships

*For most other sponsored activities, ASCO and/or Conquer Cancer has conducted a careful review of the proposed budget and has removed items that we believe could constitute reportable payments or transfers of value so that funds provided by companies with transparency reporting obligations are not allocated to these items. Please contact Gray Ladd at [operations@conquer.org](mailto:operations@conquer.org) or (571) 483-1700 with any questions.*



# Equity, Diversity, and Inclusion (EDI) Programs in Oncology

Commitment to equity, diversity, and inclusion (EDI) is not just a timely initiative for the American Society of Clinical Oncology or for Conquer Cancer®, the ASCO Foundation: It's a long-standing imperative, one that goes back to the organizations' very beginnings. But today, the commitment to EDI is stronger than ever.

## Recognition for 2024 EDI Programs

Support Amount	\$2M+	\$1M - \$1,999,999M	\$250,000 - \$999,999
Acknowledgment(s) in an ASCO Publication (online only)	√	√	√
Recognition on Marketing Materials	Logo	Logo	Name
Name Recognition on ASCO's Health Equity Landing Page	√	√	√
Logo Acknowledgment on Conquer Cancer's EDI Initiative Donor Webpage	√	√	√
Name Acknowledgment in ASCO Annual Meeting Publication and Donor Listings	√	√	√
Recognition on Social Media	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√
Custom Recognition as determined by the Relationship Manager	√	√	

# Global Impact Fund

Global Impact Fund provides a collective opportunity to accelerate the delivery of information and diverse expertise needed by the global oncology community to reduce the burden of cancer. This expanding portfolio has a singular, shared focus: to achieve better care for patients with cancer worldwide and to reduce disparities in patient outcomes

Conquer Cancer is grateful to our generous donors whose support is helping to make a real and lasting difference in the fight to conquer cancer around the world. In recognition for your support, Conquer Cancer will show our gratitude in a variety of public and private ways.

# Patient-Centered Cancer Care

This broad initiative focuses on ASCO’s key goal to improve the quality of care for those affected by cancer. Recognizing the importance of further developing new standards, tools, and measures for Patient-Centered Cancer Care, ASCO has prioritized care delivery, performance measurement, and quality training efforts to this end.

ASCO has initiated multiple programs to promote patient-centered cancer care in all care settings.

- Equitable Cancer Care Delivery
- Quality Cancer Care at the End of Life
- New Measure Development & Topical Learning Collaboratives
- mCODE® Data Standards and Interoperability

## Recognition for 2024 Patient – Centered Cancer Care

Support Amount	\$250,000 - \$499,999/ YR*	\$500,000 - \$749,999/ YR	\$750,000 - \$1M/ YR
Invitations (2) to Learning Collaborative Events as an Observer	1 event	2 events	3 events
Status Update meetings per year	2	3	4
Recognition on Learning Collaborative Website	Name	Name	Logo
Recognition on Learning Collaborative Materials and/or Communications	Name	Name	Name
Reports outlining progress against objectives (Quarterly, Annual, and Final)	x	x	x
Annual Meeting Video Wall		10-15 sec	15-30 sec
Recognition on Learning Collaborative Webinars (ONLY if offered)	Name	Name	Logo
Invitations to select Quality Programs Events at Annual Meeting (ONLY if offered)	x	x	x

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\* Funding provided under Support Amount will receive alternate acknowledgments.

# Conquer Cancer Mission Endowment

The Mission Endowment is a foundation of Conquer Cancer's efforts to extend the reach and impact of our work and allows the very best opportunities for cancer research and education to be supported well into the future.

Recognition for Conquer Cancer Foundation Mission Endowment			
First Year Benefits	\$250,000* - \$499,999	\$500,000 - \$999,999	\$1,000,000+
Presented with a Conquer Cancer Top Donor Award at the ASCO Annual Meeting Opening Session (Note: Top Donor benefits are given to donors who give \$1M cumulatively between 4/1-3/31.)			√
Acknowledgment(s) in an ASCO Publication (online only)		√	√
Announcement on Conquer Cancer Online Newsroom with opportunity to provide a quote		√	√
Recognition on Social Media	√	√	√
Acknowledgment in Conquer Cancer Newsletter	√	√	√
Acknowledgment in Mission Endowment Donor Listings	Name	Logo	Logo
Enhanced recognition at the ASCO Annual Meeting	√	√	√
Acknowledgment in Annual Meeting and select Thematic Meeting Publication and Donor Listings	√	√	√
Acknowledgment at the annual Evening To Conquer Cancer Dinner	√	√	√
Ongoing Benefits	Cumulative		
Ongoing Acknowledgment in Mission Endowment Donor Listings	Name	Logo	Logo
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√
After the initial year of your gift, Conquer Cancer will continue to show our gratitude for your lifelong support in a variety of public and private ways.	√	√	√

\* Support given below this amount will receive alternate acknowledgments. Please contact [Adriana Villarroel](#) to discuss.

# Conquer Cancer Current & Emerging Needs

Current and Emerging Needs funding allows Conquer Cancer through the American Society of Clinical Oncology, Inc. (ASCO) and its global membership of nearly 50,000 oncology professionals to support every cancer type, including the rare and underfunded, because a discovery in one cancer type can turn into breakthroughs in multiple cancer types.

## Recognition for 2024 Conquer Cancer Foundation Current & Emerging Needs

Support Amount	\$50,000 (Innovator)	\$25,000 (Advocate)	\$10,000* (General)
Acknowledgment in Annual Meeting Publications and Donor Listings	Logo	Name	Name
Acknowledgment on Best of ASCO (BOA) and Quality Care Symposium (QCS) Donor Listings	Logo	Name	
Recognition on Social Media**	√	√	
Name Acknowledgment on Online Donor Honor Roll	√	√	√

\* Funding provided under Support Amount will receive alternate acknowledgments.

\*\* Acknowledgment may be concurrent with that of other donors.



# 2024 Young Investigator Award (YIA)

The YIA is a one-year grant designed to encourage and promote high quality research in clinical oncology by providing funds to promising investigators during the transition from a fellowship program to a faculty appointment.

## Recognition for the 2024 Young Investigator Award (YIA)

Support Amount	\$57,500*
Named Award Recognition**	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Opportunity to Meet Recipient	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.

# 2024 Women Who Conquer Cancer Young Investigator Award (WWCC YIA)

This award was designed to fill the void created by the increasingly challenging task of obtaining initial research funding for early-career women investigators.

## Recognition for the 2024 Women Who Conquer Cancer Young Investigator Award (WWCC YIA)

Support Amount	\$57,500*
Named Award Recognition**	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Opportunity to Meet Recipient	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.

# 2024 Career Development Award (CDA)

The Career Development Award (CDA) is a three-year grant intended to support proposals with a clinical research focus. The CDA provides funding to clinical investigators who have received their initial faculty appointment to establish an independent clinical research program.

## Recognition for the 2024 Career Development Award (CDA)

Support Amount	\$230,000*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Opportunity to Meet Recipient	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.

# 2024 Merit Awards

Merit Awards provides eligible trainees and students with an opportunity to present their research based on their high-quality abstracts submitted to an ASCO Meeting.

## Recognition for 2024 Merit Awards

Support Amount	\$36,250 (29 Awards)	\$18,750** (15 Awards)
Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	Logo	Name
Recognition in a National Press Announcement	√	√
Recognition on Social Media	√	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	√
Name Acknowledgment in Symposia Donor Listings	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√

\* To include GI Symposium recognition

\*\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

# 2024 Annual Meeting Research Award (AMRA)

The Annual Meeting Research Award (AMRA) offers an opportunity for residents and medical students from populations underrepresented in medicine to meet oncologists and to learn more about career options in the field of oncology.

## Recognition for 2024 Annual Meeting Research Award (AMRA)

Support Amount	\$17,000 (10 Awards)	\$6,800 (4 Awards)	\$1,700* (1 Award)
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	√	
Recognition in a National Press Announcement	√	√	√
Recognition on Social Media	√	√	√
Opportunity to Meet Recipients	√	√	
Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	Logo	Name	Name
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

# 2024 Medical Student Rotation (MSR) for Underrepresented Populations

The MSR for Underrepresented Populations provides financial support for U.S. medical students from populations underrepresented in medicine (UIM) who are interested in oncology as a career to experience a minimum 4-week clinical or clinical research rotation.

## Recognition for the 2024 Medical Student Rotation (MSR) for Underrepresented Populations

Support Amount	\$29,400 (3 Awards)	\$19,600 (2 Awards)	\$9,800* (1 Award)
Recognition in a National Press Announcement	√	√	√
Recognition on Social Media	√	√	√
Opportunity to Meet Recipient	√	√	√
Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	Logo	Name	Name
Name Acknowledgment in Annual Meeting Publication and Donor Support Listings	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

# 2024 Oncology Summer Internship (OSI)

The ASCO Oncology Summer Internship (OSI) is an immersive summer program for rising second year medical students from populations underrepresented in medicine (UIM). The OSI is designed to allow the students to explore cancer care and oncology as a career.

## Recognition for 2024 Oncology Summer Internship (OSI)

Support Amount	\$53,500 (5 awards)	\$32,100 (3 awards)	\$10,700* (1 award)
Acknowledgement on the Oncology Summer Internship Webpage	Logo	Logo	Name
Acknowledgement on the Oncology Summer Internship Event Platform	Logo	Name	
Recognition on Marketing Materials	Logo		
Name Recognition on ASCO's Health Equity Landing Page	√	√	√
Logo Acknowledgment on the Conquer Cancer EDI Initiative Donor Page	√	√	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

## 2024 International Innovation Grant (IIG)

The IIG provides research funding in support of novel and innovative projects that can have a significant impact on cancer control in low- and middle-income countries (LMICs). It is intended to support proposals that have the potential to reduce the cancer burden in local communities, while also being potentially transferable to other low- or middle-income settings.

### Recognition for the 2024 International Innovation Grant (IIG)

Support Amount	\$23,000*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Acknowledgment in Opening Remarks at the Annual Meeting World Oncology Leaders Reception	√
Acknowledgment on Signage at the Annual Meeting World Oncology Leaders Reception	√
Opportunity to meet Recipient	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Name Acknowledgment in Annual Meeting Publication and Donor Support Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.



# 2024 Global Oncology Research Fund

The Global Oncology Research Fund provides research funding to early-career investigators to encourage and promote quality research in global oncology and to develop the next generation of researchers to address global health needs.

## Recognition for the 2024 Global Oncology Research Fund

Support Amount	\$57,500*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Opportunity to Meet Recipient(s)	√
Acknowledgment in Opening Remarks at the Annual Meeting World Oncology Leaders Reception	√
Acknowledgment on Signage at the Annual Meeting World Oncology Leaders Reception	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Available for full support only.

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# 2024 International Development and Education Award (IDEA)

IDEA provides support for early-career oncologists in low- and middle-income countries (LMICs) to participate in the ASCO Annual Meeting and visit a cancer center in the United States or Canada. IDEA is an important program that continues to support a diversity of subspecialties and collaborations.

## Recognition for the 2024 International Development and Education Awards (IDEA)

Support Amount	\$38,100 (3 Awards)	\$12,700* (1 Award)
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	
Opportunity to meet Recipients	√	
Recognition in a National Press Announcement	√	√
Recognition on Social Media	√	√
Acknowledgment on Signage at the Annual Meeting World Oncology Leaders Reception	Logo	Name
Acknowledgment in Opening Remarks at Annual Meeting World Oncology Leaders Reception	√	√
Acknowledgment in the "IDEA Meet the Recipients" Yearbook	Logo	Name
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

# 2024 Long-term International Fellowship (LIFe)

The LIFe provides early-career oncologists in low- to middle-income countries the support and resources needed to advance their training by deepening their relationship with a mentor in the United States, Canada, or Europe.

## Recognition for the 2024 Long-term International Fellowship (LIFe)

Support Amount	\$130,000*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Acknowledgment in Opening Remarks at the Annual Meeting World Oncology Leaders Reception	√
Acknowledgment on Signage at Annual Meeting World Oncology Leaders Reception	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Opportunity to Meet Recipient	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.

# 2024 Advanced Clinical Research Award (ACRA)

The ACRA is a topic-specific, three- year grant designed for investigators who are committed to clinical cancer study and who wish to conduct original clinical or translational research that is currently not funded.

## Recognition for the 2024 Advanced Clinical Research Award (ACRA)

Support Amount	\$500,000*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Opportunity to Meet Recipient	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.

# 2024 Research Professorship

The Research Professorship provides flexible cancer research funding to full professors who have made significant contributions to cancer research and are dedicated to mentoring the next generation of researchers.

## Recognition for the 2024 Research Professorship

Support Amount	\$550,000*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
Recognition on Social Media	√
Opportunity to Meet Recipient	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Only available for full support amount.

# Endowed Awards

Endowed funds will provide consistent support, leaving a legacy with an indelible impact on patients and their families worldwide.

The following awards provide opportunities to be endowed:

- Young Investigator Award
- Global Oncology Young Investigator Award
- Career Development Award
- Merit Award
- Medical Student Rotation
- Annual Meeting Research Award
- Oncology Summer Internship
- Advanced Clinical Research Award
- Research Professorship
- International Development and Education Award
- International Innovation Grant
- Long-Term International Fellowship
- Patient Advocate Scholarship

Endowed awards include both first-year benefits and on-going benefits. After the initial year of your gift, Conquer Cancer will continue to show our gratitude for your lifelong support in a variety of public and private ways.

# Conquer Cancer Scientific and Career Development Retreat

The Scientific and Career Development Retreat is an annual multidisciplinary meeting for recipients of Conquer Cancer's early career awards. Launched in 2015, the Retreat fosters communication and collaboration among participants, provides opportunities for networking, skills development and a forum to discuss career development.

## Recognition for the 2024 Conquer Cancer Scientific and Career Development Retreat

Support Amount	\$20,000+ (Champion)	\$5,000 - \$15,000 (Mentor)
Acknowledgment on Event Signage	Logo	Name
Acknowledgment on Walk-in Slides	Logo	Name
Acknowledgment on Event Registration Site	Logo	Name
Acknowledgment in Welcome Remarks	√	√
Acknowledgment on Social Media	√	√
Acknowledgment on Communications to Attendees	√	

November 7-8, 2024, ASCO HQ, Alexandria, VA

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# 2024 ASCO Gastrointestinal (GI) Cancers Symposium

The ASCO Gastrointestinal Cancers Symposium will feature a wide array of multidisciplinary topics in gastrointestinal cancers of the lower and upper GI tract. The Symposium offers CME and MOC credit.

## Recognition for the 2024 GI Symposium

Support Amount	\$75,000+ (Visionary)	\$40,000 - \$74,999 (Innovator)	\$20,000* - \$39,999 (Advocate)
Name Recognition on Marketing Email(s)	√	√	
Name Acknowledgment on Symposium Microsite Bottom Banner	√	√	
Name Recognition in the Meeting Program	√	√	
Name Recognition in the Online Meeting Proceedings Book	√		
Recognition on Social Media	√	√	√
Name Acknowledgment in Symposia Donor Listings, including onsite recognition	√	√	√
Donor Acknowledgment in Symposia Exhibitor Directory	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

*\* Funding provided under the Advocate level will be listed as General Support.*

January 18-20, 2024, Moscone West, San Francisco, CA & Online  
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# 2024 ASCO Genitourinary (GU) Cancers Symposium

The ASCO Genitourinary Cancers Symposium will feature a wide array of multidisciplinary topics of international interest, covering cancers of the prostate, kidney, male genital system, urothelial system, and adrenal glands. The Symposium offers CME and MOC credit.

## Recognition for the 2024 GU Symposium

Support Amount	\$75,000+ (Visionary)	\$40,000 - \$74,999 (Innovator)	\$20,000* - \$39,999 (Advocate)
Name Recognition on Marketing Email(s)	√	√	
Name Acknowledgment on Symposium Microsite Bottom Banner	√	√	
Name Recognition in the Meeting Program	√	√	
Name Recognition in the Online Meeting Proceedings Book	√		
Recognition on Social Media	√	√	√
Name Acknowledgment in Symposia Donor Listings, including onsite recognition	√	√	√
Donor Acknowledgment in Symposia Exhibitor Directory	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under the Advocate level will be listed as General Support.

January 25-27, 2024, Moscone West, San Francisco, CA & Online

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# 2024 ASCO Annual Meeting Tracks

The ASCO Annual Meeting offers unique opportunities for participants from around the world to engage in education regarding state-of-the-art treatment modalities, new therapies and to discover state-of-the-art research, groundbreaking treatments, and visionary insight. The ASCO Annual Meeting offers MOC and CME Credit.

Educational Tracks*	
Breast Cancer	Head and Neck Cancer
Care Delivery and Regulatory Policy	Health Services Research and Quality Improvement
Central Nervous System Tumors	Hematologic Malignancies Tracks Bundle
Developmental Therapeutics Tracks Bundle	Lung Cancer
Gastrointestinal Cancer – Colorectal and Anal	Melanoma/Skin Cancers
Gastrointestinal Cancer – Gastroesophageal, Pancreatic, and Hepatobiliary	Opening Session/Symptoms Science & Palliative Care Track Bundle
Genitourinary Cancers Track Bundle	Pediatric Oncology
Geriatric Oncology	Prevention, Risk Reduction Hereditary Cancer
Gynecologic Cancer	Sarcoma

*\*Select tracks are noted in the table and a full list of all tracks can be provided upon request*

May 31-June 4, 2024, McCormick Place, Chicago, IL & Online

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# 2024 ASCO Annual Meeting Tracks

The donor recognition table below is for track specific support or bundle support for the ASCO Annual Meeting.

Recognition for the 2024 ASCO Annual Meeting Tracks*				
Support Amount	\$150,000+ (Conqueror)	\$75,000-\$149,999 (Visionary)	\$50,000-\$74,999 (Innovator)	\$25,000**- \$49,999 (Advocate)
Name Recognition on Opening Session Walk-in Slide	√			
Name Recognition on Column Wraps in the Grand Concourse	√	√		
Name Recognition on Marketing Email(s)	√	√		
Recognition on the Annual Meeting Microsite Bottom Banner	√	√		
Name Acknowledgment on the Annual Meeting Program Book	√	√		
Name Acknowledgment on the Annual Meeting Education (Ed) Book	√	√	√	
Recognition on Social Media	√	√	√	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	√	√	√
Donor Sticker in Exhibit Hall Directory	√	√	√	√

\* Includes Level Acknowledgment for specific theme or track where permitting.

\*\* Funding provided under the Advocate level will be listed as General Support.

# 2024 AACR/ASCO Workshop: Methods in Clinical Cancer Research

An intensive workshop in the essentials of effective clinical trial designs of therapeutic interventions in the treatment of cancer for clinical fellow and junior faculty clinical researchers in all oncology subspecialties, including radiation and surgical oncology and radiology. The Workshop provides MOC and CME credit.

Recognition for the 2024 AACR/ASCO Workshop		
Support Amount	\$50,000+ (Innovator)	\$20,000* - \$49,999 (Advocate)
Access to select pre-recorded Lectures	√	
Name Acknowledgment on Workshop Onsite Materials	√	√
Name Acknowledgment in Workshop Donor Listings	√	√
Name Acknowledgment Conquer Cancer Online Donor Honor Roll	√	√

\* Funding provided under the Advocate level will be listed as General Support.

# 2024 ASCO Quality Care Symposium

The ASCO Quality Care Symposium offers research and education for the entire clinical care team that encompasses the needs and viewpoints of multiple disciplines and various practice settings. The Quality Care Symposium offers CME and MOC credit.

## Recognition for the 2024 QCS Symposium

Support Amount	\$75,000+ (Visionary)	\$40,000 - \$74,999 (Innovator)	\$20,000* - \$39,999 (Advocate)
Name Recognition on Marketing Email(s)	√	√	
Name Acknowledgment on Symposium Microsite Bottom Banner	√	√	
Name Recognition in the Meeting Program	√	√	
Name Recognition in the Online Meeting Proceedings Book	√		
Recognition on Social Media	√	√	√
Name Acknowledgment in Symposia Donor Listings, including onsite recognition	√	√	√
Donor Acknowledgment in Symposia Exhibitor Directory	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under the Advocate level will be listed as General Support.

September 26-28, 2024, San Francisco, CA & Online

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# 2024 Education Scholars Program

This year long program will communicate the latest in learning science methods to medical educators that will guide the development of enhanced educational content for the adult learner audience served by ASCO.

Recognition for the 2024 Education Scholars Program		
Support Amount	\$30,000+	\$15,000* - \$25,000
Acknowledgment on the ASCO Education Scholars Program Webpage	Logo	Name
Name Acknowledgment on Education Scholars Program Donor Listings	√	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√

*\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.*

Sessions occur: October 16, 2024 – July 25, 2025

# 2024 Leadership Development Program

The Leadership Development Program (LDP) is a year-long program that allows participants to develop skills in effective communication, team management, conflict resolution, strategic planning, and constructive media utilization. The program aims to create a talented network of clinicians and fill leadership roles in oncology.

These programs are provided both in the United States and internationally, including in Asia-Pacific and in Latin America. International programs are adjusted to address regional needs.

## Recognition for Leadership Development Program

Recognition is currently under development.

Conquer Cancer is grateful to our generous donors whose support is helping to make a real and lasting difference in the fight to conquer cancer around the world. In recognition for your support, Conquer Cancer will show our gratitude in a variety of public and private ways.

# 2024 ASCO International Training Program Bundle

The ASCO International Training Program Bundle features several course types designed to tailor global education in oncology. Continuing medical education or related professional credit for each course may be available through local host organizations.

## Recognition for the 2024 ASCO International Training Program Bundle

Support Amount	\$40,000*
Acknowledgment on Program Bundle Donor Listings	Logo
Acknowledgment on the ASCO International Meeting and Education Webpage	Logo
Acknowledgment on International Programs Marketing Materials	√
Acknowledgment in Opening Remarks at the Annual Meeting World Oncology Leaders Reception	√
Acknowledgment on Signage at the Annual Meeting World Oncology Leaders Reception	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.



# 2024 Gastrointestinal (GI) Cancers Symposium Sponsorship

The ASCO Gastrointestinal Cancers Symposium sponsorship is a unique vehicle to reach oncology professionals in the GI oncology space from around the world.

Recognition for the 2024 GI Symposium Sponsorship			
Support Amount	\$50,000 (Gold)	\$25,000 (Silver)	\$15,000* (Bronze)
Recognition on the Symposium Microsite Bottom Banner	Logo	Name	
Acknowledgment on the Symposium Scheduler Bottom Banner	Name		
Recognition on the Microsite Donor Page	Logo	Name	Name
Recognition on Symposium Connectivity Signage and Donor Listings	Logo	Name	
Name Acknowledgment in Symposia Donor Listings, including onsite recognition	√	√	√
Recognition on Social Media	√	√	√
Recognition on Marketing Email(s)	Logo	Name	Name
Donor Acknowledgment in Symposia Exhibitor Directory	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under the Bronze level will be listed as General Support. See page 3 for more information.

# 2024 Genitourinary (GU) Cancers Symposium Sponsorship

The ASCO Genitourinary Cancers Symposium is an unparalleled opportunity to leverage new, innovative findings in the study, diagnosis, and treatment of GU malignancies.

## Recognition for the 2024 GU Symposium Sponsorship

Support Amount	\$50,000 (Gold)	\$25,000 (Silver)	\$15,000* (Bronze)
Recognition on the Symposium Microsite Bottom Banner	Logo	Name	
Acknowledgment on the Symposium Scheduler Bottom Banner	Name		
Recognition on the Microsite Donor Page	Logo	Name	Name
Recognition on Symposium Connectivity Signage and Donor Listings	Logo	Name	
Name Acknowledgment in Symposia Donor Listings, including onsite recognition	√	√	√
Recognition on Social Media	√	√	√
Recognition on Marketing Email(s)	Logo	Name	Name
Donor Acknowledgment in Symposia Exhibitor Directory	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under the Bronze level will be listed as General Support. See page 3 for more information.



# 2024 ASCO Annual Meeting Sponsorship

The ASCO Annual Meeting sponsorship is a unique vehicle to reach more than 42,000 oncology professionals across oncology specialties.

## Recognition for the 2024 ASCO Annual Meeting Sponsorship\*

Support Amount	\$400,000 (Platinum – max: 2)	\$200,000 (Gold)	\$125,000 (Silver)	\$75,000** (Bronze)
Acknowledgment(s) in an ASCO Publication (online only)	√	√		
Recognition on Marketing Email(s)	Logo	Logo	Logo	Name
Recognition in the Annual Meeting Program	Name			
Recognition in the Annual Meeting Program Announcement	Logo	Name		
Name Recognition on Opening Session Walk-in Slide	√	√		
Recognition on the Annual Meeting Microsite Bottom Banner	Logo	Logo	Name	
Acknowledgment on the Annual Meeting Scheduler Bottom Banner	Name	Name	Name	
Recognition on the Annual Meeting Microsite Donor Page	Logo	Logo	Logo	Name
Recognition on Column Wraps in the Grand Concourse	√	√	√	√
Recognition on Annual Meeting Connectivity Signage and Donor Listings	Logo	Logo	Logo	
Recognition on the WiFi Landing Page	Logo			
Recognition on METRA ticket	Logo			
Recognition on Signage Outside Lounges	Logo			
Recognition on Social Media	√	√	√	√
Donor Acknowledgment in Annual Meeting Exhibitor Directory	√	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√	√	√	√

\* Includes Level Acknowledgment where permitted.

\*\* Funding provided under the Bronze level will be listed as General Support. See page 3 for more information.

# 2024 Conquer Cancer Fundraising Booth Activity

Exhibitors at the ASCO Annual Meeting may request to incorporate fundraising into their booth activity. By holding a Booth Activity, exhibitors can engage participants and drive traffic to their booth while supporting ASCO and Conquer Cancer’s initiatives in cancer research, education, and quality care.

ASCO Annual Meeting Fundraising Booth Activity	
Support Amount	TBD*
One point towards selection of space at the following ASCO Annual Meeting	√
Name and Booth Number listed on Annual Meeting Walk-In Slide	√
Recognition on Social Media	√
Name and Booth Number listed on Annual Meeting Video Wall	√

Booth Activity and Fundraising forms must be submitted through the Exhibitor Resource Center (ERC) and approved by ASCO. All booth activities need to comply with [Policies for Exhibitors and Other Organizations at ASCO Meetings](#). All approval requests must be submitted through the online Exhibitor Resource Center.

Support Amount varies based on Booth Activity

# 2024 Evening To Conquer Cancer Dinner Event

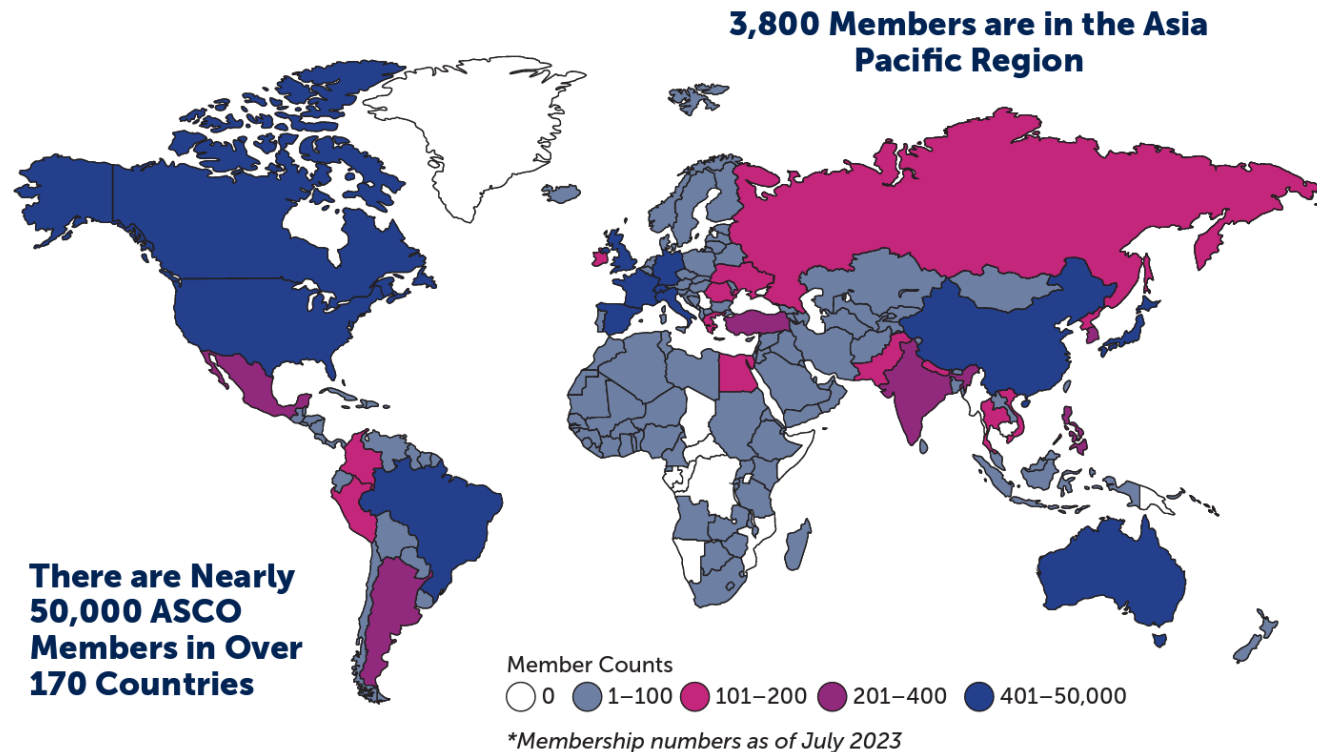
An Evening to Conquer Cancer will be an inspiring, in-person dinner event taking place on June 1<sup>st</sup> during the American Society of Clinical Oncology (ASCO) Annual Meeting in Chicago, IL at the Ritz Carlton Chicago.

Recognition for Evening to Conquer Cancer			
Benefits	\$25,000 (Cures)	\$15,000 (Breakthroughs)	\$5,000 (Discoveries)
Sponsor's logo will be featured as "presenting sponsor" in all event communication and promotion delivering the highest-level visibility for the Evening to Conquer Cancer 25th anniversary celebration	X		
Verbal recognition during dinner program	X		
Cocktail napkins branded with presenting sponsor logo	X		
Gobo light projection of presenting sponsor logo during cocktail reception	X		
Email sent by Conquer Cancer to attendees with content from presenting sponsor	X		
Step and repeat signage co-branding opportunity	X		
Sponsor provided gift or swag bag for attendees (optional)	X		
Recognition on pre-and post-event emails	Logo	Logo	Logo
Recognition on event registration webpage	Logo	Logo	Logo
Recognition on event signage	Logo	Logo	Logo
Social media acknowledgment	X	X	X
Recognition in event program	Full Page	Half Page	Quarter Page
Event Invitations	4	2	2
Recognition by Conquer Cancer leadership during champagne toast celebrating Conquer Cancer's 25th anniversary		X	
Recognition on dessert table signage		Logo	

# 2024 ASCO Breakthrough Sponsorship

ASCO Breakthrough is an unparalleled international opportunity to leverage the most up-to-date science and discover proven strategies and tools to make key decisions in oncology care for every patient, every day, everywhere. This international meeting will be held August 8-10, 2024 in Yokohama, Japan and online.

## International ASCO Membership



“*ASCO Breakthrough brings together scientific innovations, disruptive technologies, and novel ways to practice oncology from different corners of the world. We will also discuss how technology services the underrepresented and how to overcome barriers to applying these innovations ...*”

*Lillian L. Siu, MD, FASCO  
Program Committee Chair  
Princess Margaret Cancer Centre, University of Toronto*

# 2024 ASCO Breakthrough Sponsorship

The donor recognition table below is for Breakthrough Sponsorship opportunities.

## Recognition for the 2024 ASCO Breakthrough\*

Support Amount	\$200,000+ (Platinum)	\$150,000 (Gold)	\$100,000 (Silver)	\$50,000 (Bronze)
Recognition on the Meeting Microsite Bottom Banner	Logo	Name		
Acknowledgment on the Meeting Scheduler Bottom Banner	Name			
Recognition on Interpretation Services Materials	Logo			
Recognition on Coat/Bag/Poster Check Ticket	Logo			
Recognition on Coat/Bag/Poster Check Signage	Logo	Name		
Recognition on WIFI Signage	Logo	Logo	Name	
Recognition on Marketing Email(s)	Logo	Name		
Recognition on the Meeting Microsite Donor Page	Logo	Logo	Name	Name
Recognition on Meeting Donor Listings	Logo	Logo	Name	Name
Name Acknowledgment in Meeting Publication Listings	√	√	√	√
Recognition on Social Media	√	√	√	√
Priority Points toward 2026 ASCO Annual Meeting Space Selection	3	3	2	1
Invites to Networking Reception(s)	All 3 receptions	Choice of 2 receptions	Choice of 1 reception	
Recognition on Reception Invitation	Logo	Logo	Name	
Recognition on Reception Signage	Logo	Logo	Name	
Donor Acknowledgment in Meeting Exhibitor Directory	√	√	√	√

3/20/24

\* Funding provided under the Bronze level will be listed as General Support.

# 2024 ASCO Quality Care Symposium Sponsorship

The ASCO Quality Care Symposium is an unparalleled opportunity to leverage the most up-to-date science and discover proven strategies and tools to make key decisions that can reduce disparities in care for every patient, every day, everywhere.

Recognition for the 2024 QCS Symposium Sponsorship			
Support Amount	\$50,000 (Gold)	\$25,000 (Silver)	\$15,000* (Bronze)
Recognition on the Symposium Microsite Bottom Banner	Logo	Name	
Acknowledgment on the Symposium Scheduler Bottom Banner	Name		
Recognition on the Microsite Donor Page	Logo	Name	Name
Recognition on Symposium Connectivity Signage and Donor Listings	Logo	Name	
Name Acknowledgment in Symposia Donor Listings, including onsite recognition	√	√	√
Recognition on Social Media	√	√	√
Recognition on Marketing Email(s)	Logo	Name	Name
Donor Acknowledgment in Symposia Exhibitor Directory	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√

\* Funding provided under the Bronze level will be listed as General Support. See page 3 for more information.



# 2024 Patient Advocate Program Bundle

The 2024 Patient Advocate Program Bundle provides grants and other opportunities to further educate patient advocates on important advances in their areas of interest.

## Recognition for the 2024 Patient Advocate Program Bundle

Support Amount	\$30,000*
Acknowledgment on Patient Advocate Lounge Signage at the ASCO Annual Meeting	Logo
Acknowledgment on Patient Advocate Lounge Computer Stations at the ASCO Annual Meeting	Logo
Acknowledgment on Communication to Recipients	Name
Name Acknowledgment in Symposia Donor Listings**	√
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

\*\* Symposia includes the following 2024 Meetings: GI Symposium, GU Symposium, and ASCO Quality Care Symposium.

# 2024 Women Who Conquer Cancer (WWCC) Sponsorship Bundle

WWCC Sponsorship provides opportunities to recognize the work of the best and brightest women researchers.

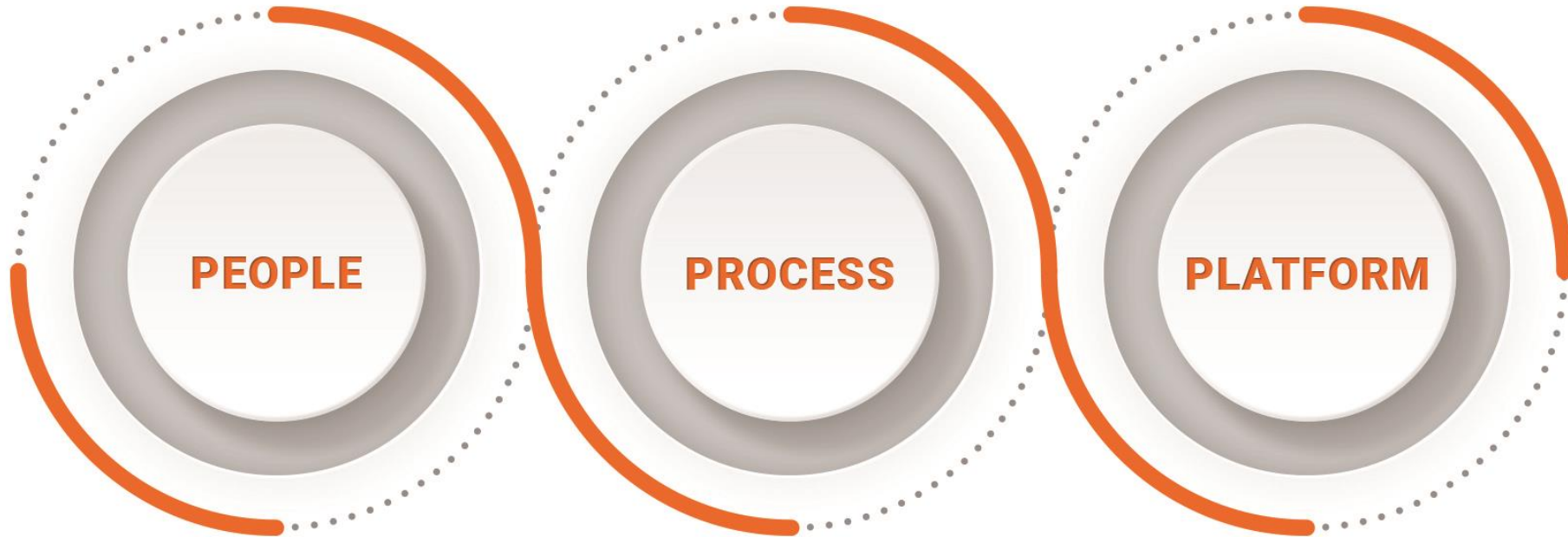
Recognition for the 2024 Women Who Conquer Cancer Sponsorship Bundle	
Support Amount	\$20,000*
Acknowledgment on select Women Who Conquer Cancer Marketing Materials	Logo
Acknowledgment on Women’s Networking Center Signage at the ASCO Annual Meeting	Logo
Acknowledgment on Women’s Networking Center Computer Stations at the ASCO Annual Meeting	Logo
Name Acknowledgment in Annual Meeting Publication and Donor Listings	√
Logo (where available) or Name Acknowledgment in the Conquer Cancer Grants and Awards Publication and Donor Listings	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√

\* Funding provided under Support Amount will be listed as General Support. See page 3 for more information.

**Engage further with Conquer Cancer through other opportunities...**

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# Conquer Cancer Council

The Conquer Cancer Council provides a platform for advocates, clinicians, researchers, industry stakeholders, and everyone who wants to conquer cancer to come together and learn from each other. Each member organization positively impacts cancer care by bringing unique perspectives and insights to the table.

Benefits may include

- Two spots for principal decision-makers within the member organization to serve on the Conquer Cancer Council
- Logo recognition on Conquer Cancer Council webpage and other comprehensive listings
- Recognition and benefits at the ASCO Annual Meeting and other ASCO Meetings/Symposia
- Complimentary registrations and invitations to select events
- Quarterly newsletter updates on ASCO and Conquer Cancer

\*Additional benefits are available. Please contact us at [council@conquer.org](mailto:council@conquer.org) for a complete listing.

# Shop to Conquer Cancer.....

The Shop to Conquer Cancer program provides a special opportunity for retail brands to engage the oncology professionals and guests who attend the American Society of Clinical Oncology (ASCO) Annual Meeting in Chicago each summer.

Conquer Cancer partners with retailers on and around the Magnificent Mile in Chicago who donate a percentage of sales from purchases made by ASCO attendees and guests during the week-long conference. Meeting attendees and guests enjoy shopping and a break from the meeting, and retailers engage with an enthusiastic audience while supporting the mission of Conquer Cancer. Conquer Cancer promotes the Shop to Conquer Cancer program to meetings attendees and guests through digital and print materials and on social media.

The program will be promoted to the general public, and will be acknowledged in the following ways (additional options may be available):

- Via the Conquer Cancer Website
- Via a targeted Press Release
- Social Media Outreach
- Local Media Coverage (As available)
- Via the Conquer Cancer Foundation online Annual Report