

# 2025 SUPPORT OPPORTUNITIES

“

Conquer Cancer funded the doctor that saved my life.

- Brittany Sullivan  
Patient of Conquer Cancer-  
funded researcher

”



## 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](#)

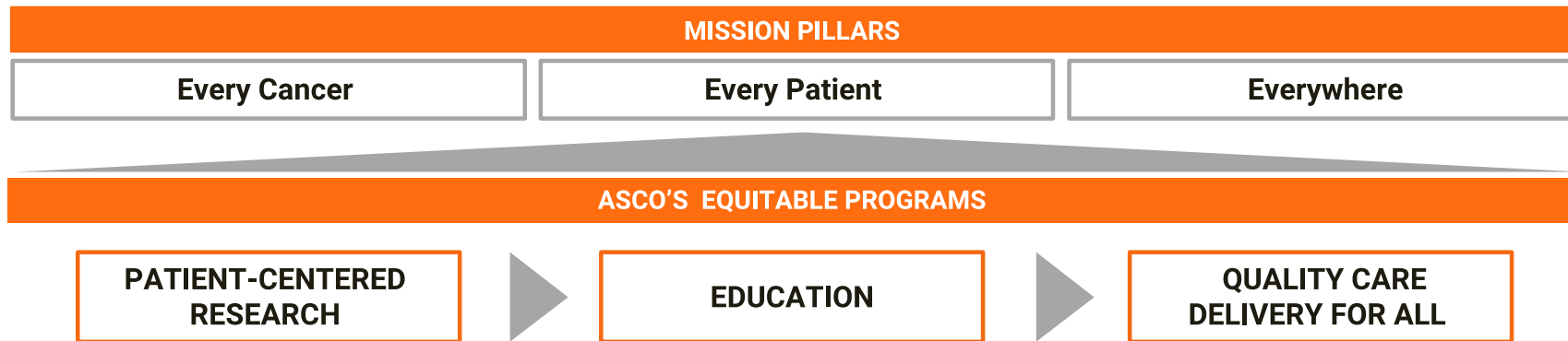
**CONQUER CANCER**<sup>®</sup>  
THE ASCO FOUNDATION

# 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.



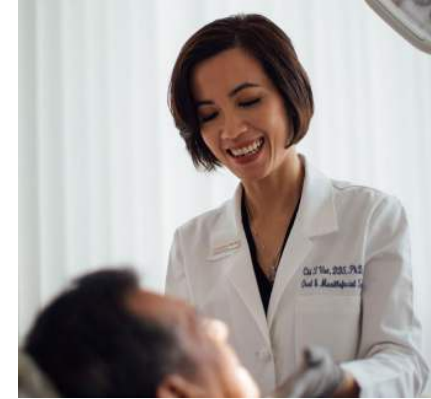
Conquer Cancer is an independent non-profit organization established in 1999 by the American Society of Clinical Oncology, Inc. (ASCO).

# 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.
- **Underrepresented in Medicine (URM):** Those who self-identify as from an underrepresented in medicine (UIM) population which includes individuals from racial and ethnic groups including Blacks or African Americans, Hispanics or Latinos, American Indians or Alaska Natives, Native Hawaiians and other Pacific Islanders; individuals with disabilities; and individuals from disadvantaged backgrounds. In addition, our definition of UIM recognizes that underrepresentation can vary from setting to setting; those with impacted life experiences, such as discrimination, socioeconomic status, historically underserved, or otherwise individuals from racial or ethnic groups that can be demonstrated to be underrepresented by the applicant's institution.
- **Commitment Deadlines:** The noted deadlines are the commitment dates in order to receive maximum recognition for support. Recognition may vary for confirmed support after the commitment deadline.
- **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.*

**CONQUER** CANCER®  
THE ASCO FOUNDATION



# Equity, Diversity, and Inclusion 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 2025 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	√	√	√
Name Acknowledgment on Conquer Cancer Online Donor Honor Roll	√	√	√
Custom Recognition as determined by the Relationship Manager	√	√	

# Global Impact Fund

This expanding portfolio has a singular, shared focus: to achieve better care for patients with cancer worldwide and to reduce disparities in patient outcomes.

Supporting the Global Impact Fund allows us to deliver the information and diverse expertise needed by the global oncology community to reduce the burden of cancer. In 2023, more than 6,000 international members actively participated in volunteering or engagement activities with ASCO. By engaging this community in ASCO programs and educational opportunities, these members are better equipped to effect change in their countries and work towards improvements in patient care for those patients affected by cancer.

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<sup>®</sup> Data Standards and Interoperability

Recognition for 2025 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

\* 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		√	√
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 Villarreal](#) 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 more than 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 2025 Conquer Cancer 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	
Name Acknowledgment on Online Donor Honor Roll	√	√	√

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



# 2025 Young Investigator Award

The Young Investigator Award 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 2025 Young Investigator Award

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	✓
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.

Tentative Commitment Deadline: April 2025

10/30/2024

# 2025 Global Oncology Young Investigator Award

The Global Oncology Young Investigator Award 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 2025 Global Oncology Young Investigator Award	
<b>Support Amount</b>	<b>\$57,500*</b>
Named Award Recognition**	√
Recognition in a National Press Announcement	√
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.

Tentative Commitment Deadline: April 2025

10/30/202

4

# 2025 Women Who Conquer Cancer Young Investigator Award

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 2025 Women Who Conquer Cancer Young Investigator Award

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	✓
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.

Tentative Commitment Deadline: April 2025

10/30/202

4

# 2025 Career Development Award

The Career Development Award 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 2025 Career Development Award	
<b>Support Amount</b>	<b>\$230,000*</b>
Named Award Recognition**	√
Recognition in a National Press Announcement	√
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.

Tentative Commitment Deadline: April 2025

10/30/202

4

# 2025 Advanced Clinical Research Award

The Advanced Clinical Research Award 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 2025 Advanced Clinical Research Award	
<b>Support Amount</b>	<b>\$500,000*</b>
Named Award Recognition**	✓
Recognition in a National Press Announcement	✓
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.

Tentative Commitment Deadline: April 2025

10/30/2024

# 2025 Merit Awards

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

Recognition for 2025 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	✓	✓
Name Acknowledgment in Annual Meeting Publication and Donor Listings	✓	✓
Name Acknowledgment in Symposia 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.*

Tentative Commitment Deadline: January 23, 2025

10/30/202

4



# 2025 Annual Meeting Research Award

The Annual Meeting Research Award 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 2025 Annual Meeting Research Award			
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	✓	✓	✓
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.*

Tentative Commitment Deadline: April 2025

10/30/2024

# 2025 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 2025 Research Professorship	
<b>Support Amount</b>	<b>\$550,000*</b>
Named Award Recognition**	√
Recognition in a National Press Announcement	√
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.

Tentative Commitment Deadline: April 2025

10/30/2024

# 2025 Oncology Summer Internship

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

## Recognition for 2025 Oncology Summer Internship

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.

Tentative Commitment Deadline: April 2025

10/30/2024

# 2025 Medical Student Rotation for Underrepresented Populations

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

## Recognition for the 2025 Medical Student Rotation for Underrepresented Populations

Support Amount	\$29,400 (3 Awards)	\$19,600 (2 Awards)	\$9,800* (1 Award)
Recognition in a National Press Announcement	√	√	√
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.*

Tentative Commitment Deadline: April 2025

10/30/2022

4

# 2025 International Innovation Grant

The International Innovation Grant 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. 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 2025 International Innovation Grant

Support Amount	\$23,000*
Named Award Recognition**	✓
Recognition in a National Press Announcement	✓
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.

Tentative Commitment Deadline: February 2025

10/30/2024

# 2025 Long-term International Fellowship

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

## Recognition for the 2025 Long-term International Fellowship

Support Amount	\$130,000*
Named Award Recognition**	√
Recognition in a National Press Announcement	√
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.

Tentative Commitment Deadline: April 2025

10/30/2024



# 2025 International Development and Education Award

The International Development and Education Award ( provides support for early-career oncologists in low- and middle-income countries and facilitates the sharing of knowledge between these oncologists and members. The program pairs recipients with a leading ASCO member Mentor, and enables Recipients to attend the ASCO Annual Meeting, participate in a post-Meeting visit to their Mentor’s institution, and develop long-term relationships to improve cancer care in their countries and inform ASCO programs in developing countries.

Recognition for the 2025 International Development and Education Awards		
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	✓	✓
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.

Tentative Commitment Deadline: December 2024

10/30/202

4

# 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.

# 2025 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 2025 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 Communications to Attendees	✓	

Date – TBD; Location: ASCO HQ, Alexandria, VA

# 2025 ASCO Gastrointestinal Cancers Symposium

The ASCO Gastrointestinal (GI) 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 2025 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	✓		
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 23-25, 2025, San Francisco, CA & Online

10/30/202

4

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

# 2025 ASCO Genitourinary Cancers Symposium

The ASCO Genitourinary (GU) 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 2025 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	√		
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.

February 13-15, 2025, San Francisco, CA & Online

10/30/2022

4

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

## 2025 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 ongoing controversies in the field. This activity offers healthcare professionals providing oncology care an important opportunity to come together to explore the latest advances in science.

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 & Clinical Trials Tracks Bundle	Lung Cancer
Gastrointestinal Cancer – Colorectal and Anal	Melanoma/Skin Cancers
Gastrointestinal Cancer – Gastroesophageal, Pancreatic, and Hepatobiliary	Pediatric Oncology
Genitourinary Cancers Track Bundle	Prevention, Risk Reduction Hereditary Cancer
Geriatric Oncology	Sarcoma
Gynecologic Cancer	

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

May 30-June 3, 2025 McCormick Place, Chicago, IL & Online

10/30/2022

4



# 2025 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 2025 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	√	√	√	
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.

# 2025 AACR/ASCO Workshop: Methods in Clinical Cancer Research

The program offers a unique opportunity for oncology trainees and early career oncologists to experience intensive training in clinical research methods, with participants producing an Institutional Review Board (IRB)-ready clinical trial protocol, including informed consent documentation, by the end of the workshop. The primary goal of the workshop is to provide a foundation in the best practices of clinical trial design and implementation to foster a lifelong career in patient-focused translational research.

Recognition for the 2025 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.

Dates and Location: TBD

10/30/202

4

# 2025 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 2025 Quality Care 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	√		
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.*

Dates and Location: October 10-11, 2025, Marriott Marquis Chicago, Chicago, IL

10/30/2024

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

# 2025 Leadership Development Program: Education Scholars

The Leadership Development Program: Education Scholars aims to impact patient care by using evidence-based educational strategies to teach ASCO cancer care provider members the latest research and cancer care best practices. The program will equip a cohort of oncologists with experience in using the latest learning science to more effectively present ground-breaking cancer developments to the oncology community to advance cancer research and improve patient care

## Recognition for the 2025 Leadership Development Program: Education Scholars

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.

# 2025 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.

## Recognition for the 2025 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.

# 2025 Gastrointestinal Cancers Symposium Sponsorship

Expected attendance for the 2025 ASCO Gastrointestinal (GI) Symposium is more than 4,700 in-person and online participants including medical, surgical, and radiation oncologists; pathologists; radiologists; and translational-oriented laboratory scientists. Support for the 2025 ASCO Gastrointestinal Cancers Symposium Sponsorship will enhance the attendee experience.

Recognition for the 2025 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 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.

Tentative Commitment Deadline: November 12, 2024

10/30/2022

4

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

# 2025 Genitourinary Cancers Symposium Sponsorship

Expected attendance for the 2025 ASCO Genitourinary (GU) Symposium is more than 5,500 in-person and online participants including medical, surgical, and radiation oncologists; pathologists; radiologists; and translational-oriented laboratory scientists. Support for the 2025 ASCO Genitourinary Cancers Symposium Sponsorship will enhance the attendee experience.

Recognition for the 2025 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 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.

Tentative Commitment Deadline: November 12, 2024

10/30/2022

4

# 2025 ASCO Annual Meeting Sponsorship

This unique sponsorship bundle offers an array of onsite and virtual opportunities to access ASCO’s diverse network of over 45,000 total attendees in person and online expected at the 2025 ASCO Annual Meeting, including oncology professionals as well as other multidisciplinary oncology specialists.

Recognition for the 2025 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			
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.

Tentative Commitment Deadline: March 15, 2025



# Cumulative Support for ASCO Annual Meeting

Donors who support both Annual Meeting Education Tracks and Sponsorship can qualify for enhanced recognition and issuing of priority points, which allow for priority selection of exhibit space, exhibitor meeting rooms, ancillary event space, and hotel accommodations for the 2026 ASCO Annual Meeting. (Priority Point Guidelines are available on ASCO’s Exhibitor and Advertiser Policies website: <https://society.asco.org/meetings-education/meetings/exhibitor-advertiser-information/exhibitor-advertiser-policies>)

Cumulative support must be confirmed by March 31, 2025 for Conquer Cancer to determine eligibility.

Recognition for Cumulative Support for ASCO Annual Meeting				
Cumulative Support Total	\$550,000 (Conqueror)	\$350,000 (Visionary)	\$250,000 (Innovator)	\$150,000 (Advocate)
Priority Points	4	3	2	1
Recognition on ASCO Social Media	√	√		
Informational video on Video Wall	√			
Level associated benefits for sponsorship support	√	√	√	√
Level associated benefits for tracks support.	√	√	√	√
Recognition on the Annual Meeting Microsite Bottom Banner	Logo	Logo	Name	

# 2025 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.

## Recognition for the 2025 ASCO Annual Meeting Fundraising Booth Activity

Support Amount	TBD*
Name and Booth Number listed on Annual Meeting Walk-In Slide	√
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

# 2025 Evening To Conquer Cancer Dinner Event

Held each year during the ASCO Annual Meeting, this event provides a special opportunity to learn about the impact of Conquer Cancer’s mission to accelerate cancer research and empower people everywhere to conquer cancer.

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
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	

**Commitment Deadline: TBD**

10/30/202

# 2025 ASCO Quality Care Symposium Sponsorship

Expected attendance for the 2025 ASCO Quality Care Symposium is nearly 1,000 total in-person and online attendees, including medical, surgical, and radiation oncologists; pathologists; radiologists; and translational-oriented laboratory scientists. Support for the 2025 ASCO Quality Care Symposium Sponsorship will enhance the attendee experience.

## Recognition for the 2025 Quality Care 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 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.

Tentative Commitment Deadline: TBD

10/30/2024

# 2025 Patient Advocate Program Bundle

The 2025 Patient Advocate Program Bundle will provide grants and other patient opportunities to further educate patient advocates on important advances in their areas of interest.

Recognition for the 2025 Patient Advocate Program Bundle	
<b>Support Amount</b>	<b>\$30,000*</b>
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.

**Commitment Deadline: December 2024**

*For GI Symposium recognition otherwise, can be accepted on a rolling basis.*

10/30/202

4

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

# 2025 Women Who Conquer Cancer Sponsorship Bundle

The Women Who Conquer Cancer Sponsorship provides opportunities to recognize the work of the best and brightest women researchers.

## Recognition for the 2025 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.

Tentative Commitment Deadline: April 2025

10/30/202

4

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

# EveryGrant<sup>®</sup>

**A Total Grants Management Solution from Conquer Cancer**  
Helping organizations manage elite grant programs



**PEOPLE**

**Global oncology experts**  
who can help optimize your  
investments to deliver a  
unique, impactful program.

**PROCESS**

**Peer review process**  
will ensure applications meet  
the highest standards.

**PLATFORM**

**Flexible technology**  
to make the application and  
administration process  
fast and easy.

To learn more about EveryGrant<sup>®</sup>, contact [programs@everygrant.org](mailto:programs@everygrant.org)

# 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.



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



# 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

