



Susan G. Komen Oregon & SW Washington Presents

## 20<sup>th</sup> Anniversary Regional Breast Cancer

### Issues Conference

Saturday, March 17, 2018

## WHY PARTNER?

Susan G. Komen® Oregon & SW Washington has been providing funding for programs and services to increase breast health education, screening, treatment and support since 1991. Every week, 63 cases of breast cancer are diagnosed, and 11 will die in our region.

Komen conducts an exhaustive needs assessment within the 40-county service area every four years to identify the status of breast health and services. Funding from Komen addresses needs and disparities identified in underserved communities.

The Komen Breast Cancer Issues Conference is an important education event, drawing hundreds of participants – survivors, forever fighters, families and medical professionals annually. The Conference sponsorship provides an opportunity to make a positive impact on the fight against breast cancer – and involve employees and consumers in the cause.

## MAKING THE DIFFERENCE



**75%** of our funds go towards saving local lives, with \$19.5 million dedicated to early detection, survivor and fighter support and advocacy.



**25%** is pooled with our other affiliates to fund the cures on an international scale, including \$12.2 million that has been provided to local research institutions like Providence Cancer Institute and OHSU Knight Cancer Institute.

## OUR WORK IN 2016

**38,394** Total number of people served through education, outreach, screening, and navigation services (not including mass media campaigns)

**11,013** Number of screenings/diagnostic services

**969** Patients received navigation/support services

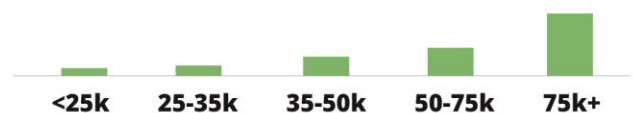
**635** Patients in treatment received gas, food, and lodging assistance

**\$400,000** Research grant provided to Dr. Joe Gray at OHSU Knight Cancer Institute.

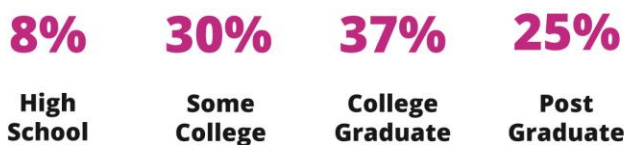
Participants by Age



Household Income



Education



Gender Percentage



## 2018 Conference Keynote Speaker: Kathleen Dunham, MD

Dr. Dunham is a Breast Surgical Oncologist with Compass Oncology. Dr. Dunham obtained her medical degree from Royal College of Surgeons in Ireland, and went on to complete a general surgery residency and Breast Oncology Fellowship at Baylor University Medical Center. Dr. Dunham's keynote presentation focus on the psychology of surgical decision making, where she will discuss on the role of emotions, bias, and belief, and how these shape decision making during breast cancer treatment.



### Goals

The goal of the conference is to connect attendees with breast health experts to be better informed about trends, challenges, science-based information and the most effective therapies for breast cancer.

## Breast Cancer Issues (BCI) Statewide Conference

- **Overview** – This annual one-day conference brings together specialists to speak on topics including breast cancer risk reduction, treatment options, and quality of life.
- **Unique** – The BCI Conference is the only gathering of its kind in Oregon. No single event has empowered more people – thousands of women and men have benefitted from this conference in the last 19 years.
- **Participants** – More than 475 breast cancer survivors, caregivers, family members, and healthcare care professionals attended the 2017 Breast Cancer Issues Conference in person and via simulcast. 98% of attendees gave the conference a rating of very satisfied or satisfied.
- **Statewide Simulcast** – Nearly 100 participated via simulcast in Bend (St. Charles Medical Center), Roseburg (Community Cancer Center), Medford (Providence Cancer Center), Eugene (Royal Caribbean International), and Newport (Samaritan Pacific Communities Hospital). Plans to expand to the gorge and in other parts of Oregon and SW Washington are in motion.
- **Continuing Education Credits** – The BCI Conference offers Continuing Education Credits for nurses, nurse practitioners, imaging technologists, social workers, counselors, psychologists, and occupational and physical therapists.
- **Bi-lingual Services** – One session is presented in Spanish, three offer translation services for the approximately 11% of the Portland audience self-identified as Latino.
- **Resource Exhibitors** – The BCI Conference features community resource exhibitors and allows BCI partners to connect personally with breast cancer survivors and family members.
- **Poster Session** – A forum for researchers nationwide to present their latest research and connect directly with the attendees.
- **Scholarships** – Komen will offer a select number of scholarships to survivors to offset tuition, so everyone has the opportunity to attend in person or at simulcast locations around the state.

## Evaluation

The BCI Conference is evaluated on its effectiveness in meeting the needs of the community. An evaluation is provided to each attendee to be completed at the end of the conference. The quantitative and qualitative feedback from participants, along with demographic information (age, race/ethnicity, location, breast cancer survivor, family member/friend, health care provider, how they learned about the event) will inform the BCI Conference Planning Committee.

This gathering impacts the lives of those affected by breast cancer with relevant education and offer health care professionals the latest trends in medical care for those who treat patients with breast cancer or breast health concerns.

## Comments from 2017 participants

*"This is the greatest information, and reunion of cancer survivors I've ever attended."*

*"I loved all the great speakers; learned so much today; thank you."*

*"Love it all, sessions, poster session, merchandise, food, fantastic crowd, well organized."*

Together, we need the support of the business community to push forward our fight to change these statistics.



## **SPONSORSHIP OPPORTUNITIES**

### **\$10,000 – Ambassador Level (One available – Decision required by Nov. 1, 2017)**

Marketing – Premiere logo placement and recognition:

Media

- Interview on KOIN6
- Interview on K103

Print

- 5,000 Save the Date cards
- 8,000 Brochures
- 350-400 programs

Web

- Komen Breast Cancer Issues Conference web page
- 4 eblasts to 220,000 contacts
- 4 social media posts
- K103 Radio / KOIN6 television - Interviews prior to the event

Day of conference

- 16 complimentary registration entries
- (1) 3 X 6 ft. corporate banner in ballroom
- Electronic sponsor display in ballroom and break out session rooms
- Print sponsor display in lobbies and outside the ballroom
- 2 reserved lunch tables
- Exhibit booth in the BCI Resource Area
- Opportunity to make verbal remarks during lunch
- Verbal acknowledgement by Komen CEO

Year round acknowledgement

- Session Videos page on Komen website
- Komen Giving Circle
- Komen Annual Report

### **\$5,000 - Champion Level (Two available – Decision required by Dec. 1, 2017)**

Marketing – Logo placement and recognition:

Print

- 6,000 Save the Date cards
- 8,000 Brochures
- 1 advertisement - The Oregonian
- 350-400 programs

Web

- Komen Breast Cancer Issues Conference web page
- 3 eblasts to 220,000 contacts
- 3 social media posts

Day of conference

- 10 complimentary registration entries
- Electronic sponsor display in ballroom and break out session rooms
- Print sponsor display in lobbies and outside the ballroom
- 1 reserved table during the luncheon portion of the event
- Exhibit booth in the BCI Resource Area
- Verbal acknowledgement by Komen CEO

Year round acknowledgement

- Session Videos page on Komen website

- Komen Giving Circle
- Komen Annual Report

**\$2,500 - Faith Level (Four available – Decision required by Dec. 1, 2017)**

Marketing – Logo placement and recognition:

Print

- 8,000 Brochures
- 350-400 programs

Web

- Komen Breast Cancer Issues Conference web page
- 2 eblast to 220,000 contacts
- 2 social media post

Day of conference

- 6 complimentary registration entries
- Electronic sponsor display in ballroom and break out session rooms
- Print sponsor display in lobbies and outside the ballroom
- Exhibit booth in the BCI Resource Area
- Verbal acknowledgement by Komen CEO

Year round acknowledgement

- Session Videos page on Komen website
- Komen Giving Circle
- Komen Annual Report

**\$1,000 - Patron Level (Eight available – Decision required by Feb. 1, 2018)**

Marketing – Logo placement and recognition:

Print

- 350-400 programs

Web

- Komen Breast Cancer Issues Conference web page

Day of conference

- 2 complimentary registration entries
- Electronic sponsor display in ballroom and break out session rooms
- Print sponsor display in lobbies and outside the ballroom
- Exhibit booth in the BCI Resource Area
- Verbal acknowledgement by Komen CEO

Year round acknowledgement

- Komen Giving Circle
- Komen Annual Report