



# Male Breast Cancer Global Alliance

*We're changing the face of breast cancer.*



## **2022 Annual MBCGA Conference (Virtual)**

October 20, 2022

*Sponsorship Opportunities*

# THE 2022 ANNUAL MBCGA (VIRTUAL) CONFERENCE

OCTOBER 20, 2022

The *Annual Male Breast Cancer Global Alliance Conference* brings together male survivors, their families, friends, and supporters for a “virtual” day of sharing, learning and camaraderie. Medical professionals and organizations from all over the world also participate to impart the latest information on research and clinical trials, and answer questions one-on-one. The conference, which focuses on increasing awareness and education about breast cancer in men, offers an impressive line-up of speakers including top medical professionals and leading experts from the breast cancer research and oncology fields.

This year’s speakers include:



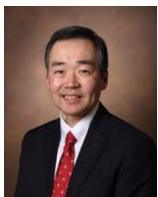
**John Boyages, AM**, Professor of Breast Oncology, Faculty of Medicine and Health Sciences and Director of Australian Lymphoedema Education Research and Treatment Center at Macquarie University (Sydney, Australia); and author of the book, *Male Breast Cancer: Taking Control*.



**David Brenin, MD, FACS**, M.C. Wilhelm Professor in Diseases of the Breast and Chief of the Division of Breast and Melanoma Surgery, in the department of surgery at The University of Virginia School of Medicine (Charlottesville, VA)



**José Pablo Leone, MD**, Director for Breast Cancer in Men at Dana-Farber Cancer Institute (Boston, MA) and Assistant Professor of Medicine, Harvard Medical School



**Ben Ho Park, MD, PhD**, Director, Vanderbilt-Ingram Cancer Center, Benjamin F. Byrd, Jr. Chair in Oncology, Professor of Medicine, Division of Hematology/Oncology, Vanderbilt University Medical Center (Nashville, TN)



**Kathryn Ruddy, MD**, Professor of Oncology (with a specialty in male breast cancer) and Consultant for the Division of Medical Oncology at the Mayo Clinic (Rochester, MN)



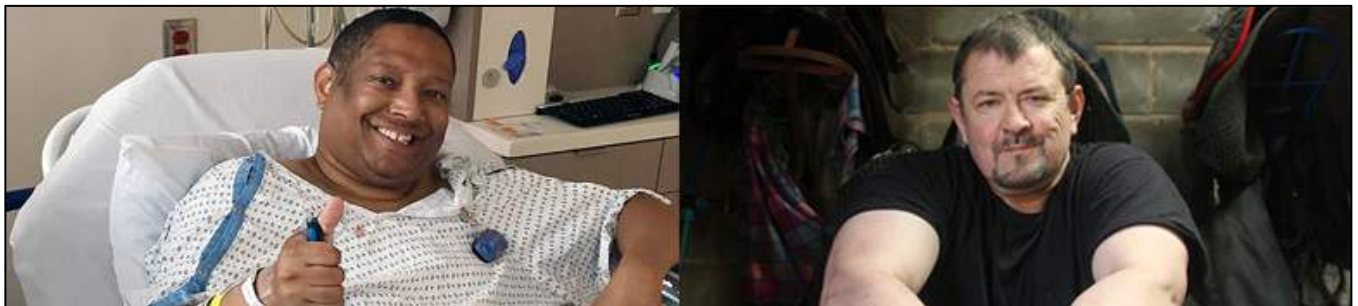
# Male Breast Cancer Global Alliance

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*We're on a mission.*

The Male Breast Cancer Global Alliance brings men with breast cancer together with researchers, clinicians, and oncologists around the world for the purpose of advancing research, clinical trials and treatments for men diagnosed with breast cancer.

We advocate for all men diagnosed with breast cancer to ensure they receive equal access to support and treatment; serve as a source of support and resources for the men, their caregivers, and families; and recruit volunteer “ambassadors” to increase awareness on a global scale.



**As an [MBCGA Conference Sponsor](#), your support will help us:**

- further the mission of our organization to increase awareness that men get breast cancer, too;
- continue to provide help and support to those who have been diagnosed (and their families);
- increase our efforts, as passionate patient advocates, to fight for men to be considered and included in breast cancer-related research and clinical trials;
- continue our legislative advocacy work at both the state and federal levels to ensure that men have equal access to diagnostic and treatment care.



## 2022 ANNUAL MBCGA CONFERENCE SPONSORSHIP OPPORTUNITIES

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### 2022 MBCGA CONFERENCE PRESENTING SPONSOR - \$10,000

#### *Educational Program Sponsor*

As Presenting & Educational Program Sponsor, your generosity will help fund the production of critical male breast cancer awareness educational materials, underwrite the travel and registration costs of MBCGA members attendance at relevant local and international conferences, assist us in expanding and educating our international volunteer corps of patient advocates, and other initiatives.

#### Presenting Sponsor Benefits:

- Category exclusivity as **Presenting & Educational Program Sponsor**
- Verbal acknowledgement as *Presenting & Educational Sponsor* throughout the event
- Highest level/frequency of name and/or logo recognition on screen during event
- Full-screen (digital) advertisement (self-produced)
- Speaking opportunity during the Conference
- Top-level logo/name recognition on website Conference page
- Prominent display for your company on our website Tools & Resource Page for one year
- Weekly post recognition on all social media platforms for through 10/20/22
- Recognition in all Conference-related emails and communications pre- and post-Conference



**PLATINUM - \$7,500**  
***Global Advocate Scholarship Sponsor***

Your support as a **Global Advocate Scholarship Sponsor** will enable MBCGA survivors and Ambassadors to attend important meetings and conferences in the men's health, breast cancer and oncology arenas, as official advocates of the MBCGA mission and goals, affording them unique opportunities to connect and interact with fellow members and medical/oncology specialists. Scholarships are awarded on the basis of financial need.

**Platinum MBCGA Scholarship Sponsor Benefits:**

- Verbal acknowledgement as *Platinum Scholarship Sponsor* throughout the event
- Name and/or logo recognition on screen during event
- Full-screen (digital) advertisement (self-produced)
- Speaking opportunity during the Conference
- Logo/name recognition on website Conference page
- Prominent display for your company on our website Tools & Resources Page for one year
- Bi-weekly post recognition on all social media platforms through 10/20/22
- Recognition in all Conference-related emails and communications pre- and post-Conference

**GOLD - \$5,000**  
***Mission Sponsor***

As a **Gold Mission Sponsor**, you will be providing critical funds that will allow us to continue expanding our global mission: to support the men and their families who turn to us for connection, guidance and assistance; to educate the public, the diverse medical communities, researchers and others about breast cancer in men; and to advocate both within the medical arena, and at the state and federal legislative level, for equal opportunities of treatment for men diagnosed with the disease.

**Gold MBCGA Mission Sponsor Benefits:**

- Verbal acknowledgement as *Gold Mission Sponsor* multiple times throughout each day of event
- Name and/or logo recognition on screen during event
- Half-screen (digital) advertisement (self-produced)
- Logo/name recognition on website Conference page
- Prominent display for your company on our website Tools & Resources Page for six months
- Bi-weekly post recognition on all social media platforms in October
- Recognition in all Conference-related emails and communications pre- and post-Conference

**SILVER - \$2,500**  
**MBCGA Sponsor**

Silver MBCGA Sponsor Benefits:

- Verbal acknowledgement as *Silver MBCGA Sponsor* each day of event
- Name and/or logo recognition on screen during event
- Quarter-screen (digital) advertisement (self-produced)
- Logo/name recognition on website Conference page
- Display for your company on our website Tools & Resources Page for two months
- Recognition in all Conference-related emails and communications pre- and post-Conference

**BRONZE - \$1,000**  
**MBCGA Sponsor**

Bronze MBCG Sponsor Benefits:

- Verbal acknowledgement as *Bronze MBCGA Sponsor* for the Conference
- Name recognition on screen during Conference
- Quarter-screen advertisement (self-produced)
- Logo/name recognition on website Conference page
- Display for your company on our website Tools & Resources Page for one month
- Recognition in all Conference-related emails and communications pre- and post-Conference

**MBCGA FRIEND - \$500**

As an *MBCGA Friend*, you will be recognized and thanked verbally for your generosity during the Virtual Conference, and included our official list of sponsors.

*Thank you for your consideration. With your help, we can continue our mission to change the face of breast cancer... one man at a time.*



A decade ago, Cheri Ambrose's friend was diagnosed with breast cancer. After undergoing bi-lateral mastectomies, this normally vibrant, outgoing man became a virtual shell of his former self, hiding his diagnosis and himself from the outside world. Certain that there must be others like him, Cheri embarked on a crusade to find them, and bring male breast cancer "into the light" so that no man would ever have to suffer alone again like her friend. In 2013, she joined forces with one of the first male breast cancer organizations, The Blue Wave, to bring her message to the public in New Jersey. She built a partnership with Susan G. Komen North Jersey, and together, they were the first to have a formalized Male Breast Cancer Awareness campaign. A year later, determined that no man would ever have to face a breast cancer diagnosis alone again, Cheri launched the Male Breast Cancer Coalition (MBCC) as a virtual gathering place for men with breast cancer, and as a source of information and guidance for navigating the often-difficult journey of a male breast cancer diagnosis. She began to connect with other male survivors and started documenting their stories.

Today, that number has surpassed 700 and includes male survivors from all over the United States and every corner of the globe. Over the years, we have continued to expand our reach and breadth—educating, enlightening and engaging the world about male breast cancer by building awareness through the knowledge and experiences of survivors and experts. Through this work, we became the definitive worldwide organization for male breast cancer survivors and volunteers, and a recognized leader in a wide spectrum of cancer-related advocacy and awareness campaigns. We have experienced unprecedented growth and expansion on an international level. And we have become a global organization that is setting the bar for advocating for men with breast cancer.

To reflect this growth and expansion of mission and purpose, we have recently re-launched the MBCC as the Male Breast Cancer Global Alliance (MBCGA), a 501c3 non-profit organization. With this bold move, we reconfirm our promise to continue advocating for all men diagnosed with breast cancer, to ensure that they receive equal access to support and treatment, and be appropriately represented in research and clinical trials.



For more information on the MBCGA Conference and available sponsorship opportunities, contact:

Cheri Ambrose, Founder and President

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