



TURN AN ASSIST ON THE COURT INTO AN ASSIST FOR LOCAL CANCER PATIENTS.

PARTICIPATING PLAYERS



RASIR BOLTON



NOLAN HICKMAN



HUNTER SALLIS



MALACHI SMITH



JULIAN STRAWTHER

Whether on the basketball court or a patient's fight against cancer, an assist is critical to overall success.

OUR GAMEPLAN

During the 2022/2023 basketball season, Community Cancer Fund (CCF) wants to turn assists on the court into assists for cancer patients across the Inland Northwest. Through the "CCF Assists" program, we are encouraging businesses and individuals to make a flat donation or pledge to CCF for every assist participating Gonzaga University (GU) basketball players record. Contributions from the program will benefit CCF's mission of funding local programs and services designed to assist cancer patients, their families, and partner organizations that serve them.

ABOUT OUR ACTIVATION PARTNER

Friends of Spike (FOS) connects student-athletes at GU with entities to create impactful partnerships for the betterment of the community.



Thanks to our partnership with FOS, CCF will have the opportunity to use the name, image and likeness (NIL) of participating GU basketball players to help raise awareness and visibility of the "CCF Assists." program.

TIMELINE

- November 1, 2022 through March 31, 2023

POTENTIAL CAMPAIGN ADVERTISING

- Dedicated website CCFAssists.com
- Broadcast & online video commercials
- Billboards
- Social Media Posts/ Updates
- In-store POP displays
- Print Advertising (Inlander, Spokesman, etc.)
- Web advertising (Google, Facebook, etc.)
- CCF Email List
- Campaign Partner Avenues/Channels



CORPORATE PARTNERSHIP FUNDRAISING OPPORTUNITIES

\$10,000 – PARTNER RECEIVES:

In addition to all of receivables listed below for a \$5,000 contribution, you would also receive:

- Featured host of one (1) TBD special event during the campaign. (Ex: -Tipoff Party hosted by....)
- The unique ability for branding and name recognition throughout the planning and marketing of the special event, including day-of opportunities onsite, etc.
- Ability to help curate giveaway items for special event attendees and donors.

\$5,000 – PARTNER RECEIVES:

- Unique branding opportunities throughout planning, marketing, and special events.
- Name and company logo to appear on various advertising mediums and channels throughout the campaign.
- Logo and link to your website featured on CCFAssists.com.
- Complimentary attendee tickets to the various special events planned throughout the campaign.
- The unique opportunity to engage your employees and coworkers to “Join the team” via ongoing internal communications and social media highlights (all materials provided by CCF).
- Assign point of contact to receive and forward updates at your discretion as the season progresses, including results and other info (I.e. - email list, social media, etc.)

Partnership fees are 501(c)3 tax-deductible as outlined by federal guidelines and will be split between both nonprofits.

Donations and pledges received during the season via our unique online pledge platform will be directly contributed to Community Cancer Fund.

CORPORATE PARTNERS



YOUR LOGO HERE

YOUR LOGO HERE

YOUR LOGO HERE

YOUR LOGO HERE

MARKETING PARTNERS



YOUR LOGO HERE

We're building our lineup of partners for this season's program.

JOIN THE TEAM!

Contact: Jerid Kefer

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