

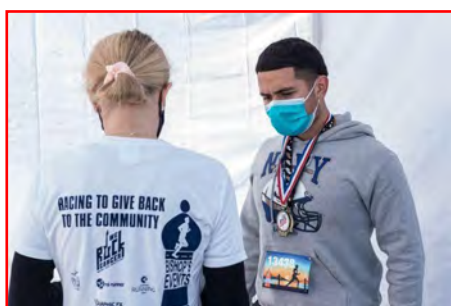


Who We Are

We Rock Cancer (WRC) is a veteran-founded 501(c)(3) organization that harnesses the power of music and health care partnerships to advocate for early detection of skin cancer. Early detection substantially increases the survivability of skin cancer. According to the American Cancer Society, metastasized melanoma has a survivability rate of 27%, but when diagnosed early, 99% of people recover. We bring free professional skin cancer screenings to concerts and music festivals, and other outdoor events like community fun runs and races, and we provide artists with the opportunity to perform for new audiences at new venues.



Our Artist Partners Rocking Cancer



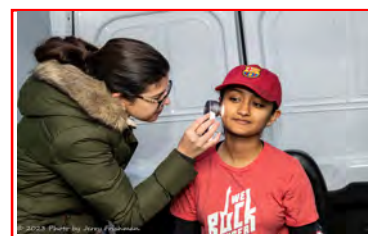
Dr. Toerge Screens a Navy Veteran

Our Mission

Our mission is to raise awareness of skin cancer and to increase survivability through early detection. We Rock Cancer has created an entirely new approach to finding skin cancer early and beating it by providing professional screenings at concerts and other events where at-risk people can be found. By offering free cancer screening services by medical professionals in social settings, WRC creates an approachable environment where people are comfortable asking questions and learning about prevention.

Our Impact

To date, 62% of individuals screened at WRC events have had one or more issues identified that required follow-up with their healthcare providers. We have more than 20 planned events through 2023. We expect to identify more than 1,250 people with a skin issue that requires attention, including 126 actinic keratoses (lesions from sun damage) and 20 instances of melanoma, the most serious type of skin cancer. This life-saving early intervention is only possible with the generous support of our donor partners. Your gift helps us find skin cancer early and your support will greatly increase survivability.



Dr. Camacho in our Mobile Screening Unit



Dr. Gotsiridze conducts an early detection screening

The Value of a Dollar

\$2,500 enables us to accomplish two screening events:

- 250+ screenings
- 125+ people identified for essential follow-up care
- 18+ actinic keratoses lesions identified
- 2+ cases of melanoma detected

94% of every dollar goes to supporting our mission

Annual Organizational Sponsorship Levels



Legend - \$10,000: Your large 18 x 18 logo will be displayed on the WRC Mobile Screening Vehicle for one year, we will conduct a screening event for your staff at your organization or business, your logo will also appear on our website and at our Annual Gala, and you will receive eight VIP tickets to the Annual Gala.



Superstar - \$5,000: Your 12 x 12 logo will be displayed on our Mobile Screening Vehicle for one year, your logo will appear on our website and at the Annual Gala, and you will receive four VIP tickets to the Annual Gala.



Rock Star - \$2,500: Your name or logo will be displayed on our "Bricks in the Wall" in our Mobile Screening Vehicle, as well as on our website and at the Annual Gala, and you will receive two VIP tickets to the Annual Gala.

"You made skin cancer screenings cool !"

- William Guerra, MD

Our Leadership Team



Certification

We Rock Cancer values financial transparency, completing independent audits of all financial records in compliance with GAAP guidelines. WRC has been reviewed and approved by the following organizations:



Contact Information

McLean, Virginia | (703) 203-8456 | give@werockcancer.org

@werockcancer | @werockcancer | We Rock Cancer | We Rock Cancer



2023 Gala "We Rock" Event Sponsorships*

Presenting Sponsor - \$10,000: One exclusive presenting sponsorship available. Your name will be included on the point of sale event description and on each entry ticket for the event stating the event is "Presented by" your organization. Your name and logo will be included on venue advance posters and WRC advance marketing. Your logo will be displayed with "Presented by" on the performance stage. You will be provided an opportunity to address the VIP reception audience. You will have an information table to meet event guests and share information about your organization. Your logo will appear on our website. You will receive 16 VIP tickets to the event and 40 additional reserved seat tickets to the gala concert performance.

Platinum Event Sponsor - \$5,000: Your logo will be displayed on the performance stage. You will have an information table to meet event guests and share information about your organization. Your logo will be displayed at the event and appear on our website. You will receive 8 VIP tickets to the event and 20 additional reserved seat tickets to the gala concert performance.

Gold Event Sponsor - \$3,000: Your logo will be displayed at the event and on our website. You will receive 6 VIP tickets and 8 additional reserved seat tickets to the gala concert performance.

(*all packages are customizable to accommodate sponsor requests)

Contact Information

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