



baddieC★n BREAST CANCER

A Conference for Survivorship Reimagined

March 7-9, 2025 | Atlanta, GA



SPONSORSHIP PROPOSAL

hello@breastofus.com



www.breastofus.com

ABOUT



FOR THE BREAST OF US
ALL MELANIN. ALL MOXIE. ALL TOGETHER



For the Breast of Us is a pioneering organization dedicated to uplifting and supporting women of color impacted by breast cancer. Our mission is to bridge the gap in care and information, ensuring all women, regardless of background, have access to the resources, support, and advocacy needed to navigate their breast cancer journey. By focusing on the unique challenges faced by women of color, we aim to foster an inclusive community addressing the disparities in healthcare access and outcomes.

Our goals are centered around education, advocacy, and community support. We strive to provide comprehensive educational resources that are culturally relevant and easily accessible. These resources cover various aspects of breast cancer, from early detection and treatment options to survivorship and mental health support. Empowerment is another cornerstone of our work. We empower women by providing platforms for sharing their stories, celebrating their strength, and advocating for their needs both within the healthcare system and in broader societal contexts.

Community support is crucial to our mission. Through our initiatives, events, and online platforms, we create spaces where women of color can connect, share their experiences, and find solace and strength in one another. These communities not only provide emotional and social support but also act as powerful networks for advocacy and change.

For the Breast of Us is committed to not just supporting women through their breast cancer journey but also to changing the landscape of healthcare to be more equitable and responsive to the needs of diverse populations. We believe that every woman deserves the best care, the strongest support network, and the most reliable information, and we tirelessly work towards making this a reality for every woman of color facing breast cancer.

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Our Pillars

EDUCATION

Women will be informed about diagnosis so they can make better decisions for their treatment, families, and survivorship.

ADVOCACY

Have more advocates at the table who are able to advocate thoroughly and consistently for women of color.

COMMUNITY

Creating a space for thrivers to be vulnerable to share and learn from experiences of others, providing them resources to navigate the world of survivorship.

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FOR THE BREAST OF US INITIATIVES

BADDIE AMBASSADOR PROGRAM

The For The Breast of Us Breast Cancer **Baddie Ambassadors** help amplify the voice and work of FTBOU. Ambassadors are chosen to serve on FTBOU committees and participate in our education and activism activities.

The Baddie Ambassadors share their personal breast cancer stories across our social media platforms, as well as, their personal platforms, giving breast cancer survivors and thrivers the opportunity to see images and hear stories from women who look like them and build community through shared experiences.

BADDIE RETREAT

The Breast Cancer Baddie **Retreat** is an annual meet-up of the Baddies to meet, engage in trainings meet, fellowship and relax. The Baddies also plan and sign-up to lead education and advocacy activities for the coming year.

WHEN YOU SEE US

Founded in 2019, For the Breast of Us was created to provide a space where women of color affected by breast cancer could connect, share their authentic experiences without judgment, and feel understood. As young Black survivors, we recognize the unique challenges faced, from feeling out of place to lacking representation in educational materials.

With the **When You See Us** campaign and its imagery of survivors of color baring it all, we stand as a powerful collective, celebrating our diversity and demanding acknowledgment from the broader breast cancer community.

BADDIE MEETUPS

What started as an online community has grown into a real-life sisterhood. We plan **meetups** to give baddies across the nation the opportunity to engage face-to-face and find local support.

BADDIE 2 BADDIE LIVE

Our Instagram **live streams** are where we share timely and essential information with special guests, providing valuable insights and support for our community.



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FOR THE BREAST OF US INITIATIVES

BADDIE 2 BADDIE & BADDIECON PODCASTS

A cancer diagnosis changes everything, and for women of color seeking relatable stories and support, resources can be scarce. That's where For the Breast of Us steps in. Our **podcasts**, hosted by the FTBOU Team, is a safe space for candid convos about real-life experiences, education, and information to help our community live their best life after a breast cancer diagnosis.

THE NAKED TRUTH

Many Breast Cancer Baddies have a love/hate relationship with their body. While some find beauty in their scars, others see brokenness.

In *The Naked Truth* women of color share their thoughts and images of themselves after breast cancer.

IN ONE WORD

In One Word is a beautiful collection of experiences from 50 women of color affected by breast cancer. Each woman's description of her breast cancer journey encourages women to define their experience in their own way.

BREAST WISHES

Breast Wishes is a deck of 71 cards of breast cancer affirmations, personal advice, inspirational quotes and uplifting songs designed for women of color affected by breast cancer by women of color affected by breast cancer.



ABOUT



SOCIAL MEDIA STATS



DOMESTIC FOLLOWERS



NEW YORK CHICAGO HOUSTON
PHILADELPHIA ATLANTA BALTIMORE
LOS ANGELES RALEIGH COLUMBUS
JACKSONVILLE BOSTON DALLAS
WASHINGTON DC

GLOBAL FOLLOWERS

UNITED STATES UNITED KINGDOM CANADA
ARGENTINA SINGAPORE INDIA
NIGERIA SOUTH AFRICA KENYA
ECUADOR PHILIPINES



CONTENT AREAS

ADVOCACY | BEAUTY | BUSINESS
CAREERS CAREGIVERS | (IN)FERTILITY
MENTAL HEALTH | NEW-NORMAL
PARENTING | RELATIONSHIPS | RESEARCH
SELF-IMAGE | SEX | TREATMENT



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WEBSITE & BLOG STATS

2K AVG MONTHLY VISITORS	60 AVG DAILY VIEWS	286 BLOG POSTS
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FACEBOOK GROUP DEMOGRAPHICS

95% WOMEN	8% AGE 25-34	33% AGE 35-44	58% AGE 45+
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EMAIL SUBSCRIBERS

1.5K
SUBSCRIBERS

PODCAST

5,031
TOTAL DOWNLOADS

AUDIENCE

ADOLESCENT/YOUNG ADULT
AFRICAN AMERICAN/BLACK/CARIBBEAN
ASIAN, PACIFIC ISLANDER EARLY STAGERS
ER/PR HORMONE-POSITIVE FLAT CLOSURE
HISPANIC/LATINX LGBTQ
METASTATIC THRIVERS NATIVE
MOTHERS PLUS-SIZE WOMEN
TRIPLE NEGATIVE





ABOUT BADDIECON

BaddieCon: Survivorship Reimagined is a first of its kind conference uniquely dedicated to young survivors of color navigating the complex terrain of breast cancer survivorship. At BaddieCon, we celebrate the strength and resilience that defines a 'baddie'—transforming challenges into triumphs and adversity into powerful advocacy.

This conference is crafted to serve as a safe, inclusive space that uplifts and supports those often overlooked and underserved in the healthcare landscape. We are committed to empowering, educating, and uniting survivors through interactive workshops, enlightening educational sessions, and community-building activities, all designed to foster a network of solidarity and support. Join us at BaddieCon, where your journey is honored, your voice is amplified, and your healing is prioritized.

Why Survivorship Reimagined?

BaddieCon isn't just a conference—it's a celebration of survival, a forum for empowerment, and a network of support. Tailored specifically for young survivors of color, BaddieCon addresses the unique challenges and experiences that affect this community, providing tools, knowledge, and a platform to thrive after a breast cancer diagnosis.





BADDIECON GOALS

Empower through Education:

Provide comprehensive information on breast cancer care, latest research, survivorship practices, and holistic wellness strategies.

Advocate for Change:

Equip attendees with advocacy tools and knowledge to navigate the healthcare system and advocate for better care and support.

Foster Community:


Create a supportive network where survivors can share experiences, offer support, and build lasting connections.



BADDIECON OBJECTIVES

Enhance your understanding of breast cancer survivorship through comprehensive **educational sessions** that focus on health, wellness, and the latest medical advancements.

Empower yourself with the tools to be a fierce **advocate** for your health and the health of others. Learn how to effectively raise awareness and make a difference within the community.



Engage with a **community** of like-minded survivors who provide support and inspiration. Discover the strength in shared experiences and the power of building a network of allies.





WHAT TO EXPECT?

OVERVIEW

- **Conference Name:** BaddieCon: Survivorship Reimagined
- **When:** March 7-9, 2025
- **Where:** Atlanta, GA
- **Audience:** Women of Color breast cancer survivors, ages 20-60 (Asian, Pacific Islander, Native, Black/African-American, Caribbean, African, Hispanic/Latina, Middle Eastern, South Asian/Desi, LGBTQ+)

WHAT TO EXPECT

- **Interactive Workshops:** Participate in hands-on sessions where you'll learn to map out your survivorship journey, embrace self-care practices, and develop robust advocacy skills. Each workshop is crafted to provide practical strategies that you can apply immediately to your daily life.
- **Educational Sessions:** Stay informed with the latest research and developments in breast cancer treatment and survivorship care. Our sessions will cover a range of topics from navigating healthcare systems to understanding the psychological impact of survivorship.
- **Community Connection:** Build lasting relationships with a vibrant community of peers who understand your journey. At BaddieCon, you'll find a supportive network of young survivors, ready to share their stories and experiences in a space that celebrates diversity and resilience.
- **Permanent Makeup (PMU) Services:** We understand the impact that breast cancer treatment can have on personal appearance and self-esteem. That's why we're proud to offer free and discounted permanent makeup services to our attendees. It's not just about looking good—it's about feeling good and reclaiming your body and confidence during and after your cancer journey.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITY	AMOUNT
The Naked Truth Project	\$25,000
Media and Memories	\$20,000
Legacy Room (Remembrance)	\$7,500
Reimagine (Closing Ceremony)	\$3,000
Baddie Homebase (Respite)	\$5,000
Baddie Ball (Celebration)	\$7,500
On Purpose Partners (On-Site Services)	\$10,000
In Purpose Partners (Programming)	\$2,500
Nourish to Flourish (Meals)	Various
Swag Sponsor	\$1,500
Baddie Boost (Travel Grants)	Varies





NAKED TRUTH SPONSOR

Quantity: 1

When diagnosed with breast cancer at ages 26 and 35, the co-founders of For the Breast of Us couldn't find others who looked like them—not through a quick Google search, nor a hashtag. Their initiative, The Naked Truth Project, empowered women to participate in #Naked4BC, embodying the role models they once needed. More than just revealing their bodies, these women are highlighting a critical, often overlooked element: the profound impact of cancer on their body image and self-perception.

Through Volume II, we aim to inspire, encourage, and affirm women of color as they connect with the stories and images of these remarkable survivors.

SPONSOR BENEFITS:

- Feature in The Naked Truth Project campaign, including logos on campaign materials and dedicated mention in the campaign story highlights.
- Opportunity to sponsor the photo and story sessions during the conference.
- Verbal recognition during conference
- Written acknowledgment on the event page
- Company logo on thank you email to participants of The Naked Project
- On-site recognition with sponsor logo throughout The Naked Project event
- Additional visibility on The Naked Truth Project digital platform
- Company logo on breastofus.com
- Premiere logo placement in all event-related activities, such as our monthly newsletter (1.5k subscribers), social media platforms (20k+ subscribers), and breastofus.com (1500 weekly visitors)



SPONSORSHIP AMOUNT: \$25,000



MEDIA & MEMORIES SPONSOR

Quantity: 2

Printed and Audio/Visual Media plays a crucial role in amplifying our reach and impact. You will be instrumental in managing our pink carpet experiences, operating the media room, and ensuring high-quality audio visual and live broadcasting. This partnership will enhance the event experience and offer significant exposure and engagement opportunities for your brand.

SPONSOR BENEFITS:

- Logo placement on the pink carpet and in the media lounge.
- Advertisement spots during the event's live broadcast and on event-related promotional materials.
- Regular mentions and tags on all event-related social media posts before, during, and after the event, enhancing your social media presence.
- Opportunity to produce and distribute custom content, such as behind-the-scenes footage and interviews, leveraging event highlights.
- Recognition as a key sponsor during opening and closing remarks, and the option to provide a brief welcome message during the live broadcast.
- Access to post-event reports and analytics, providing insights into viewership and audience engagement metrics.

SPONSORSHIP AMOUNT: \$20,000



LEGACY ROOM SPONSOR

Quantity: 3

The Legacy Room is a specially crafted space dedicated to honoring the lives and legacies of the beloved breast cancer baddies in our community. This vital part of our event serves as a heartfelt tribute to those who have touched our lives, offering guests a place of reflection and celebration. Your sponsorship will not only enhance this commemorative experience but also position your brand as a compassionate leader in supporting meaningful community initiatives.

SPONSOR BENEFITS:

- Your logo and brand name prominently displayed throughout the Legacy Room, associating your brand with compassion and community support.
- Special mention in all media coverage related to the Legacy Room, including press releases, interviews, and event recap videos, highlighting your sponsorship.
- The chance to participate in or speak at the opening of the Legacy Room, demonstrating your organization's commitment to the community and its history.
- Featured posts on all event-related social media platforms acknowledging your sponsorship of the Legacy Room, with storytelling elements tying your brand to the deep emotional and impactful stories within the space.
- Access to detailed feedback from visitors to the Legacy Room, providing insights into the emotional impact and engagement facilitated by your sponsorship.



SPONSORSHIP AMOUNT: \$10,000



REIMAGINE

Quantity: 1

Our Reimagine session is our moving and inspirational closing ceremony designed to uplift and celebrate the spirit of every attendee. This special service is a hallmark of our conference, featuring a rich tapestry of music, personal testimonies, and an empowering inspirational message. It's tailored to speak directly to the hearts and souls of our 'Baddies,' offering a moment of reflection, joy, and communal celebration. As we conclude our event, this service provides a space for attendees to connect spiritually and emotionally, reinforcing the strength and resilience of our community. It's a time to celebrate the journeys undertaken, the battles fought, and the victories achieved, ensuring that each participant leaves with a renewed sense of hope and encouragement.

SPONSOR BENEFITS:

- Your logo and brand featured prominently during the Sunday Service, printed on all related signage, programs, and visual media displays, ensuring high visibility among attendees during this emotionally resonant closing event.
- Verbal acknowledgment of your sponsorship during the service, highlighting your support of the community's spiritual and emotional wellbeing.
- Opportunity to distribute branded inspirational materials or small gifts, such as custom bookmarks or journals attendees can use during the service and take home. This can help create a lasting connection between your brand and their spiritual journey.
- Rights to capture and share content from the Sunday Service, such as recordings of the music and testimonies, on your organization's platforms. This content can be used to demonstrate your involvement and commitment to supporting wellness and spiritual health in community-focused events.

SPONSORSHIP AMOUNT: \$3,000



THE BADDIE LOUNGE SPONSOR

Quantity: 2

The Baddie Lounge will provide a vital sanctuary within our event where attendees can relax, recharge, and reconnect. This lounge is designed to be a comfortable space for participants to hydrate, charge their devices, unwind, and check in with loved ones. By sponsoring the Baddie Homebase, your brand will be directly associated with comfort and care, enhancing the attendee experience while showcasing your commitment to supporting their well-being.

SPONSOR BENEFITS:

- Your logo prominently displayed within the Baddie Lounge, on signage, lounge decor, and all related promotional materials.
- Option to provide branded comfort items such as cushions, blankets, or refreshment kits that attendees can use within the lounge.
- Mention of your sponsorship in press releases, interviews, and event highlight reels, focusing on your role in providing this essential comfort zone.
- Frequent features in social media posts related to the Baddie Homebase, before, during, and after the event, including visual content that highlights your brand's contributions.
- Access to detailed feedback on visitor usage and satisfaction within the Baddie Homebase, providing valuable data on the impact of your sponsorship.

SPONSORSHIP AMOUNT:\$5,000



BADDIE BALL SPONSOR

Quantity: 5

The Baddie Ball provides a pivotal moment for Baddies to gather together and celebrate life. This event honors the connections and bonds initially formed online and celebrates the joy of finding and embracing our community in person. By sponsoring the Baddie Bash, your brand will be intimately connected with an event that celebrates diversity in experiences on the path to survivorship, showcasing your commitment to supporting these powerful journeys.

SPONSOR BENEFITS:

- Your logo and branding prominently featured at the Baddie Bash venue, on all event materials, and throughout the event's promotional campaigns.
- Highlight your brand in all media coverage specific to the Baddie Bash, including special mentions in press releases, event highlights, and post-event recaps.
- Frequent acknowledgment and thanks across our social media platforms before, during, and after the event, showcasing your crucial role in making the Baddie Bash possible.
- Opportunity to deliver a welcome speech or toast at the Baddie Bash, allowing direct engagement with the community and a chance to share your organization's commitment to survivorship and support.
- Option to host a themed booth or interactive activity that aligns with your brand's message and engages attendees in a meaningful way.
- Access to detailed feedback and impact reports post-event, illustrating the direct results of your support and engagement at the Baddie Bash.

SPONSORSHIP AMOUNT: \$7,500



ON PURPOSE PARTNER

Quantity: 2

The On Purpose Partner will play an essential role in providing crucial support services at our event. By sponsoring this on-site haven to help facilitate access to social workers, nurse navigators, and mental health professionals will directly address the needs of survivors. This sponsorship not only aids in offering professional support but also underscores your commitment to the mental and emotional well-being of breast cancer survivors.

SPONSOR BENEFITS:

- Your logo displayed prominently in the therapy room and all related promotional materials, associating your brand with compassion and support.
- Special mention of your sponsorship during the event, in press releases, and in interviews that discuss the mental health resources available at the conference.
- Regular features on our social media platforms, spotlighting your crucial role in supporting survivorship mental health and showcasing your organization's commitment to wellness.
- Option to provide branded materials or informational resources within the room, such as brochures, guides, or small gifts like stress balls or mindfulness coloring books.
- Access to feedback from session attendees and professionals about the impact and usage of the mental health services, offering insights into how your contribution makes a difference.
- Opportunity to sponsor or host a related workshop or talk, further aligning your brand with health and wellness themes.

SPONSORSHIP AMOUNT:\$10,000



IN PURPOSE PARTNERS

In Purpose Partners are organizations dedicated to enhancing the lives of breast cancer survivors of color. These vital partners help advance our core pillars of advocacy, community and education.

Advocacy in Action

Sponsorship level for our smaller grassroots partners in purpose.

- Inclusion of promo materials and advocacy resources in attendee swag bags.
- Recognition in advocacy materials distributed post-event.
- Recognition as a key advocate for women of color impacted by breast cancer.

Quantity: 10 | Sponsorship Amount: \$2,500

Community Outreach

Sponsorship of our conference networking opportunities

- Host a branded opening reception, networking event, snack break, or other opportunity for baddies to fellowship.
- Special recognition during the event.

Quantity: 4 | Sponsorship Amount: \$2,500

Empowered Education

Sponsorship of a conference session or workshop

- Host a branded educational workshop.
- Opportunity to engage directly with attendees during the session.

Quantity: 10 | Sponsorship Amount: \$2,500

ALL IN PURPOSE PARTNERS ALSO RECEIVE:

- Regular mentions on our social media platforms
- Inclusion in conference program



NOURISH TO FLOURISH

Quantity: 8

Our Meal Sponsor plays a huge role in ensuring that attendees of the conference receive nutritious and healthful meals, emphasizing the importance of proper nutrition to the overall health of survivors and those in active treatment. Recognizing that nutrition is a cornerstone of recovery and wellness, this sponsorship provides an opportunity to directly contribute to the wellbeing of our participants through high-quality, carefully curated meal options during the conference.

SPONSOR BENEFITS:

- Your logo and sponsorship acknowledgment featured on all meal-related materials, including menus, meal areas, and promotional content related to dining.
- Special acknowledgment before each meal, highlighting your organization's commitment to supporting health through nutrition, providing an excellent visibility opportunity.
- Option to include informational materials about the benefits of nutrition for survivors at meal tables or as part of meal packaging.
- Mention in event communications and on the event website as a key supporter of the conference's health and nutrition initiatives

BREAKFAST SPONSORSHIP AMOUNT: \$5,000
LUNCH SPONSORSHIP AMOUNT: \$15,000
DINNER SPONSORSHIP AMOUNT: \$25,000
SNACK BREAK SPONSORSHIP AMOUNT: \$3,000



SWAG SPONSOR

Quantity: 50

The Swag Sponsors enrich the attendee experience at BaddieCon by sponsoring the swag bags. These bags are not just a collection of items but a curated experience that extends the memory of the event well beyond the venue. By sponsoring the swag bags, you will support the purchase of memorable BaddieCon branded swag for our baddies.

SPONSOR BENEFITS:

- Opportunity to include your branded items within the bags, such as promotional materials, samples, or custom products, which introduces your brand directly into the hands of your target audience.
- Inclusion in all promotional material discussing swag bag contents, including event websites, emails, and social media posts.
- Regular recognition on social media as the swag bag sponsor, including posts that highlight specific items in the bags that carry your brand.
- Option to include a special offer or call to action in the bags, encouraging further engagement with your brand post-event.
- Mention in the post-event thank-you email to all attendees, including a link to your website or a special offer.

SPONSORSHIP AMOUNT: \$1,500



BADDIE BOOST

Quantity: 50

The Baddie Boost is a unique initiative designed to enrich the experience of our beloved survivors at the conference. This section offers sponsors the extraordinary opportunity to directly support our attendees by sponsoring travel, registration, and special pamper sessions. Baddie Boost aims to alleviate the financial barriers that may prevent some survivors from participating, while also providing moments of luxury and self-care that they truly deserve. By sponsoring Baddie Boost, you're not just contributing resources; you're investing in the well-being and empowerment of our attendees, helping to pour into their lives with generosity and care. Join us in making a meaningful impact and ensuring every survivor has the chance to enjoy, engage, and rejuvenate at our event.

SPONSOR BENEFITS:

- Receive special acknowledgment in all communications related to Baddie Boost, including event programs, website listings, and social media posts. Your sponsorship will be highlighted as directly contributing to reducing financial barriers and enhancing the wellness of survivors.
- Your logo featured on travel itineraries, registration materials, and at pamper session locations, ensuring your brand is associated with care and significant support throughout the event.
- Gain the opportunity to meet and engage with the beneficiaries of your sponsorship, providing a deeper connection and firsthand insight into the impact of your contribution. This could include special receptions or thank-you dinners with sponsored attendees.
- Rights to capture stories and testimonials from sponsored attendees, which can be used for powerful, authentic content in your marketing campaigns, showcasing the real-life impact of your support.

SPONSOR A BADDIE: \$250

SPONSOR TRAVEL: \$500

SPONSOR A PAMPER SESSION: \$50



OTHER WAYS TO SUPPORT

In Purpose Partners are organizations dedicated to enhancing the lives of breast cancer survivors of color. These vital partners help advance our core pillars of advocacy, community and education.

In-Kind Donations

Donations of items and services to make BaddieCon a success

- Donation of branded items to be included in baddie swag bags
- Donation of services
- Donors receive regular features on our social media platforms and inclusion in conference program

In Purpose, On Purpose Scholarship

Donate to the In Purpose, On Purpose Scholarship Fund

- In memory of our angel baddies, this scholarship aims to alleviate the financial burdens cancer imposes on survivors, thrivers, and previvors.
- Donors receive recognition on FTBOU Foundation website and inclusion in conference program.



Making spACE

Donate to support the pillars of the work we do at For the Breast of Us

- Support our regular programming in the areas of Advocacy, Community and Education
- Donors receive recognition on FTBOU Foundation website and inclusion in conference program.



DONATE: WWW.BREASTOFUSFOUNDATION.ORG





THANK YOU!

WEBSITE

www.breastofus.com

WEBSITE

www.breastofusfoundation.org

EMAIL

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ADVOCACY
COMMUNITY
EDUCATION