

Be part of a powerful partnership to make a meaningful impact supporting thousands of breast cancer patients and their families.

SUSAN G.
KOMEN. 

COMEDIANS 
Unplugged

LIVE FROM
SOUTHERN CALIFORNIA

JULY 16, 2021

Breast Cancer Action is a Social Imperative



- The most significant **risk factors** for breast cancer are gender (being a woman) and age (getting older).
- Every **12 minutes, one woman** in the U.S. will lose her life to breast cancer.
- African American women in the U.S. die from breast cancer nearly **40% more** than Caucasian women.
- Breast cancer is the **leading cause** of cancer deaths for all **Hispanic women** in the U.S.
- Breast cancer treatment can cause **financial toxicity** issues that lead to patients making a choice between their health and their money.

Partner with Susan G. Komen®



1

The combination of **science, education and direct** help to people facing breast cancer has helped lead to a **40% DECLINE in mortality** from 1989-2016.



2

Komen has **funded more breast cancer research** over our history than any other nonprofit (more than **\$988 MILLION** to date, second only to the U.S. government).



3

Komen focuses on **SUPPORTING those with the fewest resources**; uninsured, under-insured and low-income women and men unable to access care.



4

EDUCATION = ACTION

Komen and grantees **educate people about breast cancer** where they live, work, play and pray to empower them with information they need to make informed breast care decisions for themselves and as they advocate for others.





COLLEEN'S STORY

Colleen is a breast cancer patient who recently called our Helpline for assistance as she just lost all three of her part-time jobs due to the impact of the coronavirus pandemic. She has an upcoming surgery and is worried now more than ever about how she will be able to pay for her treatment.

She has already lost thousands of dollars due to expensive treatments and unpaid leave, and now stands to lose even more. Colleen, and so many others like her, are looking to Susan G. Komen for help today.

Event Overview

Join us **July 16, 2021** with **Comedians Unplugged** for an out of this world premier event featuring unforgettable entertainment, specialty curated boxes, and exclusive items in support of breast cancer patients.

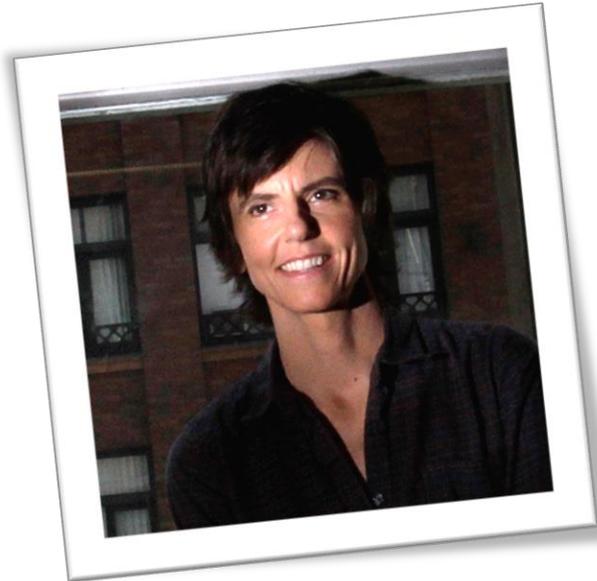
Live from Southern California, this unique experience will feature comedic entertainment by Emmy Award winning comedian, Tiffany Haddish, and stand-up comedian, Tig Notaro with an exclusive look and dialogue into their lives.



Award Winning Event Talent



Tiffany Haddish
Comedian



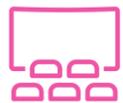
Tig Notaro
Comedian



Event Highlights

- ▶ One-of-a-kind Experience
- ▶ Curated Experiences
- ▶ Exciting Auction Items
- ▶ Special Opportunity Drawings
- ▶ Exclusive Conversations with World-Renowned Comedians
- ▶ Celebrity Appearances
- ▶ Direct Impact to Breast Cancer Patients

National Scope



30M Audience Engagement Annually



2.8M Social Followers and more than 7M website visitors



700K Patient-centered services annually

Southern California Reach



200K+ Email Subscribers



1M+ Annual Website Visitors



100K+ Social Media Impressions



Partnership Leverage

Your Company's Benefits:

- ▶ Improved **perception** as a brand that gives back
- ▶ Exposure to potential **new clientele**
- ▶ Opportunities to **win over customers** from competing brands
- ▶ Employee **engagement** and **satisfaction**
- ▶ Creative **marketing** through digital platforms and experiential activations

Susan G. Komen's Benefits:

- ▶ **Research**: Invested over **\$1 billion** in research
- ▶ **Community**: United with over **\$30 million** across our breast cancer community
- ▶ **Care**: More than 220,000 patients received financial assistance
- ▶ **Advocacy**: Mobilized over 90,000 to advocate for patients' rights

Limited Sponsorship Opportunities Available



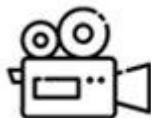
Presenting Sponsor: \$50,000

Exclusive rights, branding, and marketing opportunities



Act I Sponsor: \$35,000

Creative marketing through digital platforms and experiential activations



Act II Sponsor: \$25,000

Targeted promotional brand exposure delivering relevance and value to potential customers



Act III Sponsor: \$10,000

Special publicity in front of a captive audience



Encore: \$5,000

Unique marketing providing heightened visibility



Underwriting Options and Tickets



Underwriting

- ▶ \$5,000 Front-row underwriting
- ▶ \$2,500 Stage-left underwriting
- ▶ \$1,500 Stage-right underwriting



Program Advertising

- ▶ \$1,250 full page
- ▶ \$750 ½ page



Tickets

- ▶ \$75 Improv
- ▶ \$150 Satire
- ▶ \$500 Slap-Stick
- ▶ \$3,000 Ad-Lib

Thank you for
partnering with
us to **End Breast
Cancer Forever**

OUR WORK IS NOT **DONE**. WE WILL **NEVER** GIVE UP.

More than **270,000** women and men in the U.S. are expected to be **diagnosed with breast cancer this year**.

More than **42,000** women and men in the U.S. are expected to **die from breast cancer this year**.

African-American women are **40 percent** more likely to die from breast cancer than Caucasian women.

More than **2 million** women and men were expected to be diagnosed around the world last year. **That's one case diagnosed every 15 seconds**.

An estimated **600,000** women and men died from breast cancer around the world last year. **That's one death every 50 seconds**.



[LEARN ABOUT OUR RESEARCH](#)

susan g.
komen. 



FOR MORE INFORMATION ABOUT COMEDIANS UNPLUGGED, VISIT OUR EVENT WEBSITE AT:

KomenComedyNight.org