



Sunday Funday
TRIVIA

Fundraiser

Benefiting Young Adults with Cancer

Sponsor Opportunity Packet

b-present.org



Hello Friend!

As the Co-Founder and CEO of b-present Foundation, I am humbled and honored to be part of such a generous and passionate support community. I continue to be touched by the stories of countless adolescents and young adults (AYAs) with cancer that are facing support challenges after a diagnosis, feeling isolated and losing hope. I have also talked to supporters who have experienced their own struggles; they want to be supportive, but don't know what to do or say. I keep all of their stories, as well as my daughter Kirsten's experience and vision for change, top of mind and in my heart every day. Those stories are my fire.

I believe we can change the cancer experience, and I am proud to lead an organization that educates and equips young people with the skills and resources that help them stay connected and be present for their loved ones. Being present is accessible to every one of us, and we all have the power to improve the quality of life for someone struggling with cancer.

We are better together and stronger with you! I invite you to join us in making an impact.

I look forward to discussing this opportunity with you.

With Love and Gratitude,

Abby Westerman
Co-Founder, President and CEO
b-present Foundation

**STRONGER
TOGETHER**

THANK YOU FOR YOUR SUPPORT

THE PATH TO BE PRESENT - OUR FOUNDING STORY



Our story began in 2015 with a single devastating experience - the diagnosis and subsequent loss of young adult Kirsten Westerman to leukemia at the age of 20. During treatment, Kirsten didn't always receive the support she needed. She was left to endure this uncertain time feeling isolated and alone, negatively impacting her mental health and quality of life. She knew her friends wanted to be present, but unfortunately, the **young adult social network often lacks the experience to be there when they are needed most**. Kirsten had a vision for how to address this challenge, but her life ended before she could begin. In 2017, one year after losing Kirsten to cancer, her Mom and three best friends established b-present to take Kirsten's vision and bring it to life.

Isolating experiences like Kirsten's are common for the nearly 90,000 Adolescents and young adults (AYAs) ages 15-39 diagnosed with cancer each year in the US. Why does this matter? According to US Surgeon General, **the mortality impact of being socially disconnected is similar to that caused by smoking up to 15 cigarettes a day**. Educating, equipping and empowering supporters to be present mitigates this risk and improves health outcomes.. b-present provides the education, tools and resources that empower the social network to b-present for their friends with cancer, **because no one should face cancer alone**.



Our Mission

We improve the quality of life and health outcomes of adolescents and young adults with cancer through programs that promote and strengthen connections between young adults and their communities of support.

Our Vision

We envision a world where every adolescent and young adult with cancer feels connected and supported throughout treatment and beyond.

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CONNECTION

+

SUPPORT

=

STRENGTH



Our Programs



b-aware

Provide the AYA population the education and experiences before a cancer diagnosis enters their social network so they feel ready and empowered to be present when the need arises.

b-there

Provide the research-based and peer reviewed tools, training and resources that empower AYAs with cancer and their communities of support to stay socially connected after a diagnosis and ensure they feel supported every step of the way.



Our Values

BOLD AF - MISSION-DRIVEN - WE GET IT(ISH) - STRONGER TOGETHER - B-YOURSELF



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SINCE OUR FOUNDING IN 2017...

978K+

Total reach from our website, social media and streaming channels

6,000+

Number digital or print Supporter Roadmaps delivered to patients and supporters

380+

Number of AYA patients in the hospital that received community cards and care packages

70 Events

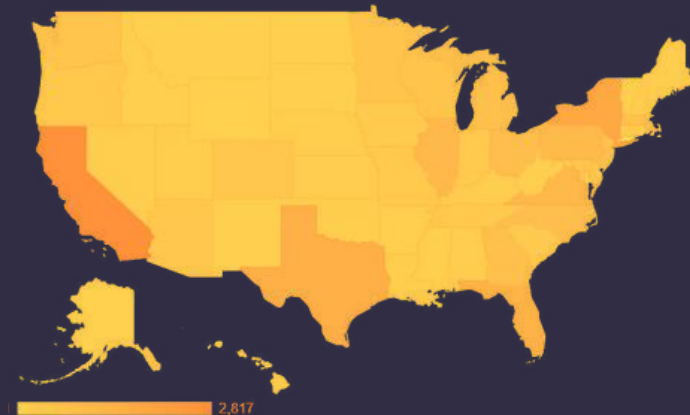
In-person and virtual community workshops, events and conferences that b-present hosted (45) or was invited to attend (25)

\$260K+

Funds raised since 2017

Our digital content and programs serve AYA survivors and their support community nationwide.

The map below reflects the community that accesses the many resources from our website.



15-39

YEARS OF AGE

Age range of the Adolescent and Young Adult (AYA) community b-present serves

~90,000

NEW DIAGNOSES

The number of AYAs diagnosed with cancer each year in the United States

1M+

SUPPORTERS

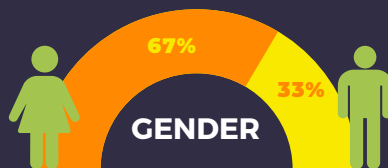
The estimated number of new AYA peers who could provide support and connection yearly

AYA = Adolescent and Young Adult

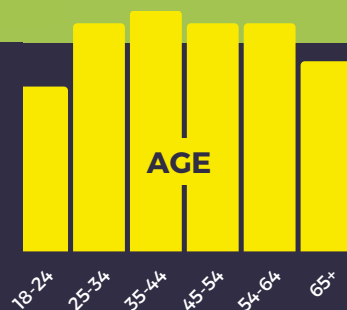
**2023
DIGITAL REACH**

409K+

**DIGITAL REACH ANNUALLY VIA
WEBSITE AND SOCIAL MEDIA**



3,330+
**SOCIAL MEDIA FOLLOWERS
AND GROWING**



570+
**NEWSLETTER SUBSCRIBERS
AND GROWING**



Sunday Funday **TRIVIA**

About the fundraiser event

On February 25, 2024, b-present is hosting its Sunday Funday Trivia Fundraiser at Knotty Barrel in Rancho Penasquitos. SD Hosted starts their lively Trivia experience at 2pm, and the event will also include a silent auction and raffle. It's the perfect way to enjoy some fun quality time with friends, all while supporting adolescents and young adults with cancer. A portion of all venue sales will be donated by Knotty Barrel.

Sponsor benefits before and during event

Your company name and logo will be viewed by loyal supporters through event announcements, email blasts, and social media posts. At the event, your company name and logo will be included in our signage and displays throughout the venue. See the next page for sponsor levels and associated benefits.

How you can make an impact

With your help, we can ensure young adults with cancer feel connected and supported. All donations from this event will directly fund b-present's programs, including our [b-there app](#), [supporter roadmap](#), support starter kits, workshops for patients and their supporters, reaching hospitals and community treatment centers nationwide.

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Sponsor Levels

On February 25, 2024, b-present is hosting its Sunday Funday Trivia Fundraiser at Knotty Barrel in Rancho Penasquitos. It's the perfect way to enjoy some fun quality time with friends, all while supporting adolescents and young adults with cancer. See our event flyer on the next page.

Presenting Sponsor - \$2500

- **1 Available**
- Prominent placement of logo on all promotional materials
- Signage with logo at the venue
- Verbal recognition during the event
- Logo and link on event website page
- Tagged in event social media posts
- One dedicated recognition email

Supporting Sponsor - \$1000

- **2 available**
- Logo and link on promotional materials
- Logo and link on event website page
- Tagged in event social media posts
- Recognition in our email newsletter

Trivia Sponsor - \$500

- **1 available**
- Company name on promotional materials
- Logo on event website page
- Recognition in our email newsletter

Partner In Kind Donations

- **Multiple custom options available**
- Donation value varies - FMV
- Name on promotional materials
- Name on event website page





February 25, 2024 | Trivia starts at 2pm PT
KNOTTY BARREL RANCHO PEÑASQUITOS



TRIVIA *Fundraiser*

ALL PROCEEDS BENEFIT:



Improving support
 so no young adult
 faces cancer alone

**Knotty
 PO
 Barrel**
 Rancho Penasquitos



SCAN 
 TO SAVE
 A SEAT



bit.ly/triviawithbpresent

SILENT AUCTION - RAFFLE - PRIZES

b-present.org

@bpresentorg

Example Past Events

b-present hosts events throughout the year to raise funds and awareness about the positive health impacts of being present after a cancer diagnosis. We put our heart into every event and put our best foot forward for our community, sponsors, partners, and guests—over 1000 satisfied event guests since our first event in 2017.

Dueling Pianos Outdoor Event

A night of dancing with music by The Killer Dueling Pianos, dinner, drinks, live art demo, and a silent auction.



Cancer Rebellion Movie Premier

Dinner and drinks by the beach in Del Mar, followed by a live movie premiere and film director Q&A.



Glow Party w/ Avalon Young & DJ RIOS

Live performance by American Idol alum and survivor Avalon Young. Followed by dinner and glow dance party.



Beerathon at Second Chance Brewery

2019 inaugural b-present fundraiser with beer tasting, food trucks, raffle, and silent auction.



Booch & Beats at Juneshine

b-there App launch party with tasty food, beverages, silent auction, and live music with DJ Club Spencer.



Walk a Mile in Their Shoes

AYA cancer awareness event with guest speakers, one-mile walk to custom playlist, lunch, music by Bach to Rock youth band.





Past Event Partners and Sponsors

We couldn't be successful without the generosity of our past partners and sponsors!

Event Financial Sponsors & Partners

Delish Dogs	Koi Zen Cellars
Elephants & Tea	LiveWell San Diego
I'm Not Done Yet Foundation	MOVA Globes
Juneshine	MyPoint Credit Union
Kendra Scott	Second Chance Brewery
Killer Dueling Pianos	Servier
Knotty Barrel	SpitFire Tacos

Event In-Kind Donors

Alvarado Institute of Skin Care	Del Mar Photographics	MyPoint Credit Union
Ashland Hard Seltzer	Gans Fit	Mt Woodsen Golf
Bach to Rock	GolfTec	Nektar
Bernardo Winery	Happy Masks	Par 68 Golf
Cancer Rebellion	Kendra Scott	ThePrintersCircle
Center Veterinary Clinic	Koi Zen Cellars	PURE Cupcakes
Chef V	Last Cut	Smilebooth
Cold Stone Creamery	Lomas Santa Fe Country Club	SnackMagic
ComicCon	Massage Heights 4S Ranch	Snooze
Cowboy Chicken	Mission Nails and Spa	StrongHold
Crave Imagery	MOVA Globes	Suja Juice
		Wine and Canvas



AWARENESS + SUPPORT + PRESENCE = STRENGTH

The logo for 'b-present' is centered within a large yellow circle. It features a stylized lowercase 'b' in black, followed by the word 'present' in a bold, lowercase, sans-serif font, also in black, all contained within a black rectangular box.

For more information please reach out to
Abby Westerman at abby@b-present.org