



# METAVIVOR

Metastatic Breast Cancer Research, Support and Awareness

# 2025 Sponsorship Prospectus



[info@metavivor.org](mailto:info@metavivor.org)



[www.metavivor.org](http://www.metavivor.org)



# About Us

2025

METAvivor exists to sustain hope for those living with stage IV metastatic breast cancer (MBC). We are a volunteer-driven, non-profit organization that funds vital research to help improve the longevity and quality of life for MBC patients. We rally public attention to the urgent needs of the MBC community, help patients find strength through support and purpose, and fund cutting edge research to improve quality of life for MBC patients.

## Who We Are

### RESEARCH

METAvivor is the only U.S. organization solely dedicated to funding MBC research through a scientist and patient advocate review process. We provide research grants to U.S.-based doctoral-level researchers whose work shows promise in advancing stage IV breast cancer treatment.

### SUPPORT

A supportive community is essential for anyone facing MBC. Our focus has expanded over the years from local to national public awareness and research funding. We encourage individuals with MBC to create local support groups and offer resources, such as Peer-to-Peer Support Group Leader training.

### AWARENESS

We raise awareness specific to stage IV metastatic breast cancer and its unique challenges. Each year, over 270,000 Americans are diagnosed with breast cancer; 6-10% are metastatic at diagnosis, and about 30% of early-stage cases become metastatic. We advocate for at least 30% of breast cancer funding to support metastatic research.



# Campaigns

2025

## **Stage IV Stampede: Fighting for Metastatic Research**

The Stampede, METAvivor's signature event, unites patients, caregivers, and supporters, including family members, friends, and those who have lost a loved one to MBC. We gather each October in Washington, D.C. to advocate in-person to advance Stage IV metastatic cancer research and improve access to quality healthcare and benefits for individuals impacted by MBC.

## **Groundswell: Amplifying Voices Through Virtual Advocacy**

Groundswell, a virtual advocacy program in spring, builds on the Stage IV Stampede's success by empowering patients and advocates unable to travel to connect with lawmakers. Participants share their MBC experiences with legislators to advocate for increased federal research funding and to humanize legislative priorities. The program's inclusivity gives all advocates a voice, supported by trained State Captains who organize legislative meetings statewide. Comprehensive training and materials provided by METAvivor.

## **Peer-to-Peer Support Program**

METAvivor's Peer-to-Peer Support Program was its founding initiative, forming the cornerstone of the organization. It connects individuals with MBC through peer-led groups, offering a safe space for sharing advice, encouragement, and personal experiences. Groups are available across the U.S., and meetings are facilitated by trained leaders. This program remains a vital part of METAvivor's mission to support and empower the MBC community.



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# Sponsorship Opportunities

2025

## ADVOCACY

**\$25K**

### 1. Stage IV Stampede (Signature Event)

- Spotlight in event communications
- Banner on the landing page (3 months)
- Google AdWords directed to partner's landing page (3 months)
- E-blast (57,000 subscribers) featuring partner content - 2 / month for 3 months
- Social media blasts across all channels (70,000+ followers) - 4 / month for 3 months
- Opportunity for you to supply materials to attendees

**\$15K**

### 2. GroundSwell

- Spotlight in event communications
- Banner on the landing page (2 months)
- Google AdWords directed to partner's landing page (2 months)
- E-blast (57,000 subscribers) featuring partner content - 2 / month for 2 months
- Social media blasts across all channels (70,000+ followers) - 4 / month for 2 months

**\$35K**

### 3. Combined Sponsorship of Stage IV Stampede and GroundSwell

## SUPPORT PROGRAMS

**\$15K**

### Peer-to-Peer Support Program

- Logo placement on the Peer-to-Peer landing page (annual)
- Logo inclusion in Peer-to-Peer Leader Training Video (annual)



# Sponsorship Opportunities

2025

## OUTREACH

\$25K

### 1. Clinical Information Distribution and/or Surveys

- Banner on the landing page (3 months)
- Google AdWords directed to clinical trial content (3 months)
- E-blast (57,000 subscribers) featuring partner content - 2 per month for 3 months
- Social media blasts across all channels (70,000+ followers) - 4 per month for 3 months

\$35K

### 2. Clinical Trial Partnership

- Banner on the landing page (3 months)
- Google AdWords directed to clinical trial content (3 months)
- E-blast (57,000 subscribers) featuring partner content - 2 per month for 3 months
- Social media blasts across all channels (70,000+ followers) - 4 per month for 3 months
- Targeted clinical trial candidate recruitment

## OTHER SPONSORSHIP OPPORTUNITIES



### METAvivor Annual Fundraiser Events

*Customized sponsorship packages available based on event specifics.*

### Percent of Sales Promotions



*Partner with METAvivor to contribute a percentage of your product or service sales to MBC research and support programs. Agreements will be negotiated on a case-by-case basis.*

The partner must publicly disclose the exact percentage of proceeds that will be donated to METAvivor and include on all marketing materials that 90% of donations to METAvivor are allocated to research and 10% to operations.

- 1 e-blast promoting the partnership
- 2 social media blasts across all channels (70,000+ followers)
- Link to partner storefront featured on METAvivor's online store page (1 year)



# Your Impact

2025

Your support is more than a financial contribution—it's a commitment to transforming the lives of those living with metastatic breast cancer.

By sponsoring METAvivor, your organization directly supports:

- Cutting-edge metastatic breast cancer research
- Increased awareness of stage IV breast cancer challenges
- Patient-centered research initiatives
- Innovation in treatment and understanding of metastatic disease

Since our founding in 2009, we have awarded 218 research grants totaling over \$37.25 million to fund research for stage IV metastatic breast cancer.

For Sponsorship Inquiries please contact:

Crystal Moore, CAE  
Executive Director  
[cmoore@metavivor.org](mailto:cmoore@metavivor.org)  
(608) 251-5940

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A 501(c)(3) Nonprofit Organization

**Together, we can change the narrative of metastatic breast cancer.**



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