

Kentucky Cancer Summit Support Need

Date: March 1-2, 2017

- Pre-Summit Cancer and Careers Training (March 1st – during the day)
- Pre-Summit Tackling Lung Cancer Policy in Kentucky: A Strategy Workshop (March 1st – during the day)
- Full Summit begins evening of the 1st and all day on the 2nd

Location: Muhammad Ali Center, 144 North Sixth Street, Louisville, KY 40202

Pre-Summit *Cancer and Careers Objectives:*

- Oncology healthcare professionals and advocates will understand practical and legal issues patients, survivors and caregivers face when it comes to cancer and work
- Oncology healthcare professionals and advocates will know how to advise patients, provide credible referrals and connect with peers in the field.

Pre-Summit *Tackling Lung Cancer Policy in Kentucky: A Strategy Workshop Objectives:*

- Attendees will recognize priority lung cancer-related policy opportunities in Kentucky
- Attendees will discuss the role of lung cancer-related policy in Kentucky's political landscape
- Attendees will develop action steps to address priority lung cancer-related policy issues in Kentucky

Summit Objectives:

- Attendees will understand recommended cancer screening guidelines
- Attendees will recognize the impact of social determinants of health on cancer screenings
- Attendees will leave with action steps on ways their organization can increase recommended cancer screenings in Kentucky focused on: breast, cervical, colon and lung cancers.

Confirmed Speakers:

- Dr. Otis Brawley (American Cancer Society), <http://pressroom.cancer.org/OtisBrawley> is the chief medical officer for the American Cancer Society and will provide clarity in understanding recommended cancer screening guidelines and why the guidelines keep changing.
- Dr. Thelma Hurd (UT Health Science Center, San Antonio), <http://profiles.uthscsa.edu/?pid=profile&id=1CZ0X2I8N> Dr. Hurd is a Surgical Oncologist and Associate Professor at the University of Texas Health Science Center at San Antonio in San Antonio (UTHSCSA), Texas. Since 2002, Dr. Hurd's research has focused upon health disparities in underserved populations. She is currently the Director of the South Texas Esperanza y Vida Program, a novel breast and cervical cancer education and screening program for Hispanic women and men in south

Texas and the Texas-Mexico Border Region. Dr. Hurd will discuss the impact of social determinants of health on cancer screenings.

Summit Attendees: Local, regional and statewide organizations interested in reducing cancer in Kentucky including: community-based organizations, community leaders, public health, non-profit orgs, academia, health care professionals, health care systems and government employees and others

Estimated Attendance: 200

Anticipated cost to attend: Free for attendees.

Please note: In order to be good stewards of our Summit resources, if someone registers to attend the event, decides not to come and does not cancel by Thursday, February 23rd, he/she will be invoiced \$25.

Why would you want to support the Summit?

- Opportunity for your organization to be recognized as committed to reducing cancer in Kentucky
- Opportunity to connect and engage with 200 of the most influential community and statewide leaders in cancer prevention and control in Kentucky

Funds will go toward:

- Speaker fees/travel
- Travel scholarships
- Conference materials
- Continuing Education Credits
- Food and Beverages (non-alcoholic)

Summit planning team (Cancer Control Leadership Team from CDC grant) includes:

American Cancer Society, Kentucky Cancer Consortium, Kentucky Department for Public Health: Health Promotion and Chronic Disease Branches, Kentucky Colon Cancer Screening Program, Kentucky Women's Cancer Screening Program, Office of Health Equity, Kentucky Cancer Program, Kentucky Cancer Registry, and the University of Kentucky Rural Cancer Prevention Research Center

Summit Support Levels

Platinum - \$10,000

- Benefits and Recognition
 - Opportunity for an organizational representative to briefly speak
 - Verbal recognition during the Kentucky Cancer Summit
 - Free Exhibit Booth
 - Logo prominently featured
 - On registration website
 - On event Day signage
 - In participant packets

- In email invitations and other promotional materials
- On table placards
- Include promotional/educational material in the packets
- Organization's logo featured on or mentioned in media advertising such as television spots/interviews, radio spots/interviews, print media.
- Slide show with large sponsor logo running

Gold - \$5,000

- Benefits and Recognition
 - Verbal Recognition during the Summit
 - Free Exhibit Booth
 - Logo prominently featured
 - On registration website
 - On event Day signage
 - In participant packets
 - In email invitations and other promotional materials
 - Slide show with medium sponsor logo running

Silver - \$2,500

- Benefits and Recognition
 - Free Exhibit Booth
 - Logo featured
 - On event Day signage
 - In participant packets
 - Slide show with small sponsor logo running

Bronze - \$1000

- Benefits and Recognition
 - Free Exhibit Booth
 - Name featured
 - On event Day signage
 - In participant packets
 - Slide show with name listed running

Vendor - \$500

- Benefits and Recognition
 - Free Exhibit Booth
 - Name listed in participant packets

For more information, please contact:

Katie Bathje, katie@kycancerc.org Sponsorship/vendor/exhibit/content questions
 Morgan Nicholas, mknich2@uky.edu related to providing financial support

To provide support:

- Make check payable to “University of Kentucky”
- Write the “Kentucky Cancer Summit” in the memo line
- Mail to: UK College of Public Health, Business Office, 111 Washington Avenue, Lexington, KY 40536-0003
- Include a brief sheet/slip and statement that says:
 - Enclosed is our contribution to support the Kentucky Cancer Summit
 - Please also indicate the nature of the support (whether it can be used for anything related to the KY Cancer Summit or if it cannot be used to pay for food, etc.)
- *Please note:*
 - Since you will have an opportunity to market your goods/services during this event, the financial support you provide will not be tax deductible.
 - If you would prefer to provide a tax deductible “gift”, please let us know. This will allow your logo and name to be mentioned; however, it will not include any of the other benefits described above in the support levels.