

The End Brain Cancer Initiative's Annual Sponsored Content Opportunities

The End Brain Cancer Initiative (EBCI) is a 501(c)3 non-profit patient organization focused on disease education, awareness, outreach and increasing patient access. EBCI is dedicated to ensuring that all patients diagnosed with brain cancer, a brain tumor, or metastatic disease to the brain have equal access to advanced diagnostics, treatments, specialists, and clinical trial participation. We partner with industry, patients, researchers, advocacy groups, medical teams, hospital networks and others to educate patients and their caregivers so they can have empowered conversations with medical teams.

We reach more than 16 million people annually within the brain cancer, brain tumor, and metastasized disease to the brain community. The best way for us to support and amplify your company's message is through a Corporate Partnership, which includes a year-long Disease Education, Awareness, & Outreach Campaign and/or a Patient Recruitment Campaign at \$40K per year. For companies who are not yet able to make this commitment, we offer these Sponsored Content Opportunities to help promote your important message, such as recruiting patients for your clinical trial/study or educating the public about your company/diagnostic/device.

WEB LANDING PAGE ON ENDBRAINCANCER.ORG: \$10,000

The EndBrainCancer.org website is visited by over 30K first-time users every year. Your web landing page will be visible to all website traffic via the website sub header Community Partners. According to the National Cancer Institute, 24,810 people were newly diagnosed with a primary brain tumor/brain cancer in 2023 and 200K people were diagnosed with a secondary brain tumor/cancer (metastasized).

- EBCI will collect logos/graphics and gather information on your company in order to create the web landing page.
- You will have the opportunity to approve and make changes to the web landing page before it goes live.
- An annual Metrics Report will be provided for ROI purposes.

EMAIL NEWSLETTER (ENEWS): \$5,000

EBCI will send an [email newsletter](#) prominently featuring your company logo at the top about a topic that is mutually relevant to our patient and healthcare community of more than 31K contacts.

- EBCI will collect logos/graphics and gather information on your company in order to create the email newsletter. A link to your company website, clinical trial, or preferred website can also be included.
- You will have the opportunity to approve and make changes to the email newsletter before it is sent out.
- Metrics Report provided for ROI purposes.

SOCIAL MEDIA POSTS: \$5,000

EBCI will create and distribute two monthly posts per social media platform (listed below) to go out to EBCI's general audience of over 17K followers over a 6-month period. Social media posts can feature your company or product logo and a topic that is mutually relevant to our patient and healthcare community. If needed, EBCI's Digital Team will create custom graphics and text for the social media

posts. Posts can be created in English, Spanish, or both. Metrics report provided for ROI purposes.

- [Facebook](#)
- [The End Brain Cancer Initiative LinkedIn](#) & [Dellann Elliott Mydland's LinkedIn](#)
- [X](#) (Formerly Twitter)
- [Instagram](#)

BLOG POST: \$3,000

EBCI will create a blog post featuring your company logo, link to your website, and a mutually relevant topic to be featured on the EBCI [blog](#). The [EndBrainCancer.org](#) website is visited by over 30K first-time users every year.

- EBCI will collect logos/graphics and gather information on your company in order to create the blog. A link to your company website, clinical trial, or preferred website can also be included.
- You will have the opportunity to approve and make changes to the blog before it goes live.
- Metrics Report provided for ROI purposes.

PLACEMENT ON EBCI'S DISEASE EDUCATION MOBILE APP: \$3,000

EBCI can feature your company, clinical trial, study, diagnostic, or device on our Disease Education Mobile App for a period of one year. As of December 2023, the EBCI Mobile App has 121 registered users from within the brain cancer, brain tumor, and metastasized disease to the brain community.

- EBCI will build a channel on our Disease Education Mobile App dedicated to your company. It can feature your logo, website, company information, recent press releases, and clinical trial/study/diagnostic/device information.
- If relevant, information about your clinical trial/study/diagnostic/device will also be added to the appropriate section of the app, easily accessible to all app users.

CORPORATE PARTNERSHIP PROGRAM: \$40,000

Interested in partnering with the End Brain Cancer Initiative for a year-long Disease Education, Awareness, & Outreach Campaign and/or Patient Recruitment Campaign? Ask us about becoming a **Corporate Partner** to receive all of the benefits above for a full year, PLUS:

- Personalized "Direct Connect" services focused on bringing information about your trial/product directly to patients, caregivers, and healthcare providers.
- Branding awareness on most of our external communications.
- Advocacy related to your trial/study/diagnostic/device.
- EBCI's presence and insights at your industry/stakeholder meetings.
- And more!

Please note that the End Brain Cancer Initiative (EBCI) reserves the right to only share content that is relevant to our audience and meets our standards. Thank you for supporting the End Brain Cancer Initiative to increase and improve patient access and treatment options.

**Please contact Dellann Elliott Mydland, EBCI President & CEO:
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