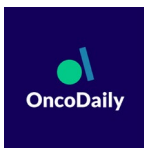


**FEB 15, 2025**

# SECOND GLOBAL **ONCOTHON**





# 2<sup>ND</sup> GLOBAL ONCOTHON

## Sponsorship Opportunities

**OncoDaily, SIOP**

**About SIOP:** SIOP (International Society of Paediatric Oncology) is the only global multidisciplinary society entirely devoted to pediatric and adolescent cancer. With over 3,500 members worldwide, including doctors, nurses, healthcare professionals, scientists, and researchers, SIOP is a leading organization in advancing pediatric oncology. SIOP's vision is clear: no child should die of cancer. The society's mission is to cure more children with cancer and provide comprehensive care for all.

**About OncoDaily:** OncoDaily is the leading oncology media platform, dedicated to delivering the most comprehensive and engaging updates in oncology. Through our robust digital ecosystem, we provide daily updates, inspiring stories, and in-depth news from the global oncology community. OncoDaily has established hubs in key global healthcare markets, including USA, UK, Canada, France, India, China, and Armenia, ensuring a strong international presence, innovative contributions, and impactful collaborations worldwide. OncoDaily has a powerful presence on multiple platforms, ensuring unmatched visibility and engagement for sponsors:

**About the First Global OncoThon:** The inaugural Global OncoThon, hosted by OncoDaily on February 15, 2024, marked a monumental step forward in progressing childhood cancer care. Held on International Childhood Cancer Day, this 24-hour live-streamed event brought together over 100 speakers from 40 countries, uniting global leaders, researchers, survivors, and advocates in a shared mission to raise awareness and funds for paediatric cancer research. Thanks to the collective effort of participants, donors, and supporters, the OncoThon successfully raised **1.3 million USD**. These vital funds supported Oncoheroes Biosciences in launching an international clinical trial to evaluate the potential of volasertib, a promising treatment for five pediatric cancer types across 20 countries. The funds raised helped turn hope into action, advancing pediatric oncology research and bringing us closer to a future where no child has to face cancer alone.

# Patron Sponsorship

## \$ 5,000,000

## 2<sup>ND</sup> GLOBAL ONCOTHON 2025

- **Event Naming Rights:** naming opportunity (e.g., "Your Organization's Global Oncothon)
- **Co-Host Recognition:** Recognized as an official co-host alongside OncoDaily and SIOP in all event communications, branding, and media.
- **Keynote Address:** Deliver a 20-minute keynote speech at the opening of the Global OncoThon.
- **Fellowship Sponsorship:** Fund and name ten OncoThon Fellowships (valued at 150,000 USD each) for young oncologists or researchers from low-and middle-income countries. (e.g., Your organization's name Pediatric Oncology Fellowship for Global Innovation).
- **Naming rights for four Career Development awards (250,000 USD).**
- **Naming rights for ten Young Investigator awards (50,000 USD each)**
- **Naming rights for ten PARC grants (75,000 USD each)**
- **Roundtable discussion and dinner with the leadership of the International Society of Paediatric Oncology (5 leaders) about the future of pediatric cancer research and about the ways of developing pediatric oncology globally**

### *Premium Visibility:*

*Prominent logo placement in all virtual event materials, livestreams, and digital press releases.*

*Presence in event materials, press releases, and social media platforms, newsletters.*

*Co-branded campaigns with OncoDaily's digital platforms, reaching a global audience before, during, and after the event.*

*Sponsors will gain visibility at OncoDaily's pediatric oncology events (digital and in-person) throughout the year, ensuring exposure to a targeted audience of professionals. They will also be recognized at the SIOP Annual Meeting, enhancing their brand's association with global pediatric oncology initiatives.*

*Continued exposure through fellowship and grant announcements, updates on recipients, and project outcomes.*

*Branding in all virtual breakout rooms and post-event recordings*

*Exclusive feature articles on OncoDaily*



# Premium Sponsorship

## \$ 1,000,000

## 2<sup>ND</sup> GLOBAL ONCOTHON 2025

- **Co-Host Recognition:** Recognized as an official co-host alongside OncoDaily and SIOP in all event communications, branding, and media.
- **Keynote Address:** Deliver a 20-minute keynote speech during the OncoThon.
- **Fellowship Sponsorship:** Fund and name two OncoThon Fellowships (valued at 150,000 USD each) for young oncologists or researchers from low- and middle-income countries. (e.g., Your organization's name Pediatric Oncology Fellowship for Global Innovation).
- **Naming rights for one Career Development awards (250,000 USD).**
- **Naming rights for two Young Investigator awards (50,000 USD each)**
- **Naming rights for two PARC grants (75,000 USD each)**

### *Premium Visibility:*

*Prominent logo placement in all virtual event materials, livestreams, and digital press releases.*

*Presence in event materials, press releases, and social media platforms, newsletters.*

*Sponsors will gain visibility at OncoDaily's pediatric oncology events (digital and in-person) throughout the year, ensuring exposure to a targeted audience of professionals. They will also be recognized at the SIOP Annual Meeting, enhancing their brand's association with global pediatric oncology initiatives.*

*Co-branded campaigns with OncoDaily's digital platforms, reaching a global audience before, during, and after the event.*

*Continued exposure through fellowship and grant announcements, updates on recipients, and project outcomes.*

*Branding in all virtual breakout rooms and post-event recordings.*

*Exclusive feature articles on OncoDaily*



# Gold Sponsorship

## \$ 750,000

## 2<sup>ND</sup> GLOBAL ONCOTHON 2025

- **Partner Title: Recognition as the “Gold Sponsor of the Second Global Oncothon”**
- **Keynote Address: Deliver a 10-minute address during one of the main virtual sessions**
- **Fellowship Sponsorship: Fund and name one OncoThon Fellowship (valued at 150,000 USD), (e.g., " Your organization's name Pediatric Oncology Fellowship for Global Innovation")**
- **Naming rights for one career development award (200,000 USD)**
- **Naming rights for one Young Investigator award (50,000 USD)**
- **Naming rights for two PARC grants (75,000 USD each)**

### *Premium Visibility:*

*Prominent logo placement in all event materials, virtual platforms, and digital press releases.*

*Co-branded campaigns with OncoDaily's digital platforms, reaching a global audience before, during, and after the event.*

*Branding in all virtual breakout rooms and post-event recordings.*

*Feature articles on OncoDaily*



# Silver Sponsorship \$ 500,000

- **Partner Title:** Recognition as the “Silver Sponsor of the Second Global Oncothon”
- **Keynote Address:** Deliver a 10-minute address during one of the main virtual sessions.
- **Fellowship Sponsorship:** Fund and name one OncoThon Fellowship (150,000 USD).
- **Naming rights** for two young investigator awards (50,000 USD each).

- **Naming rights** for one PARC grant (75,000 USD).
- **Prominent logo placement** in all event materials, virtual platforms, and digital press releases.
- **Recognition** in promotional materials and post-event reports.
- **Feature articles** on OncoDaily



# Bronze Sponsorship \$ 100,000

- **Naming rights** for one young investigator award (50,000 USD).
- **General Recognition:**
  - **Acknowledgment** as a valued supporting sponsor in all promotional and event materials.
  - **Logo placement** in promotional content.

## Friend \$ 50,000

- **General Recognition:**
  - Acknowledgment as a valued supporting sponsor in all promotional and event materials.
  - Logo placement in promotional content.

## Custom Sponsorship Opportunities

- We also offer tailored sponsorship options to meet your organization's specific goals:
  - **Scholarships:** Establish scholarships for young oncologists or researchers.
  - **Travel Grants:** Fund travel grants for future in-person events.
  - Sponsor key parts of the event, like live Q&A sessions or post-event whitepapers.



# Why Sponsor the Second Global Oncothon?

- Impact: Support initiatives that directly advance pediatric cancer research and care while creating real-world solutions.
- Connect with a worldwide audience of pediatric oncology leaders, researchers, and innovators.
- Establish your organization as a key driver of innovation in pediatric cancer care and research.

**By partnering with the OncoDaily and the International Society of Paediatric Oncology (SIOP) for the Second Global OncoThon, you and/or your organization will gain global recognition as a leader in driving innovation and making a tangible difference in pediatric oncology.**



# Why Sponsoring Multiple Awards is More Beneficial

- Global Reach: Grants are awarded worldwide, providing sponsors with visibility across multiple regions and diverse audiences. Each grant extends the sponsor's reach, showcasing their commitment to advancing pediatric oncology on a global scale.
- Year-Long Recognition: Sponsoring multiple awards ensures continuous exposure. Each grant creates new opportunities for the sponsor's name to be featured in announcements, updates, and publications throughout the year, maintaining sustained visibility and engagement.
- Broader Impact: By sponsoring several awards, sponsors are associated with multiple high-impact initiatives. This strengthens their position as leaders in innovation and progress in pediatric oncology, highlighting their ongoing contribution to the field.
- Custom Branding: For example, sponsoring a fellowship as "Your Organization's Pediatric Oncology Fellowship for Global Innovation" ensures the sponsor's name is prominently connected with success stories and pioneering research, reinforcing their brand's association with significant advances in pediatric cancer care.

**Sponsoring multiple awards, offers significant advantages over sponsoring just one, ensuring greater visibility, impact, and long-term recognition: Sponsoring multiple awards amplifies the sponsor's impact, creating a stronger connection to the global oncology community and enhancing**



# Where the Funds Are Going and the Anticipated Impact

**The funds raised through the Global OncoThon will be allocated to critical initiatives aimed at advancing pediatric oncology research and care. Specifically, these funds will support the following:**

- Fellowships: The funds will provide fellowships for young oncologists and researchers, particularly from low- and middle-income countries, enabling them to gain essential experience, pursue advanced training, and contribute to global cancer research.
- PARC Grants: These funds will support PARC (Pediatric Oncology Research Collaboration) grants, which provide funding for international research projects focused on advancing pediatric cancer treatment. These grants will support collaborative efforts across countries to develop new therapies, diagnostic tools, and treatment protocols.
- Young Investigator Awards: The funds will be used to establish Young Investigator Awards, which will recognize and support promising early-career researchers in the field of pediatric oncology. These awards will help cultivate new talent, foster innovation, and drive the next generation of breakthroughs in pediatric cancer research.
- Career Development Awards: These awards will fund professionals' career advancement, enabling them to develop specialized expertise and contribute to global pediatric cancer efforts. They will support training programs, research projects, and international collaborations to improve care and outcomes for children with cancer worldwide.

## Anticipated Impact

**The initiatives funded by the OncoThon will create a long-lasting global impact in pediatric oncology by:**

- Advancing research into new treatments, therapies, and cures for childhood cancers.
- Improving patient care through enhanced training programs and increased access to state-of-the-art medical knowledge.
- Fostering international collaboration, ensuring that research, resources, and knowledge are shared globally to reduce disparities in cancer care and outcomes.



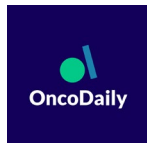
# Monitoring and Reporting Back to Sponsors

To ensure accountability and transparency, the impact of the funded initiatives will be closely monitored and regularly reported back to sponsors. This will include:

- Periodic updates on the progress of funded research projects, fellowship recipients, and clinical trials.
- Detailed reports on outcomes, including the number of children treated, research breakthroughs, and advances in care.
- Success stories of fellowship recipients, PARC grant winners, and Young Investigator Awardees, showcasing the real-world impact of the sponsorship.

Sponsors will receive annual reports detailing the results of their contributions, with specific mention of their involvement in driving advancements in pediatric oncology. Through these efforts, sponsors will enjoy continued visibility and recognition for their ongoing support of vital pediatric cancer research and care.

**Website:** <https://oncodaily.com/oncothon-2025>  
**Email:** [shushan.hovsepyan@oncodaily.com](mailto:shushan.hovsepyan@oncodaily.com)



**One Day**  
**One Mission**  
**One Global Effort**