



CRCD Desert Lily Gram Sponsorship Opportunity

Cancer Resource Center of the Desert (CRCD) is hosting our Desert Lily Gram virtual fundraiser from April 29, 2024, to May 24, 2024. We would appreciate your sponsorship for the CRCD Desert Lily Gram campaign in support of local cancer patients and their families. For more than 17 years, CRCD has served Imperial County men, women, and children diagnosed with cancer, any stage. As of March 1, 2024, CRCD served over 3,300 persons diagnosed with cancer in Imperial County. In 2023, CRCD served **586** patients and facilitated in alleviating **\$507,000** in out-of-pocket medical costs and facilitated **\$704,000** in non-medical expense resources by connecting our patients to SSA/SSI, SSDI, SDI, and other financial resources, and assisted **11** uninsured patients in obtaining full health coverage at a value of **\$570,000**.

CRCD depends on private donations, fundraisers, and grants to keep its doors open. Our goal is to raise \$25,000! CRCD is the only local non-profit in Imperial County that provides Clinical Patient Navigation at no cost to patients. Donations will be used to support CRCD's Patient Navigation Program via telehealth and/or face-to-face services to educate, guide, support, and empower patients and their families through the cancer journey.

CRCD continues to help cancer patients navigate through their cancer journey and bridge the gaps in the fragmentation of cancer care. Your sponsorship will support CRCD's commitment to providing a guiding hand and compassionate heart to cancer patients and their families throughout Imperial County.

Below are details of the available sponsorship levels.

Sponsorship Levels

Stargazer Lily: \$1,000 – \$2,500

- Company location will be filmed, and logo will be used in the final CRCD documentary
- Company logo in all five [5] of CRCD's Patient Docuseries videos
- Company logo on digital postcard

Tiger Lily: \$500 – \$999

- Company logo in two [2] of CRCD's Patient Docuseries videos
- Company logo on the digital postcard

Casablanca Lily: \$250 – \$499

- Company name on the digital postcard

Please consider being a sponsor for CRCD Desert Lily Gram. If you would like to sponsor CRCD Desert Lily Gram, fill out the sponsorship form on the next page and return to CRCD by 04/19/2024.



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2024 Sponsorship Form

Please fill out the form below to be a sponsor for the CRCD Desert Lily Gram campaign and return to CRCD by 04/19/2024.

Contact Person Name: _____

Contact Person Email: _____

Contact Person Phone #: _____

Business Name: _____

Business Address: _____

Business Phone #: _____

Please indicate your preferred sponsorship level (check one):

- Stargazer Lily: \$1,000 - \$2,500
- Tiger Lily - \$500 - \$999
- Casablanca Lily - \$250 - \$499

Please email this completed form, along with your company logo, to Jessica Yocupicio at jessicay@crcdinc.org at your earliest convenience or by 04/19/2024. If paying by check please make check out to CRCD and indicate 2024 Desert Lily Sponsorship in memo.

Thank you for your support!

For more information, please contact CRCD at:

Phone: 760-353-6571

Email: jessicay@crcdinc.org

<http://www.crcdinc.org/>