



Igniting Hope

*Celebrating Advocacy
& Survivorship*

Awards Reception

PRESENTED BY



NATIONAL COALITION
FOR CANCER SURVIVORSHIP

Representing the millions of
Americans touched by cancer.

CANCERADVOCACY.ORG



Prepare to celebrate advocacy and survivorship with the National Coalition for Cancer Survivorship. We're recognizing innovation in patient-centered care at the Igniting Hope Awards.

The Stovall Award is given annually to two individuals or organizations - one health care professional and one patient advocate or advocacy organization - who demonstrate innovation in improving cancer care for patients in America.

The Public Service Leadership Award is given to an individual in public service who has demonstrated exceptional leadership, courage, and commitment to elevating the voices of cancer survivors, advancing public understanding of the cancer experience, and driving meaningful progress in cancer policy or public health.

Thursday, June 26, 2025

Join Us for the Inaugural Igniting Hope Awards Reception Thursday, June 26, 2025 | The Morrow Hotel | Washington, D.C.



To our valued friends,

We are thrilled to invite you to sponsor the inaugural Igniting Hope Awards Reception, the National Coalition for Cancer Survivorship's (NCCS) premier celebration of innovation, compassion, and progress in patient-centered cancer care.

This year, we are reimagining our long-standing Ellen L. Stovall Awards Reception to become part of our Cancer Policy and Advocacy Team (CPAT) Symposium week, so that the survivors and advocates at the heart of our work can take part in honoring those making a difference. The event is now the Igniting Hope Awards Reception, where we will continue to present the prestigious Ellen L. Stovall Awards for Innovation in Patient-Centered Cancer Care, alongside the Public Service Leadership Award, which recognizes individuals in public service whose leadership has elevated the voices of cancer survivors and advanced meaningful progress in cancer policy, awareness, or care.

Since its inception, the Stovall Awards Reception has raised more than \$1.2 million, directly supporting our mission to advocate for quality cancer care for all.

With your sponsorship, you help us:

- Ensure that cancer survivors and their families have access to trusted resources from diagnosis through treatment and into survivorship.
- Equip survivors and clinicians with tools to navigate an increasingly complex cancer care landscape.
- Advance national policy priorities that protect cancer survivors and promote high-quality, equitable care.

Named for longtime NCCS CEO Ellen L. Stovall, who passed away in 2016 due to long-term effects of her cancer treatment, the Stovall Awards honor individuals and organizations that have significantly advanced patient-centered care and survivorship in the United States. The Igniting Hope Awards Reception carries this legacy forward—elevating voices, spotlighting champions, and sparking change.

Sponsorship opportunities and benefits are outlined in the enclosed materials. We encourage you to make your commitment early, as exclusive opportunities are limited.

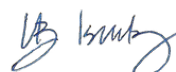
If you have questions or would like to confirm your support, please contact Karen Wilson at kwilson@canceradvocacy.org. You can also visit www.stovallaward.org for more information.

On behalf of the 18.1 million cancer survivors in the U.S. and the millions more who care for and support them, we thank you for your partnership—and we look forward to celebrating with you this June in Washington, D.C.

With gratitude,

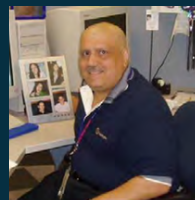
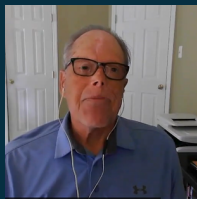


Shelley Fuld Nasso, MPP
Chief Executive Officer, NCCS



Laurie B. Isenberg, MPP
Chair, Board of Directors, NCCS

**NCCS is proud
to represent
the millions of
Americans touched
by cancer.**



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ABOUT

The Ellen L. Stovall Award

for Innovation in Patient-Centered Cancer Care

The Stovall Award is a unique opportunity for patients and survivors to recognize pioneers who are transforming the cancer care system.

The Stovall Award is given annually to two individuals or organizations – one health care professional and one patient advocate or advocacy organization – who demonstrate innovation in improving cancer care for patients in America. NCCS created the Stovall Award in honor of Ellen Stovall, our longtime CEO who passed away in 2016 due to cardiac complications from her cancer treatment.

In more than two decades of service and leadership at the National Coalition for Cancer Survivorship (NCCS), Ellen L. Stovall crusaded for the delivery of quality cancer care to all Americans. As a cancer survivor of more than four decades, Ellen sought to design her own system of patient-centered care to address the serious late and long-term effects of her cancer treatment, including the treatment of a second cancer. In pursuing her own system of care, she focused on care that emphasized strong doctor-patient communication, coordination of care and symptom management, and full consideration of the evidence supporting treatment options.



THE 2025 ELLEN L. STOVALL **Honorees**



HEALTH CARE PROFESSIONAL AWARD

SUSAN LEIGH, BSN, RN

Susan Leigh is a pioneering oncology nurse, four-time cancer survivor, and founding member of the National Coalition for Cancer Survivorship. A veteran of the U.S. Army Nurse Corps, she helped launch the survivorship movement and served as NCCS Board President.

Her advocacy has shaped national standards for long-term care and survivorship education. Even in retirement, she continues to mentor and inspire survivors and health professionals alike.



PATIENT ADVOCATE AWARD

DESIREE A.H. WALKER

Desirée Walker is a two-time breast cancer survivor, health educator, and patient advocate dedicated to advancing equity in cancer care. She serves as President of the Young Survival Coalition's Board and Co-Chair of the Herbert Irving Comprehensive Cancer Center's Patient and Family Advisory Council.

Through leadership roles with NCCS, SWOG, and the Society of Integrative Oncology, Desirée works to amplify patient voices and dismantle disparities. She facilitates culturally responsive support groups and trains medical professionals in compassionate communication.



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ABOUT

The Public Service Leadership Award

Recognizing the power of public leadership to drive progress in cancer care.

The Public Service Leadership Award honors individuals in public service whose actions have made a significant and lasting impact on the lives of cancer survivors, patients, and their families.

This prestigious recognition is bestowed upon leaders who have demonstrated exceptional courage, transparency, and commitment to advancing public understanding, policy, and support for those affected by cancer. These individuals use their platforms to elevate the survivor voice, reduce stigma, promote early detection, and inspire change through both words and action.

The award celebrates public servants who embody the belief that leadership is not only about policy—but about personal example, compassion, and the willingness to stand with those facing one of life's greatest challenges.

Through press conferences, legislation, storytelling, or investment in critical cancer infrastructure and research, recipients of the Public Service Leadership Award demonstrate how powerful advocacy can originate from the highest levels of public life—and how that advocacy can ignite hope for millions.



Igniting Hope

THE 2025 PUBLIC SERVICE LEADERSHIP AWARD **Honoree: Larry Hogan, former Maryland Governor**



This prestigious award recognizes Governor Hogan for his extraordinary courage and unwavering advocacy in the face of a personal cancer diagnosis, and for his impactful leadership in advancing public cancer awareness and policy. Diagnosed in 2015 with advanced non-Hodgkin's lymphoma during his first term as governor, Hogan made the uncommon and courageous choice to share his treatment journey publicly, helping to destigmatize cancer and inspire hope among patients and families nationwide.

Governor Hogan's transparency — from governing the state from his hospital bed while undergoing 24-hour chemotherapy to sharing personal milestones like hair loss and recovery challenges — turned his office into a platform for advocacy. His promise to "stand with all of those who are fighting this terrible disease" shaped a legacy of public service that goes beyond policy and into personal example.

In 2022, he launched the Maryland Cancer Moonshot Initiative, a \$216 million investment in cancer prevention, detection, and treatment, including funding for the University of Maryland Capital Region's Center for Advanced Medicine in Prince George's County.



*Igniting
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Awards Reception



Thursday,
June 26, 2025



The Morrow Hotel
Washington, DC



6 PM - 9 PM ET



Business and
Cocktail Attire

Sponsorship Levels

Sponsoring the Igniting Hope Awards through contributions of \$75,000, \$25,000, \$10,000, \$5,000, \$2,500, or \$1,000 can help you achieve your goals.

- Reward your employees with tickets,
- Reap the recognition benefits,
- Support cancer survivors and advance public policy.

All proceeds benefit NCCS's efforts to improve the overall cancer care delivery and payment system - emphasizing strong doctor-patient communication, coordination of care and symptom management, and full consideration of the evidence supporting treatment options.

Marketing Exposure

- NCCS Facebook: 16,828 Followers and growing
- NCCS X: 4,501 Followers and growing
- NCCS Instagram: 1,712 Followers and growing
- Average Quarterly NCCS Social Media Reach: More than 182,000 impressions
- Monthly Health Care Roundup e-newsletter distribution to more than 11,600 subscribers (which is growing every day)



Sponsorship Opportunities

PRESENTING SPONSOR | \$75,000 (\$69,000 TAX-DEDUCTIBLE)

- Twenty tickets to the awards reception
- Valet parking for up to 10 vehicles
- Reserved seating
- Representative to make brief remarks during the awards reception
- Promotional and Marketing Benefits
 - Verbal acknowledgement during the award ceremony as the Presenting Sponsor
 - Prominent name/logo recognition on the Stovall Award website, Health Care Roundup e-newsletter 4 times, and the sponsor video presentation; *deadlines apply*
 - Minimum 5 mentions on our Facebook, Twitter, and LinkedIn accounts throughout the year
 - Day of recognition on event signage deadlines apply
 - Inclusion in releases distributed to local media
- Customizable benefits to be mutually agreed upon

PLATINUM SPONSOR | \$25,000 (\$23,000 TAX-DEDUCTIBLE)

- Ten tickets to the award reception
- Valet parking for up to five vehicles
- Reserved seating
- Promotional & Marketing Benefits
 - Verbal acknowledgment during the award ceremony
 - Prominent name/logo recognition on the Stovall Award website, Health Care Roundup e-newsletter 3 times, and the sponsor video presentation; *deadlines apply*
 - Minimum 4 mentions on our Facebook, Twitter, and LinkedIn accounts throughout the year
 - Day-of-recognition on event signage; *deadlines apply*
 - *Inclusion in releases distributed to local media*
- Customizable benefits to be mutually agreed upon

GOLD SPONSOR | \$10,000 (\$8,800 TAX-DEDUCTIBLE)

- Eight tickets to the award reception
- Valet parking for up to four vehicles
- Reserved seating
- Promotional & Marketing Benefits
 - Name/logo recognition on the Stovall Award website, Health Care Roundup e-newsletter 1 time, and the sponsor video presentation; *deadlines apply*
 - Minimum 2 mentions on our Facebook, Twitter, and LinkedIn accounts throughout the year
 - Day-of-recognition on event signage; *deadlines apply*
 - Customizable benefits to be mutually agreed upon



Sponsorship Opportunities

SILVER SPONSOR | \$5,000 (\$4,100 TAX-DEDUCTIBLE)

- Six tickets to the award reception
- General seating
- Promotional & Marketing Benefits
 - Name recognition on the Stovall Award website and the sponsor video presentation; *deadlines apply*
 - 1 mention on our Facebook, Twitter, and LinkedIn accounts prior to event
 - Day-of-recognition on event signage; *deadlines apply*

BRONZE SPONSOR | \$2,500 (\$1,900 TAX-DEDUCTIBLE)

- Four tickets to the award reception
- General seating
- Promotional & Marketing Benefits
 - Name recognition on the Stovall Award website and the sponsor video presentation; *deadlines apply*
 - Day-of-recognition on event signage; *deadlines apply*

FRIEND SPONSOR | \$1,000 (\$700 TAX-DEDUCTIBLE)

- Two tickets to the award reception
- General seating
- Promotional & Marketing Benefits
 - Name recognition on the Stovall Award website and the sponsor video presentation; *deadlines apply*
 - Day-of-recognition on event signage; *deadlines apply*



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Sponsorship Opportunities

Commitment Form

Name or Organization (as it should appear on all marketing materials)

Contact Name

Title

Address

City

State

Zip

Telephone

Email

☐ I/We would be pleased to support the Ellen L. Stovall Award at the following level:

☐ Presenting Sponsor ~ \$75,000

☐ Platinum Sponsor ~ \$25,000

☐ Gold Sponsor ~ \$10,000

☐ Silver Sponsor ~ \$5,000

☐ Bronze Sponsor ~ \$2,500

☐ Friend Sponsor ~ \$1,000

☐ I/We would like to be recognized as follows: _____

☐ I/We would like to be listed anonymously.

Payment Method:

☐ Enclosed is a check for \$_____ (please make check payable to the National Coalition for Cancer Survivorship)

☐ Please charge my/our credit card for \$_____.

☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Cardholder's Name (as it appears on card): _____

Card Number: _____ Exp Date: _____ Security Code: _____

Signature (required for all pledges): _____

Please send your completed response by email to kwilson@canceradvocacy.org, or send by mail to:

National Coalition for Cancer Survivorship

8455 Colesville Road, Suite 930

Silver Spring, MD 20910

THANK YOU FOR YOUR SUPPORT!

The National Coalition for Cancer Survivorship is a 501(c)(3) organization. Contributions are tax-deductible to the extent allowed by law. All contributors will receive an official tax receipt from the National Coalition for Cancer Survivorship.

Tax Identification Number: 85-0357897