



ICRF COMMUNITY PARTNERSHIPS

The answer to
cancer is research.



ICRF

WHO WE ARE

ICRF funds ground-breaking cancer researchers in the State of Israel working on treatments and cures for all forms of cancer. Since its inception in 1975, ICRF has funded over 2,800 grants worth over USD \$92,000,000.



WHY IT WORKS

EXCEPTIONAL SCIENTISTS

Israel has the highest concentration of scientists and physicians per capita



COST-EFFECTIVE RESEARCH

Funding scientists in Israel has 30% less overhead costs than North American Research



INSTITUTION NEUTRAL

Through a rigorous peer review process, only the most promising researchers in Israel are identified and funded, regardless of organizational affiliation



TARGETED FUNDING

ICRF directly funds individually vetted scientists, rather than “bricks and mortar”



ICRF CANCER RESEARCH CONTRIBUTIONS



DOXIL®

This cancer drug works overtime to treat ovarian, breast and AIDS-related cancers.



RAD 51

Used to identify the likelihood of breast cancer occurring in women who carry the BRCA 2 gene.



The Ubiquitin System

This discovery led to development of the miracle drug Velcade® for treatment of multiple myeloma.



Israel Winning Nobel Prize

ICRF funded professors Avram Herskho and Aaron Ciechanover won for their discovery of the Ubiquitin System.

WHY PARTNER WITH US?

Join the ICRF family as a Community Partner to fund life-saving cancer research and become part of the global fight against cancer!

As a community partner, you will be recognized as a sponsor and receive complimentary tickets to attend each of **four ICRF Signature Events** which regularly sell-out and attract attendees of demographics.

You will also be recognized as a sponsor at intimate exclusive ICRF events for marquee donors which showcase our renowned scientists. You will be featured in our monthly newsletters and e-mail blasts sent to over 5,000 recipients and you will be featured prominently on **icrf.ca** as a generous supporter of ICRF.

ICRF SIGNATURE EVENTS

Community partners will be featured as sponsors at all upcoming ICRF signature events below.



ICRF Presents I Concert **Estimated Attendance: 600+**

Since 2012 this popular annual musical event is held at Koerner Hall in Toronto and attracts over 600 guests. The evening kicks off with a cocktail reception with food stations and a raffle. The musical portion of the evening features themed musical performances which have included Hollywood Rock, Broadway Musical Hits, Legends of the Halftime Show, Unplugged, 80s Music, and many more.

Revolving Tables I Young Professionals Networking Event **Estimated Attendance: 400+**

Launched in 2011, Revolving Tables brings emerging leaders together for networking, unique experiences and intimate conversations with industry leaders. The event starts with a cocktail pre-reception for mingling, mentor connections, raffle and complimentary headshots. Participants rotate tables during a three-course dinner, engaging with different mentors of their choice for exclusive networking. This event inspires the next generation to take control of their careers and for our mentors to guide the next generation to success!



Women of Action Celebration I Luncheon Gala **Estimated Attendance: 500+**

Since 2002, Women of Action has honoured incredible women for their achievements in business, science, community, and philanthropy. Women of Action brings together over 500 attendees to enjoy a delicious lunch and celebrate the honourees. Always a sold-out event, Women of Action continues to honour women whose accomplishments elevate and inspire the community at large.

ICRF Wellness Event **Estimated Attendance: 100+**

Each year, ICRF hosts a wellness event highlighting a popular fitness activity or a well loved sport. The ICRF Wellness Event is a peer-to-peer fundraising event that allows registered attendees to reach out to their personal audience and contacts and fundraise for incredible prizes, all the while supporting cancer research.

Past wellness events include, Spinning, Krav Maga, Yoga and Pilates.



BENEFITS AND TICKETS	DIAMOND \$100,000	PLATINUM \$72,000	GOLD \$54,000	SILVER \$36,000	BRONZE \$18,000
Personalized and unique opportunity to be featured at one ICRF Signature event of your choice* <small>*Excluding our Women of Action Celebration</small>	✓				
Up to 30s video advertisement to be played during each event	✓	✓			
Verbal recognition at all ICRF Signature Events	✓	✓			
Activation opportunity at all ICRF Signature Events	✓	✓			
Company logo in monthly newsletters	✓	✓	✓		
Exclusive opportunities to meet with an ICRF researcher throughout the year	✓	✓	✓		
Thank you recognition in applicable digital event communications	✓	✓	✓	✓	
icrf.ca and event website recognition	✓	✓	✓	✓	✓
ICRF Annual Impact Report Recognition	✓	✓	✓	✓	✓
Signage and screen recognition at all ICRF Events (if applicable)	✓	✓	✓	✓	✓
Framed Corporate Sponsorship Recognition Certificate	✓	✓	✓	✓	✓
Social Media Announcement of your ICRF Corporate Sponsorship	✓	✓	✓	✓	✓
Complimentary tickets for all ICRF Signature Events	12 TICKETS	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS

