

BRAINUP SPOTLIGHT: INSIGHTS & INNOVATIONS

Quarterly Series



BrainUp is a nonprofit organization dedicated to bringing awareness to brain cancer – a disease that doesn't get the attention it deserves. In this journey, we reassure patients and family members that they are not alone and activate community involvement and engagement through fundraising events. From helping understand how to navigate treatment options to finding new treatments, BrainUp works tirelessly with patients, families, physicians, and research professionals to one day find a cure.

Our vision is to give hope, not fear, to those affected by a brain cancer diagnosis. We want to see new therapy and treatments, increase life expectancy, and make brain cancer a chronic disease that can be monitored with quality of life and, one day, a total cure. We have successfully created a Chicago Collaboration Group which consists of NorthShore Hospital, the University of Illinois Chicago (UIC), the University of Chicago, Northwestern School of Medicine, Loyola Medicine, and Rush University Medical Center. BrainUp has donated nearly \$2,000,000 to brain cancer research and funding. More information about the impact BrainUp has made can be found here: <https://brainup.ngo/about/our-impact/>.

THE BRAINUP SPOTLIGHT: INSIGHTS & INNOVATIONS QUARTERLY SERIES

BrainUp is proud to introduce the inaugural BrainUp Spotlight: Insights & Innovations quarterly series presented by Wintrust! Hear from some of the top neurological medical professionals on breakthroughs and treatments, cutting edge research, and general updates for all in the brain cancer community. No matter if you are a patient, caregiver, or in the field yourself, come together to hear from key industry professionals and leave feeling inspired by the innovation, dedication, and discovery happening at BrainUp's partner hospitals.

Each quarter, a doctor will be selected from one of BrainUp's partner Chicagoland hospitals to speak on topics including but not limited to clinical trials, the standard of care for specific types of brain tumors or brain cancer, patient and caregiver support resources and options, treatments on the medical horizon and their status, and where research dollars are needed most to fund a cure for brain cancer. Submit your topic requests and questions in advance via our contact form for a chance to be answered by one of the top medical professionals regarding neurological sciences in Chicago and stay current on the most up to date industry trends and treatment options. Join BrainUp and Wintrust in 2024 to stay informed, continue learning, and be a part of the cure.



YOU CAN PARTNER WITH BRAINUP

BrainUp is selecting only one presenting sponsor of this program valued at \$25,000. In exchange for your support of the program, Wintrust will receive the following benefits:

X

Inclusion of your company name as the presenting sponsor the series- The BrainUp Spotlight: Insights & Innovations presented by YOUR COMPANY.

X

Company logo included in Spotlight Title Slide and Closing Slide.

X

Company logo included in lower thirds used during video.

X

Monthly dedicated social media posts from 01/01/24-12/31/24 including the mention of the BrainUp Spotlight: Insights & Innovations quarterly series, presenting sponsor name, and presenting sponsor logo.

X

Inclusion of company name in all mention of The BrainUp Spotlight Insights and Innovations series including but not limited to emails, social media posts, newsletters, press releases, radio and television marketing and all printed materials.

X

Dedicated BrainUp website landing page with The BrainUp Spotlight: Insights and Innovations quarterly series with mention of the partnership with your company, inclusion of your company logo, and a link to the website of your choice.

X

Mention of the quarterly series and your company in all communication dedicated to the annual run/walk which consists of 15+ eblasts, 20+ social media posts, and in person marketing at the event.

X

If desired, dedicated table at any BrainUp events to market your company as well as The BrainUp Spotlight: Insights and Innovation quarterly series.

Thank you for your time and your consideration in reviewing our proposal.



Please select your participation level

\$25,000 Presenting

Custom

Contact: Kara DeBaene
kdebaene@poweredbyprofessionals.com

Public Listing Information

Name

List Name

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Please email logo as a JPEG or PNG to Kara DeBaene at
kdebaene@poweredbyprofessionals.com

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Please make checks payable to **BrainUp** and mail with this form to
BrainUp – c/o Powered by Professionals – 1460 Broadway, New York, NY 10036

My Company offers a matching gift program

Donor wishes to remain anonymous

**BrainUp is a non-profit public charity recognized by the IRS under 501(c)(3). BrainUp's EIN is: 47-5516802*

For more information, please contact Alex Schulman at aschulman@poweredbyprofessionals.com.