

# The SUN BUS



Presented by the Colorado Melanoma Foundation and EltaMD



**SPONSORSHIP  
BOOKLET**

Learn more at [www.thesunbus.org](http://www.thesunbus.org)



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The following proposal represents a unique opportunity for you and your organization to associate itself with our cause, and to utilize this project's own goals to enhance your own objectives throughout the state of Colorado via its residents and skin care specialists.

This proposal provides funding opportunities that range from a formal sponsorship to day rentals. Regardless of whether you are an individual, municipality, or business, your support will go towards the health and well-being of Coloradans and the Colorado Melanoma Foundation's mission: *to increase local Colorado efforts at melanoma prevention, screening, new patient services and research.*

To initiate and maintain the Sun Bus for the following year, we are looking for a contribution totaling \$200,000 from all fundraising sources. We have created different avenues to achieve this goal and invite you to read more about this ambitious endeavor within this specially prepared booklet.

Thank you for your support. We look forward to working with you!

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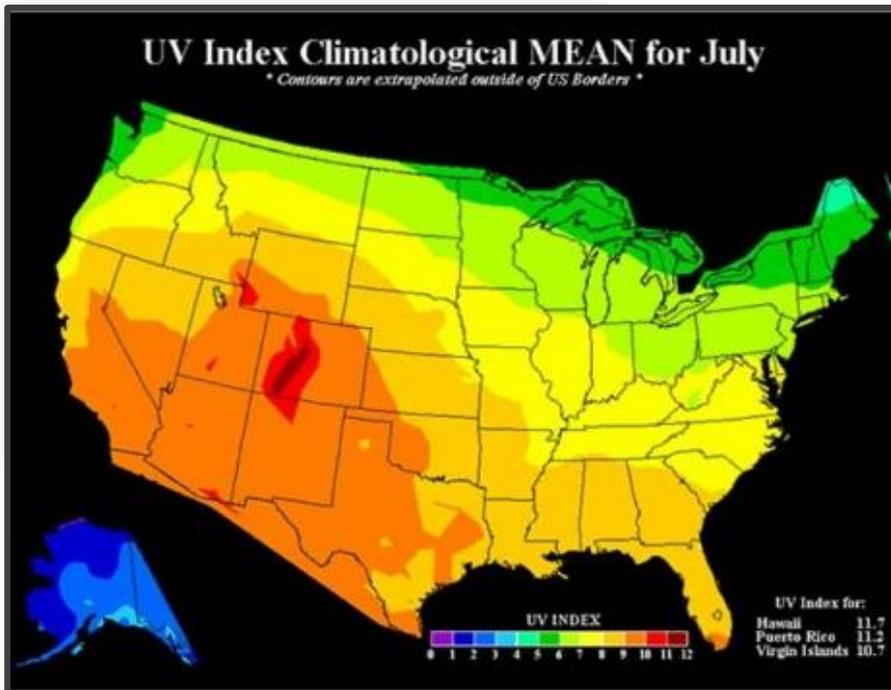
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*More information can be found online at the Sun Bus's official  
website: [www.the.sunbus.org](http://www.the.sunbus.org)*

# Melanoma Skin Cancer

## HOW COMMON IS MELANOMA?

The American Cancer Society's estimates about 96,480 new melanomas will be diagnosed (about 57,220 in men and 39,260 in women) in the United States during 2019. In Colorado, these rates are even higher due to resident's excessive exposure to harmful UV radiation which has been a well-documented cause of melanoma incidences.



In fact, nearly 90% of melanomas are thought to be caused by exposure to UV sunlight. Colorado's high altitude & love for the outdoors means the annual rate of new skin cancer diagnosis higher than the national average. We have one of the **highest** risk groups for death from skin cancer in the U.S.A.

## SUNLIGHT AND ULTRA-VIOLET RADIATION

Recent studies suggest there may be 2 main ways that UV exposure is linked to melanoma, but there is likely some overlap. The first link is to sun exposure as a child and teenager. People with melanoma often have an early history of sunburns or other intense sun exposures, although not everyone does. Some doctors think this might help explain why melanomas often occur on the thighs (in women) and trunk (in men), areas that generally aren't exposed to the sun as much in adulthood. The second link is to melanomas that occur on the arms, neck, and face. These areas are chronically exposed to sun, particularly in men.

- About 7,230 people are expected to die of melanoma (about 4,740 men and 2,490 women).
- The rates of melanoma have been rising for the last 30 years.
- 1,850 people will contract melanoma in Colorado in 2019
- Melanoma rates have increased 15x in the last 40 years in the U.S. alone
- More than 350 people in the US are diagnosed with some form of skin cancer every hour
- 1 person in the US dies every hour from melanoma

# The Challenge

*Melanoma deaths in Colorado are preventable through sun safety education, sun safe behavior modification, and frequent skin checks*

While preventive measures (sun safety education, sun safe behavior modification, and skin checks) are easy to perform, many Coloradans do not have the means or resources to access these prevention methods — particularly in rural or mountainous regions where professional Dermatologists clinics can be scarce. Unprotected exposure to the sun is a major health concern that many do not fully understand. This lack of awareness needs to be addressed immediately right here in Colorado!

Our challenge at the Colorado Melanoma Foundation is to find a way to effectively engage and educate these individuals that successfully changes their perceptions and behaviors to prevent skin cancer occurrences.

## THE COLORADO MELANOMA FOUNDATION



*Our mission is to increase local Colorado efforts at skin cancer screening, new patient services, and research*

[www.comelanoma.org](http://www.comelanoma.org)

# Our Solution

*The Colorado Melanoma Foundation's "Swiss Army Knife", capable of reaching Colorado residents throughout the state for skin screenings, sun safety education, and melanoma research*



The Sun Bus is a mobile classroom that has the flexibility to hyper-target select audiences at varying times through tailored messaging and relevant events or festivals. In addition to offering skin screenings, the Sun Bus will target both children and adults, providing fun and engaging educational activities about sun safety and skin health at Colorado high schools. As funds grow and outreach capabilities expand, the Sun Bus will also incorporate melanoma research initiatives to further increase the knowledge associated with this deadly cancer.

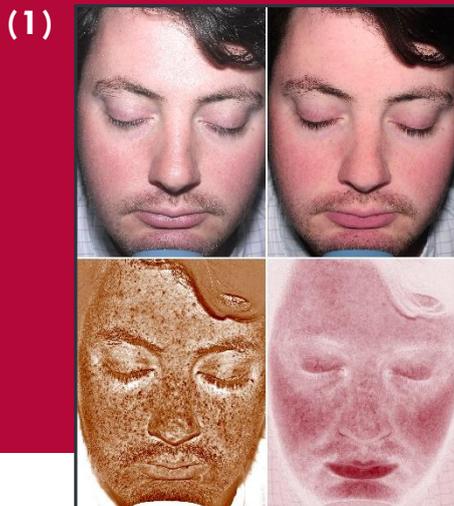
## HIGHLIGHTS

- The Sun Bus will travel to highly populated community events, schools, and municipalities throughout the year
- Skin screenings will be provided in collaboration with community dermatologists. Dr. Karen Nern of Vail/Aspen/Breckenridge Dermatology is the Medical Director
- Possible melanomas will be referred to local dermatologists for biopsy

# Our Solution



The Sun Bus will attend highly populated events and festivals to allow patrons to embark on an educational journey that leads them through interactive touch-points to provide well-rounded education on sun safety and skin health. Digital Survey Kiosks will be present to answer questions if an instructor is not present as well as gauge users' perception about skin cancer, sun safety and skin health—an important statistical measure to capture for researchers attempting to recognize additional ways to further prevent this disease.



To make the Sun Bus's education objective both engaging and memorable, this mobile education classroom will integrate state-of-the-art Ultraviolet Cameras to view past sun-damage and the protection offered by sunscreens. Personal sunscreens will be available free of charge to any passing patron.



**Image (1).** The Visia Reveal camera reveals underlying sun damage by imaging increased pigmentation (bottom left) and new blood vessel growth (bottom right). **(2).** A modified DSLR camera shows users what the sun sees by filtering out the visible spectrum and imaging the UV spectrum. This allows the user to see the effects of sunscreen live on a large screen television.

Inside the Sun Bus, local dermatologists, registered nurses, or physician assistants who have volunteered their time will provide skin examinations in one of the two state-of-the-patient exam rooms. Visitors will be greeted in a cozy waiting area where they can read additional sun education materials and sun safety



Patrons will have the ability to impact their own melanoma prevention through private skin examinations and voluntary participation in skin cancer research. By working with prominent skin cancer researchers, The Sun Bus will facilitate research investigating how melanoma develops, helping healthcare professionals in the community to recognize additional ways to further prevent this disease.

# The Audience



## Colorado Public & Private Schools

Classroom instruction is a very important component of a school sun safety program. A single intervention, such as a one-time school assembly, can be impressive but for maximum effectiveness children should receive age-appropriate sun safety instruction at every grade level.



## Community and state events, fairs, and

outdoor summer events in Colorado are a great way to reach its residents with our message. The Sun Bus will hyper-target these summer events to maximize its exposure and efficacy throughout the state.



## Municipalities and Businesses

Rural cities and large businesses lack the ability to provide quality skin checks effectively. The Sun Bus, in this case, allows an inexpensive method to provide this health service to their residents or employees.

The Sun Bus will target the youth through school-based educational programming, working closely with schools and their teachers to provide and conduct interactive educational activities both in and out of the classroom. During the summer, the Sun Bus will target highly populated community events where the audience is outdoors in the sun for long periods of time. The program will provide an experience that will invite the audience to step out of the sun and into the shade. This schedule includes national events, statewide annual festivals, county fairs, and community health screenings.



# Schedule

Event

Travel

Off

Administrative

Event

School

## January

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## February

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## March

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31						

## April

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28	29	30				

## May

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26	27	28	29	30	31	

## June

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## July

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## August

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25	26	27	28	29	30	31

## September

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## October

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20	21	22	23	24	25	26
27	28	29	30	31		

## November

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17	18	19	20	21	22	23
24	25	26	27	28	29	30

## December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

This Calendar is tentative and Subject to Change. The Full updated Calendar of Events is available at <https://www.thesunbus.org/calendar-of-events>.

94

Event Days

56

Distinct Events

28

Schools

>1M

Attendees

# Why Support Us

The Sun Bus represents a unified effort between Colorado's medical professionals, pharmaceutical businesses, cancer researchers, and—most importantly—the local community towards eliminating this prevalent, deadly, and *preventable* skin cancer. This project needs supporters who share this vision and are willing to propel it forward for years to come.

The Sun Bus's large route and attendance at Colorado's most populated community events also means your sponsorship is guaranteed

to be seen by literally *millions* of individuals throughout the state. You will be a key supporter mentioned in all TV appearances, online postings, and social media as well.

Whether you are an individual donor, part of a business, on a city council, or apart of the medical community, we invite you to learn more about the different sponsorship and funding opportunities below and join the effort by supporting this ambitious endeavor. These opportunities and pricing models are not limited to what is listed and can be customizable according to your needs.

## 4 Reasons to Sponsor

1

### Exposure

The Sun Bus and your brand will be seen by hundreds of thousands of individuals and will get to know your brand as we partner at events across Colorado, online & through social media, and on the road.

2

### Unique Advertising

Traditional advertising is rarely memorable—*nobody* will forget seeing the Sun Bus at their event or school and *everybody* will see it whether it is on the road, parked next to a hospital, or on TV. Your brand is assured to be a memorable spectacle throughout the year.

3

### Bang for Your Buck

Displaying your logo and products alongside the Sun Bus at more than +50 events and +30 schools for >1M individuals in Colorado is no easy endeavor; however, as a non-profit, we aim to only cover our operating costs and can offer substantially lower rates compared to commercial options (see insert).

4

### Community Goodwill

Not everyone has the luxury of frequent skin exams, your funds allow the Sun Bus to reach these rural and mountain communities who do not readily have access to this service.



## PREMIERE SPONSOR (1 available)

**\$50,000/year**

As the premiere sponsor, your sponsorship goes a long way in helping this ambitious project and rewards your participation handsomely. This partnership will ensure your involvement is seen both online and in person as we hone our efforts on Colorado residents, their skin health, and sun safety education by integrating your company on an intimate level at every event, fair, hospital, and location the Sun Bus visits. Beyond the ability to help fund a unique non-profit project, you will have an ability to advertise to Coloradans in a memorable initiative and be seen by millions of drivers on Colorado roadways throughout the year. Other benefits include:

### **Tour Planning & Participation**

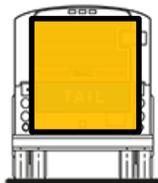
- Sponsor will have the right to choose 3 locations in Colorado for the Sun Bus to attend in the upcoming year, including events, hospitals, schools, conferences, or health fairs.

### **Sponsor Positioning**

- *Official Sponsor Status:* Sponsor will be an Official Sponsor of the tour

### **Tour Branding**

- *The Sun Bus:* Sponsor logo will be featured on exterior of The Sun Bus that will tour from event to event during the stated tour timeframe (**yellow area**)



- *On-Site Branding:* Sponsor logo will be featured on tour-specific branded infrastructure
- *Product Sampling/Education:* Sponsor will have the rights to engage and sample their product(s) or advertisements to event attendees.
- *On-Site Live Mentions:* Sponsor will receive live, on-site mentions as an Official Sponsor of the tour during each activation.

### **Event Collateral**

- *Logo Inclusion:* Sponsor will have the right to logo inclusion and featured as an Official Sponsor in marketing material promoting the tour.

### **Media**

- *Print:* Sponsor will have logo inclusion in advertising material and featured as an Official Sponsor in print ads promoting the tour
- *Digital:* Sponsor will be featured as an Official Sponsor in digital ads.
- *Radio:* Sponsor will be featured as an Official Sponsor in radio spots promoting the tour
- *PR:* Sponsor will be featured as an Official Sponsor of the tour in a public relations campaign to local, regional and national media outlets.

### **Digital**

- *Website:* Sponsor will have the right to logo inclusion and featured as an Official Sponsor of the tour on the official website for The Sun Bus Tour.
- *Email Database Campaign:* Sponsor will be featured as an Official Sponsor of the tour in email blasts promoting the tour and tour stops.
- *Social Networkina / Online Marketina:* A



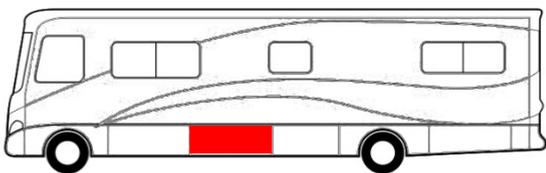
## SUPPORTING SPONSOR (8 available)

**\$10,000/year**

Supporting sponsors will have a permanent presence on the bus without breaking the bank. This partnership option allows your business logo to be seen prominently at every event, fair, hospital, and location the Sun Bus visits but also guarantees viewership online through our digital advertising campaign. Benefits include:

### **Tour Branding**

- *Product Sampling/Education:* Sponsor will have the rights to engage and sample their product(s) or advertisements to event attendees.
- *The Sun Bus:* Sponsor logo will be featured on exterior of The Sun Bus that will tour from event to event during the stated tour timeframe (red area)



36" x 56"

### **Event Inclusion**

- *Logo Inclusion:* Sponsor will have the right to logo inclusion and featured as an Official Sponsor in marketing material promoting the tour.
- *On-Site Live Mentions:* Sponsor will receive live, on-site mentions as an Official Sponsor of the tour during each activation.

### **Media**

- *Print:* Sponsor will have logo inclusion in advertising material and featured as an Official Sponsor in print ads promoting the tour.

### **Digital**

- *Website:* Sponsor will have the right to logo inclusion and featured as an Official Sponsor of the tour on the official website for The Sun Bus Tour.
- *Email Database Campaign:* Sponsor will be featured as an Official Sponsor of the tour in email blasts promoting the tour and tour stops.
- *Social Networking / Online Marketing:* Integration into the Sun Bus's social networking and online marketing campaign, including Facebook and Twitter will include Sponsor and Official Sponsor of the tour.



## CORPORATE EVENT SPONSORSHIP

**\$5,000 per day**

The Corporate Event Sponsorship is for organizations that would like for The Sun Bus to provide skin cancer screenings and sun safety education to employees at a company's selected event. This sponsorship option is available for events that are closed to the public and can include Corporate Health and Wellness days, Company Picnics, and Corporate Health Fairs.

### Benefits of a Corporate Event Sponsorship

- Visits to the Dermatologist can cost more than \$200 each. With The Sun Bus, your organization will be able to provide the same service for a reduced cost.
- The Sun Bus will travel to your organization's selected location to provide free skin cancer screenings and sun safety education.
- Employees will have access to the many features of The Sun Bus, including:
  - Information regarding sun safety behaviors, skin cancer, other skin issues, and spot monitoring
  - The Reveal Imager that shows participants underlying sun damage
  - A UV Camera that shows how participants are applying sunscreen
  - Free Elta MD Sun Screen for sample and purchase
  - Wallaroo Hat Company products for purchase



# Sponsorship Justification

Item	Estimated Cost	Notes	Totals
Administrator/Teacher	\$52,000	Administrator responsible for all Sun Bus general administrative duties; preparing a program and teaching the sun safety program at public schools; contacting & coordinating with school districts about the sun safety education program; annual accounting and taxes associated with the sun bus.	\$52,000
Event Coordinator	\$50,000	Contacting and organizing all event-related activities including materials needed for event, contacting local volunteer dermatologists, and legal paperwork; coordinating sun bus set-up at events and overnight parking throughout the year; website maintenance; social media maintenance and promotional efforts; coordinating volunteers; organizing insurance; helping patients get into touch with physicians;	\$50,000
CMF Board Oversight	\$25,000	CMF Board of Directors have full-time positions at the University of Colorado Anschutz Medical Campus and will require a small financial compensation for the estimated time taken away from work to provide proper oversight and care for the Sun Bus's employees. All major decisions of the Sun Bus will go through the CMF's President, Neil Box, until further notice.	\$25,000
Insurance	\$3,000- \$4,000 Annually	Classes cost \$250-\$600 or more depending on the total hours of instruction and the instructor's travel time, for one-on-one training in the customer's own motorhome. with up to a 5% discount for completing RV driver training; additional costs may be incurred if insurance is acquired for patrons who attend the Sun Bus' events and receive our services.	\$4,000
UV Camera: <u>Visia Imager</u>	\$5,000 - \$7,000	Reveals underlying skin that has received sun damage.	\$7,000
Laptop Computers	\$500 each		\$1,000
Sunscreen	-	Donatable	0
Racks for display items	\$50-\$200 total	Literature, hats, sunscreen, umbrellas, shirts, etc	\$200
Website & Domain	\$40/month	\$500 per year when all taxes and fees are included	\$500
Large TV Screens	\$100-\$300 (used)	Used to play commercials and sun safety videos on a loop as well as publicize UV facial screens to event attendees	\$300
Vinyl Wrap	\$7,000 - \$14,000	Depends on amount of customization and location (windows, sides, etc.); Most estimates total around \$14,000	\$14,000
Folding Tables	\$30-\$50 each	2'x4' tables for Sun Bus personnel to check-out patrons wishing to buy items as well as to set up the facial screener and administer facial screens.	\$80
Folding chairs	\$13 each	Metal, economy (2 purchased + shipping fee)	\$30
Customized Awning	\$650 - 1200 average	\$9.50-\$10 per square foot for custom awnings is the average estimate; additional \$400 for automatically retractable installation.	\$1,200
Printing Costs	\$1,500	Includes printing expenses for Sun Bus sponsorship packets, flyers, save-the-dates, UV/Melanoma information/literature, financial forms, legal forms, posters, banners, etc.	\$1,500
Gas	\$1,000/year	For the first year we estimated 3,000 miles travelled; anticipated at 8 mpg used by the RV and \$3.00 estimate gas price = \$1200 for first year; rounded up to \$1,500 for conservative estimate.	\$1,500
Marketing	\$3,000	Advertisement costs online for social media, email campaigns, flyer distribution, mailers, and other promotional ideas.	\$3,000
Event Fees	\$25,000 - \$33,000	All of the events the Sun Bus potentially visits throughout the year require anywhere between \$500 to \$14,400 (e.g., the annual AAD meeting) in order to participate at their event.	\$33,000
			\$194,310

# Thank You!

Thank you for your interest in The Colorado Melanoma Foundation's *Sun Bus* initiative. For recent updates and more information about this project, please visit the official website at [www.thesunbus.org](http://www.thesunbus.org). For additional information about the Colorado Melanoma Foundation, including other projects, fundraisers, and a list of the Board of Directors, please visit [www.comelanoma.org](http://www.comelanoma.org).

Presented by the Colorado Melanoma Foundation, EltaMD, and  
Supporting Sponsors:

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dermatology



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