

**BRACE Award Competition Sponsorship Opportunities**

The Asian Fund for Cancer Research (AFCR) is pleased to present its **Bridging Research from Academia to Cancer Entrepreneurship (BRACE) Award Venture Competition**. The high-profile annual event provides an opportunity to discover, highlight and fund promising early stage cancer technology companies and translational research projects still within laboratories from throughout the region. This document outlines the Hong Kong Dollar (HK\$) contribution amounts to AFCR and associated sponsorship benefits for the program throughout 31 December 2020—including the 2020 Competition in its virtual format (due to COVID-19).

**BRACE Award Venture Competition Title Sponsor: HK\$2,500,000 (HK\$500,000 each year that the next five events are held)**

- The BRACE Award Venture Competition will be named after the title sponsor and promoted internationally as such within media and AFCR digital, print and other channels
- Participate as adviser during each Competition’s semi-finalist selection phase\*
- Obtain early look at each Competition’s selected semi-finalists\*
- Be allotted one observer seat on each Competition’s Judging Committee, a select group of key opinion leaders in the cancer research and technology business communities who select winners and runners-up eligible for AFCR equity investment\*
- Be granted complimentary access for up to two persons to attend each Competition’s evening ceremony, including participation in 2020’s virtual format
- Have the opportunity for a speaking role at each Competition’s evening ceremony, including 2020’s virtual format—and, additionally, for 2020, have the opportunity to host one of its virtual networking breakout sessions
- Earn complimentary access to other related opportunities
  - The National Foundation for Cancer Research’s future Salisbury Award Competition’s evening ceremonies
  - The AIM-HI Accelerator Fund’s future Venture Competition’s evening ceremonies
- Receive recognition as the BRACE Award Venture Competition Title Sponsor, including within AFCR’s website, e-mail, social media and direct mail, as well as each Competition’s day-of event signage, program and other promotional collateral
- Have opportunity to provide content incorporated into the AFCR website
- A representative to be subject of a one to two-minute AFCR-produced video clip which will be posted through the organization’s digital channels before, during and after each Competition, and the video file and utilization rights shared with the sponsor
- Gain option for AFCR to annually arrange a private group meeting among all years’ Competition finalists, including winners, and convey their public contact information

**BRACE Award Venture Competition Premium Sponsor: HK\$500,000**

- Participate as adviser during the 2020 Competition’s semi-finalist selection phase\*
- Obtain early look at the 2020 Competition’s selected semi-finalists\*
- Be allotted one observer seat on the 2020 Competition’s Judging Committee, a select group of key opinion leaders in the cancer research and technology business communities who select winners and runners-up eligible for AFCR equity investment\*
- Be granted complimentary access for up to two persons to participate in the 2020 Competition’s evening ceremony in its virtual format
- Have the opportunity for a speaking role at the 2020 Competition’s evening ceremony in its virtual format—and, additionally, have the opportunity to host one of its virtual networking breakout sessions
- Earn complimentary access to other related opportunities
  - The National Foundation for Cancer Research’s next Salisbury Award Competition’s evening ceremony
  - The AIM-HI Accelerator Fund’s next Women’s Venture Competition’s evening ceremony
- Receive recognition as a 2020 BRACE Venture Competition Premium Sponsor, including within AFCR’s website, e-mail, social media and direct mail, as well as the Competition’s day-of event promotional collateral
- Have opportunity to provide content incorporated into the AFCR website
- A representative to be subject of a one to two-minute AFCR-produced video clip which will be posted through the organization’s digital channels before, during and after the 2020 Competition, and the video file and utilization rights shared with the sponsor
- Gain option for AFCR to arrange a single private group meeting among the 2020 Competition’s finalists, including winner, and convey their public contact information

**BRACE Award Venture Competition Presenting Sponsor: HK\$125,000**

- Participate as adviser during the 2020 Competition's semi-finalist selection phase\*
- Obtain early look at the 2020 Competition's selected semi-finalists\*
- Be allotted one observer seat on the 2020 Competition's Judging Committee, a select group of key opinion leaders in the cancer research and technology business communities who select winners and runners-up eligible for AFRCR equity investment\*
- Be granted complimentary access for up to two persons to participate in the 2020 Competition's evening ceremony in its virtual format
- Have the opportunity for a speaking role at the 2020 Competition's evening ceremony in its virtual format—and, additionally, have the opportunity to host one of its virtual networking breakout sessions
- Earn complimentary access to other related opportunities
  - The National Foundation for Cancer Research's next Salisbury Award Competition's evening ceremony
  - The AIM-HI Accelerator Fund's next Women's Venture Competition's evening ceremony
- Receive recognition as a 2020 BRACE Award Venture Competition Presenting Sponsor, including within AFRCR's website, e-mail, social media and direct mail, as well as the Competition's day-of event promotional collateral
- Have opportunity to provide content incorporated into the AFRCR website
- A representative to be subject of a one to two-minute AFRCR-produced video clip which will be posted through the organization's digital channels before, during and after the 2020 Competition, and the video file and utilization rights shared with the sponsor

**BRACE Award Venture Competition Event Sponsor: HK\$50,000**

- Participate as adviser during the 2020 Competition's semi-finalist selection phase\*
- Be granted complimentary access for up to two persons to participate in the 2020 Competition's evening ceremony in its virtual format
- Have the opportunity during the 2020 Competition's evening ceremony to host one of its virtual networking breakout sessions
- Receive recognition as a 2020 BRACE Award Venture Competition Event Sponsor, including within AFRCR's website, e-mail, social media and direct mail, as well as the Competition's day-of event promotional collateral
- Have opportunity to provide content incorporated into the AFRCR website
- A representative to be subject of a one to two-minute AFRCR-produced video clip which will be posted through the organization's digital channels before, during and after the 2020 Competition, and the video file and utilization rights shared with the sponsor

**BRACE Award Venture Competition General Sponsor: HK\$25,000**

- Be granted complimentary access for up to two persons to participate in the 2020 Competition's evening ceremony in its virtual format
- Receive recognition as a 2020 BRACE Award Venture Competition General Sponsor, including within AFRCR's website, e-mail, social media and direct mail, as well as the Competition's day-of event signage, program and other promotional collateral
- Have opportunity to provide content incorporated into the AFRCR website

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**Guidelines:** (1) Payable to AFRCR within 30 days of receipt of invoice; (2) Establishment as soon as possible with AFRCR of primary point of contact name, title, e-mail address and phone number; and (3) Provision as soon as possible to AFRCR of high resolution color logo image file(s)

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\*May be subject to signed confidential disclosure agreement