

**JOURNI FOR TWO &
BYRD CANCER FOUNDATION**

An aerial view of the Royal Caribbean cruise ship UTOPIA OF THE SEAS sailing on the ocean. The ship is shown in a cutaway view, revealing its multiple decks and various amenities. The hull is white with a blue anchor logo and the text "UTOPIA OF THE SEAS". The interior decks are illuminated with warm, golden light, showing a large outdoor pool, a basketball court, a theater, and other recreational areas. The ship is moving through the water, leaving a white wake.

**ROYAL CARIBBEAN
UTOPIA OF THE SEAS**

OCTOBER 24-27, 2025

SPONSORSHIP OPPORTUNITIES



THIS OCTOBER!

Journi For Two and the **Byrd Cancer Foundation** are partnering to host a *transformative cruise experience* aboard **Royal Caribbean's Utopia of the Seas**, one of the largest and most thrilling ships in the world.

OCTOBER 24TH-27TH, 2025

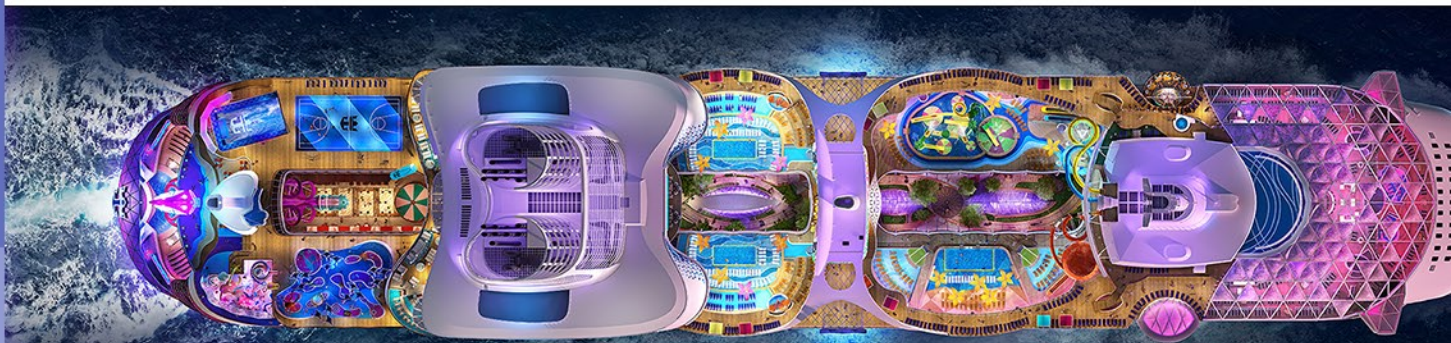
we'll set sail from **Port Canaveral to the Bahamas and CocoCay**, for a weekend filled with empowerment, connection, and wellness designed for individuals, families, and supporters alike.

WHY BECOME A SPONSOR

We believe that every act of kindness, no matter how small, can create a ripple effect of love and hope.

Your sponsorship is not just a financial contribution. It's a meaningful statement of your commitment to the well-being of mothers battling cancer and their families. Here's why your sponsorship is so crucial:

- **Making a Lasting Impact** Directly contribute to bringing comfort and joy to mothers who are courageously facing cancer. Your support helps create lasting memories and brings a glimmer of hope during their challenging journey.
- **Empowering Our Mission** Fuel our ability to provide vital support, programs, and cancer awareness initiatives. It enables us to extend a helping hand to even more mothers in need.
- **Joining a Compassionate Community** Become an integral part of a compassionate community dedicated to making the world a better place. Your involvement sends a powerful message of empathy and care to those who need it most.
- **Visibility and Recognition** Offer valuable promotional opportunities, which can enhance your brand's visibility and reputation. By aligning your organization with our cause, you show your commitment to social responsibility
- **A Ripple of Hope** Just as a single pebble can create ripples across a pond, your sponsorship can have a far-reaching impact. It inspires others to follow your example and creates a ripple of hope that spreads positivity and change.





Journi For Two

A JOURNEY OF EMPOWERMENT AND CONNECTION



CAPTAIN'S CIRCLE

PRESENTING SPONSOR – \$10,000

- **Exclusive Sponsor for The Welcome Party**
- Logo prominently featured on event T-shirts alongside Journi For Two and Byrd Cancer Foundation
- Logo placement along the 5K route
- Branding opportunity at the 5K Start/Finish Line
- Logo on all promotional materials, including event website, email campaigns, social media, and press releases
- Private Meet-and-Greet with keynote speakers, special guests, and VIPs
- Prominent sponsor banners throughout the ship
- Branded keepsakes with company logo on select giveaway items
- Recognition in Event Recap Video or Post
- Dedicated Social Media Recognition Sponsor spotlight pre- and post-event
- Exclusive Opportunity to provide promotional materials in attendee welcome kits
- Opening Remarks at the Welcome Event to connect directly with attendees
- VIP Access to exclusive events with speakers and key influencers
- Dedicated Event Space for sponsor activations or experiences (e.g., a dedicated wellness space, product demos, or booth)





SPONSORSHIP LEVELS

FIRST MATE SPONSOR – \$5,000

- **Exclusive Sponsor for one of the Wellness Workshops**
- Logo placement on event T-shirts alongside top sponsors
- Logo placement along the 5K route
- Logo on promotional materials
- Branded Keepsakes with company logo on select giveaway items
- Recognition in the Event Recap Video or Post
- Dedicated Social Media Recognition—Mention in sponsor appreciation posts
- Inclusion in attendee welcome kits with company materials
- Opportunity for Sponsor-Hosted Wellness Experience (yoga, fitness classes, etc.) or to be featured in a wellness panel
- Priority Booth Placement in high-traffic areas like the wellness center or main event hall
- Opportunity to participate in workshops

CHAMPION SPONSOR – \$3,000

- Logo placement on event T-shirts alongside top sponsors
- Logo on promotional materials
- Recognition in the Event Recap Video or Post
- Logo displayed during event
- Social Media Recognition—Mentions in sponsor appreciation posts
- Inclusion in attendee welcome kits
- Opportunity to participate in workshops

NAVIGATOR SPONSOR – \$2,500

- Logo on promotional materials (event website and select social media posts)
- Recognition in the Event Recap Video or Post
- Logo displayed during event
- Social Media Recognition—Mentions in sponsor appreciation posts
- Inclusion in attendee welcome kits
- Opportunity to participate in workshops

ANCHOR SPONSOR – \$1,000

- Company Name Listed on event website
- Recognition in Sponsor Appreciation Social Media Posts
- Inclusion in attendee welcome kits
- Access to Post-Event Thank-You Video to share

SUPPORT A SURVIVOR!



FULL SURVIVOR SPONSORSHIP-\$2000

Give the gift of hope by fully sponsoring a cancer survivor and a guest on the 5K cruise with Journi for Two and Byrd Foundation aboard the Royal Caribbean. Your sponsorship covers the entire cruise, including accommodations, meals, and event participation.

Benefits:

- Recognition as a Survivor Champion at the event, on our website, and in promotional materials.
- Make a life-changing impact on a survivor's journey.
- Showcase your commitment to supporting cancer survivors and their resilience.

ADDITIONAL SPONSOR BENEFITS

Event Impact:

This cruise event will attract participants and supporters from across the U.S. and beyond. We anticipate over 500 attendees, providing significant exposure for sponsors to an engaged and diverse audience. Pre-event social media campaigns and post-event content will ensure that the sponsor's visibility extends far beyond the event itself.

Emotional Impact:

By sponsoring this event, your company will be part of something much larger than a typical corporate sponsorship. This transformative experience will empower individuals and families facing cancer, especially those from marginalized communities. Your brand will be associated with creating a safe, supportive environment where people can connect, learn, and heal together. This is your chance to make a tangible difference in the lives of those who need it most.

Sponsorship ROI:

- Strong visibility through branding opportunities on digital signage, promotional materials, and video content
- Social media engagement, with dedicated posts before and after the event to ensure extended reach
- The Cancer Wellness Workshops will feature sponsors' support in resource-building efforts, positioning them as contributors to the overall wellness and empowerment of cancer-affected individuals

Customizable Sponsorship:

We are open to tailoring sponsorship benefits to match a sponsor's objectives. If you'd like to activate your brand in a unique way whether through a wellness experience, VIP gathering, or resource workshop we can work with you to create an experience that reflects your brand's commitment to supporting cancer advocacy and wellness.



JOURNI AT SEA: LET'S SAIL, RUN, AND CELEBRATE LIFE FOR A GREAT CAUSE

HAVE QUESTIONS?

LET'S CONNECT

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