



Saving Childhood, One Brave Smile At A Time

2026 Sponsorship Opportunities

Who We Are

Voices Against Cancer is a 501c3 nonprofit organization aimed at supporting pediatric cancer patients and their families in their hours of greatest need. We serve families across the country; however, we have a special focus on those in our upper Midwest region, many of whom reside in the Sioux Falls area. We provide funds for expenses like gas, groceries, lodging, and other needs, so that families can more fully concentrate on the healing on their children who are undergoing cancer treatments.

Voices Against Cancer also works to increase awareness for childhood cancers and national pediatric cancer research. We are bringing together a community of guidance and support for families connected by childhood cancer. With Voices Against Cancer, our pediatric cancer families find themselves surrounded by an encouraging community that understands their dark trials and victorious triumphs. Together, they celebrate the wins and support each other through the darkness.



**In our first five years, we
have granted nearly
\$200,000 in direct support
of children and families
affected by cancer as well as
pediatric cancer research.**

Sponsorship Opportunities



Celebrity Meet And Greet

We bring Hollywood to the Sioux Empire! The 605 Pop Culture Con is our flagship fundraising event featuring actors and artists who gather to interact with our pediatric cancer patients as well as the public for a weekend of autographs, photo-ops, special events, and hospital visits. We have several sponsorship packages and are open to creating unique packages for your company. Become a partner today!



Community Partners

We are growing a network of community partners in Sioux Falls and surrounding areas to assist us with fundraising events, family educational events and our family assistance program. Opportunities can be packaged based on your specific needs, interests, marketing budgets, and target audiences. Contact us to discuss! Our pediatric cancer families are waiting for your help; we can't do it without you!

605 Pop Culture Con Sponsorship Levels

Investment must be received on or before May 1st to receive listed perks.

Expected 2026 attendance: 6,000-8,000 across two days

Our Voices Against Cancer Sponsorship Team is excited to work with you and your company to create a custom package for your sponsorship needs in addition to or in place of the following:

Mogul – Investment \$50,000

Recognition on television and radio promotional marketing and billboard advertising

Three opportunities to have name and company logo on sponsor banner at the event and an informational table

15 social media recognition posts and premium company logo and link placement on website event pages

18 tickets to the event, exclusive event perks kit and 10 tickets to Friday night event featuring celebrities and our honored children and families

Mega Star – Investment \$30,000

Two opportunities to have name and company logo on sponsor banner at the event and an informational table

10 social media recognition posts and premium company logo and link placement on website event pages

16 tickets to the event, exclusive event perks kit and 8 tickets to Friday night event

Super Star – Investment \$20,000

Opportunity to have name and company logo on sponsor banner at the event and an informational table

8 social media recognition posts and premium company logo and link placement on website event pages

12 tickets to the event, exclusive event perks kit and 4 tickets to exclusive Friday night event

605 Pop Culture Con Sponsorship Levels

Producer – Investment \$10,000

Company logo and link on website and 5 social media recognition posts
Logo recognition on event signage
10 tickets to the event, and 2 tickets to the exclusive Friday night event

Director – Investment \$5,000

Company logo and link on website and 4 social media recognition posts
Logo recognition on event signage
8 tickets to the event

Writer – Investment \$2,000

Company logo and link on website and 3 social media recognition posts
Logo recognition on event signage
4 tickets to the event

Up & Coming – Investment \$1,000

Company logo and link on website and 2 social media recognition posts
Logo recognition on event signage
2 tickets to the event



VOICES AGAINST CANCER

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WEBSITE: www.voicesagainstcancer.org

Social Media

www.facebook.com/605popcon

www.facebook.com/voicesagainstcancercharity

9.3K followers



www.instagram.com/605popcon

www.instagram.com/voicesagainstcancercharity

2.7K followers

