



National
Brain Tumor
Society

MyTumorID™ PARTNERSHIP OPPORTUNITIES

Drive meaningful impact through MyTumorID, a national public health initiative designed to give patients and caregivers something powerful: knowledge – about their unique brain tumor and the role biomarker testing and clinical trials can play in shaping treatment and outcomes.



Join Us and Make a Difference

National Brain Tumor Society (NBTS) unrelentingly invests in, mobilizes, and unites our community to discover a cure, deliver effective treatments, and advocate for patients and care partners.

Community Here. Breakthroughs Ahead.®

MyTumorID.org

MyTumorID

ID my tumor's biomarkers.
ID my treatment options.
I Decide.

The **NBTS MyTumorID campaign** is an ambitious, multi-year public health initiative that helps the brain tumor community understand the role of biomarker testing in identifying tumors at the molecular level. This knowledge supports informed care decisions and opens the door to exploring treatment options, including clinical trials. **With MyTumorID, decision-making is informed and empowered.**

While standards of care increasingly rely on molecular diagnostics and personalized medicine, far too many patients are left behind due to lack of information, inadequate provider engagement, or systemic barriers to access. MyTumorID aims to close that gap. Through clear, trusted resources and strategic outreach, the campaign equips patients and care partners with the knowledge they need to advocate for the right testing and care at the right time.

But we know that knowledge alone is not enough. That's why **MyTumorID also engages providers, payers, and policymakers** to ensure patients are supported not only in understanding their options, but also in accessing them. The campaign advocates for greater alignment with CNS cancer care guidelines and for broader, more equitable coverage of biomarker testing and clinical trials.

The Need is Urgent and the Opportunity is Clear

The **2021 World Health Organization Classification of CNS Tumors** underscores the critical role of molecular diagnostics in accurate brain tumor diagnosis. The **National Comprehensive Cancer Network** recommends considering clinical trials at the time of diagnosis for aggressive brain tumors.

And yet, a 2023 NBTS survey revealed:

- Only **30.8%** of patients had even a minimal understanding of biomarker testing.
- More than **60%** said their doctor **did not** discuss clinical trials as an option.
- **84.3%** had never enrolled in a clinical trial.

MyTumorID is built to change these numbers.

We've set an ambitious – but achievable – initial campaign goal: **Increase patient awareness and understanding of clinical trials by at least 15%.**

Why Life Sciences Partners Should Engage

For corporate leaders in oncology, diagnostics, and precision medicine, MyTumorID represents a timely and high-impact opportunity to:

- **Expand awareness and demand for biomarker testing**
- **Educate patients** about tumor-specific mutations and emerging treatments
- **Increase clinical trial awareness** and potential enrollment
- **Improve access to care** aligned with evolving clinical guidelines
- **Align with a national initiative** advancing health equity and scientific literacy

In turn, sponsors benefit from:

- **Brand visibility** across campaign materials, webinars, and digital platforms
- **Strategic opportunities** for engagement and content collaboration
- **Recognition as a trusted partner** in patient education and innovation

This is more than a sponsorship – it is a chance to help transform how patients understand and navigate their brain tumor diagnosis and treatment path.

Sponsorship Opportunities

MyTumorID Champion | \$25,000

Champion Sponsors play a visible, strategic role in advancing MyTumorID and empowering patients through knowledge and access.

Benefits include:

- Premiere logo placement on MyTumorID materials and promotions – website, emails, webinars, etc.
- Verbal recognition during patient webinars
- Written recognition on campaign-related social media posts as appropriate
- Logo or written recognition in campaign-related blog posts or newsletters
- Consideration for biomarker guide inclusion and content collaboration
- Short sponsor-provided video featured on NBTS social media platform
- Opportunity to recommend expert speakers for webinars

MyTumorID Partner | \$15,000

Partner Sponsors gain strong visibility and meaningful engagement across the campaign.

Benefits include:

- Logo placement on MyTumorID materials – website, emails, webinars, etc.
- Verbal recognition during patient webinars
- Written recognition on campaign-related social media posts as appropriate
- Logo or written recognition in campaign-related blog posts or newsletters

MyTumorID Supporter | \$5,000

Supporters provide essential support to sustain the campaign and broaden reach.

Benefits include:

- Logo placement on MyTumorID materials – website, emails, webinars, etc.

To become a MyTumorID sponsor, contact
[**partnerships@braintumor.org**](mailto:partnerships@braintumor.org)

Together, we can bring patients closer to precision care – and closer to **hope**.