



# CORPORATE SPONSORSHIP OPPORTUNITIES

## THE OPPORTUNITY

A little over 2 million new cancer cases are expected to be diagnosed in the US in 2025.<sup>1</sup>

In 2018, the cost of cancer care in the United States surpassed **\$150 billion** and is on pace to increase as more expensive treatments are adopted and the population ages.<sup>2</sup>

A cancer diagnosis puts a heavy strain on the time, energy, and finances of patients and their families.

While patients and families struggle to keep up with the necessary care, routine tasks like home cleaning can fall by the wayside.

**That's where Cleaning for a Reason steps in.**



## OUR SOLUTION

We provide free home cleaning for all cancer patients so anyone battling cancer and their families can breathe a sigh of relief and focus on their health. Our home cleaning services are also critical to ensure that these patients with compromised immune systems live in clean, sanitized environments.

*We restore order and a sense of hope to homes devastated by disease.*



**65,000+**

Patients  
Served



**\$23 million**

in Donated  
Cleanings



**1,400**

Cleaning  
Partners

## WE NEED YOUR SUPPORT

During the most difficult times, we provide hope, relief, control, and cleanliness to thousands of cancer patients and their families. Your support as a Corporate Partner allows us to continue our work and reach more patients in need across the United States and Canada.

<sup>1</sup> American Cancer Society  
<sup>2</sup> <https://www.cancer.gov/about-cancer/understanding/statistics>

# By supporting Cleaning for a Reason, you help provide clean, safe, healthy homes for cancer patients.

We offer a range of sponsorship benefits at various levels. You can also create a custom sponsorship to meet your specific objectives, which can include:

- Co-branding and Cause marketing opportunities
- ISSA media features and ISSA Show North America events
- Strategic Partnerships and more!

## ANNUAL SPONSORSHIP PACKAGES

Cleaning for a Reason Annual Fund Corporate Partner Support Program	Champion	Courage	Faith	Passion	Strength	Hope	Advocate
Sponsorship Amount	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$1,500	\$500
<b>Cleaning for a Reason Benefits:</b>							
Use of CFR logo in any online and print material	x	x	x	x	x	x	x
Brand recognition posts on social media channels-Facebook and LinkedIn	Monthly	6x/year	Quarterly	Quarterly	Semi-annually	Once	Once
Opportunity to supply promotional items for CFR Week or contests	x	x	x	x	x	x	
Opportunity to share promotional product discounts to partners	x	x	x	x	x	x	
Company logo with hyperlink on sponsor page	x	x	x	x	x		
Opportunity for 3 <sup>rd</sup> party patient cleaning volunteer event	x	x	x	x	x		
Co-branded welcome packet promotion to new cleaning partners (300/yr)	x	x	x	x	x		
Company logo and hyperlink in email communications (12/yr)	x	x	x	x			
National press release	x	x	x	x			
Website blog posts on CFR website	4x/year	2x/year	1x/year				
Company logo with hyperlink on website homepage	x	x					
Company listing on sponsor page						x	x
<b>ISSA Association Benefits:</b>							
ISSA Show – Opportunity to supply promotional items	x	x	x	x	x	x	x
ISSA Show – Logo on CFR convention bag	x	x	x	x	x	x	
Logo and sponsor mention in ISSA Charities Newsletter	x	x	x				
Feature Article in ISSA Publication	x	x					
ISSA Show – Signature sponsor of specific special event	x						

Contact Lucy Lee, Program Manager at

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# A SPECIAL Thank You TO OUR SPONSORS



## Strategic Partner



## Elite Corporate Franchise Partner



## HOPE SPONSORS - \$1,500

- Contec Professional
- Direct Mop Sales, Inc.
- Extend-A-Reach
- Fabulous Shoe Night
- GDI Integrated Facility Services
- Home Service Academy
- Helen's Angels
- Lyceum Insurance Services
- Metro Services Group
- Microfiber Wholesale
- Moody Insurance Worldwide
- Organize It
- PBS – Professional Building Services, Inc.
- Sponge Outlet
- The Cleaning Software

## Corporate Franchise Partners



## Passion Sponsor \$10,000



## Strength Sponsors \$5,000



## ADVOCATE SPONSORS - \$500

- BraBos Cleaning Service
- Dallas Maids
- Oakville Maids
- Spokane Office Cleaning

Visit our website or contact  
Lucy Lee at [lucy@cleaningforareason.org](mailto:lucy@cleaningforareason.org)

\*Sponsors as of February 2026



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Connect with us

