

CASE STUDY



National Event Sponsor: Sanofi Oncology

Campaign Highlight – Employee Participation in 10 events across the country

CureSearch partnered with Sanofi Oncology as a National Event Sponsor for community events across the country. With a \$60,000 sponsorship, Sanofi was recognized at 10 CureSearch Walks [now Superheroes Unite!].

Sanofi engaged sales reps at all 10 events forming employee teams, volunteering on event day and promoting unity across their team via the CureSearch Walk.

Partnership Strengths

- Ease of participation for employees
- Increased teamwork, even while virtual
- Positive Company and Brand Awareness



curesearch.org

Special Thanks to the CureSearch Walk
National Bronze Sponsor

SANOFI ONCOLOGY 

