



Suit Up to end cancer as we know it, for everyone *January 25-31, 2027*

Suits And Sneakers Week is a favorite every season, and this year we're making it easier than ever for you and your coaching staff to support **Coaches vs. Cancer** and the **American Cancer Society**. Here is how to **#SuitUp** with us:

- Wear your choice of:
 - a **team quarter-zip or polo** with an adhesive **CvC patch** on the sleeve. Adhesive/Removeable CvC patch(es) will be provided to all NCAA DI head coaches as well as DII and DIII NABC member head coaches (more info below).
 - a **suit or sport coat**.
 - A very limited number of CvC lapel pins are available on request. Please reach out to Anne Gmerek (anne.gmerek@cancer.org) to check the availability of a lapel pin for your head coach.
- **Customize your sneakers** via:
 - A professional shoe designer
 - DIY with colored sharpies (e.g. allow kids/cancer survivors the opportunity to design your shoes!)
- **Register** your Suits And Sneakers Week game **[HERE](#)**.



Are you in? Here's the game plan:

- **DI Coaches** - 10 patches will be sent to each DI program to the attention of your head coach arriving between January 4th - 11th.
- **DII/DIII Coaches** - 1 patch will be sent to each NABC member head coach arriving between January 4th - 11th.
 - **IMPORTANT NOTE:** The package will have a CvC logo on the outside of the envelope. If you do not receive your patches by end of day on January 11th, please reach out to anne.gmerek@cancer.org as soon as possible.
- Need to purchase pins or patches? Check out our **[CvC E-Store](#)**.
- Please pass along this info and the **[Coaches vs. Cancer Playbook](#)** to your **SID, social media team, and marketing/fan engagement team** to ensure everyone has the resources needed to host a successful and impactful Suits And Sneakers game.
- If you don't have a home game during Suits And Sneakers Week, don't worry. You can designate any game around that time frame. We also encourage you to work with your opponent's staff for any games that week to let them know you'll be wearing your sneakers and patch or pin.

For more information on how you and your team can participate, please contact Anne Gmerek at anne.gmerek@cancer.org.

