



The Race



SFA BRINGS TOGETHER THE SARCOMA COMMUNITY THROUGHOUT THE NATION TO INCREASE AWARENESS ABOUT SARCOMA AND CREATE LASTING, SUPPORTIVE CONNECTIONS.



The Sarcoma Foundation of America (SFA) advocates for sarcoma patients by funding research and by increasing awareness about the disease. The organization raises money to privately fund grants for sarcoma researchers and conducts education and advocacy efforts on behalf of sarcoma patients.

SFA has earned its reputation as the leader in the sarcoma community by leading the way in

- funding transformational research
- leveraging resources to grow awareness about sarcoma
- bringing the community together through events
- fighting for public policies and regulatory reforms that benefit sarcoma patients and
- lifting the voices of sarcoma advocates by empowering them with information to take an active role in their care and in sarcoma research.

Organized by the Sarcoma Foundation of America (SFA) and partnering with local committees, the **Race to Cure Sarcoma** is made up of family-friendly 5K (3.1 miles) Run/1-mile Fitness Walk held in cities across the nation. The **Race to Cure Sarcoma** is the premier run/walk series in the United States focused on raising awareness and research funds for sarcoma. Totalling tens of thousands of participants, sarcoma patients, survivors, and their friends and loved ones come together as a community to raise awareness about sarcoma and to support innovative research for better treatments and an end to sarcoma



In 2020 the Race to Cure Sarcoma events are going virtual! Details on the next page.



NATIONAL VIRTUAL

Race to Cure SARCOMA

SARCOMA FOUNDATION OF AMERICA

In 2020 the Race to Cure Sarcoma events are going virtual!

The highest priority of the Sarcoma Foundation of America is the health and safety of our community. With that in mind we have decided to make our 2020 Race to Cure Sarcoma series virtual events.

WHAT DOES THIS MEAN?

Participants can participate in their neighborhood at a local park, on their treadmill or any other place that is convenient and safe for them. Registered participants will receive a race packet that consists of a RTCS shirt, wristband, race bib and insert highlighting the event sponsors.

SFA will share videos and other programming on event day that highlights our sponsors, race participants and featured information about sarcoma. Awards for top team fundraisers and individual fundraisers, most team participation, best social media presence, and more!

WHO BENEFITS? MAKING A DIFFERENCE!

Partnering with local treatment and research facilities in cities across the United States, SFA raises money to fund research on both the local and national levels. The Race to Cure Sarcoma also creates awareness for the disease and helps to promote a sense of community amongst those whose lives have been impacted by sarcoma. The Race to Cure Sarcoma event series raises over \$1 million annually for research and patient education.



WHAT PEOPLE SAY ABOUT THE RACE TO CURE SARCOMA

"It really brings people together with this uncommon cancer. I think a lot of times patients feel like they are alone but when they come together it really is a celebration for the patients."

DR. BRIAN RUBIN, MD, PHD, CLEVELAND CLINIC



THE REASONS

More than 7,000 people die from sarcoma every year.

More than 16,000 people are diagnosed with Sarcoma each year. Slightly more than half of these are in males.

Sarcomas are relatively more common among children.

Between 1,500 and 1,700 U.S. children are diagnosed with a bone or soft tissue sarcoma each year making up about **20% of cancers in children** under the age of 20.

Sarcoma has over 50 validated histologic subtypes, with the potential for the existence of over 100 subtypes. This creates difficulties in drug development and adequate research funding. **Many subtypes do not have an FDA approved treatment.**

Stage IV sarcomas are rarely curable and there is not currently an option for early detection. Because sarcomas are rare and often misdiagnosed, it can take years for patients to reach a sarcoma specialist and receive an appropriate diagnosis and treatment. **About 15% of sarcomas are found in a metastatic stage.** **The 5-year survival rate for people with metastatic sarcoma is 16%.***

*ASCO.org, <https://www.cancer.net/cancer-types/sarcoma-soft-tissue/statistics>

Help children & adults with sarcoma lead better and longer lives.

THE BENEFITS

- **STRENGTHEN** your company's dedication to a cause important to your community.
- **IMAGE-BUILDING** opportunities associated with a vital cause.
- **SUPPORT** the largest national private provider of funds for sarcoma research and community programs.
- **PARTNERSHIP** with an organization that directly affects and benefits your own community.
- **CREATE, DEVELOP, AND ENHANCE CREDIBILITY** in this positive grassroots event while increasing brand recognition amongst the local community!
- **MAKE A DIFFERENCE** in the lives of families and friends both locally and across the country.
- **BRAND PRESENCE** across all channels! Website, video, digital, email marketing, registration packets!



Virtual Race Sponsorship Opportunities

SPONSORSHIP LEVELS

Sarcoma Champion	\$20,000
Sunflower	\$10,000
Gold	\$5,000
Yellow Ribbon	\$2,500
Advocate	\$1,000

Sarcoma Champion (Presenting) Sponsor- \$20,000

- Prominent exposure on Race to Cure Sarcoma registration page website with a clickable link to company website
- Inclusion in press materials
- Limited license of logo and event pictures for company advertising (Pre-approved)
- Recognition in event follow-up materials
- Opportunity to have a video on race Facebook page and SFA social media sites, video sent to RTCS email list
- Logo on RTCS email communications
- Logo on insert sent with all mailed registration packets
- Logo and promotion on event Facebook page and SFA social media
- Opportunity to address participants during "day of" program

Sunflower Sponsor \$10,000

- Exposure on Race to Cure Sarcoma registration page website with a clickable link to company website
- Inclusion in press materials
- Recognition in event follow-up materials
- Opportunity to have a video on race Facebook page and SFA social media sites
- Logo on RTCS email communications
- Logo on insert sent with all mailed registration packets
- Logo and promotion on event Facebook page and SFA social media
- Recognition during "day of" program

Gold \$5,000

- Exposure on Race to Cure Sarcoma registration page website with a clickable link to company website
- Recognition in event follow-up materials
- Opportunity to have a video on race Facebook page
- Logo on RTCS email communications
- Logo on insert sent with all mailed registration packets
- Logo on event Facebook page and SFA social media
- Recognition during "day of" program

Yellow Ribbon \$2,500

- Exposure on Race to Cure Sarcoma registration page website
- Recognition in event follow-up materials
- Logo on RTCS email communications
- Logo on insert sent with all mailed registration packets
- Logo on event Facebook page and SFA social media
- Recognition during "day of" program

Advocate \$1,000

- Exposure on Race to Cure Sarcoma registration page website
- Recognition in event follow-up materials
- Logo on insert sent with all mailed registration packets
- Logo on event Facebook page

Media Partner

Media Partners greatly assist SFA with outreach and awareness activities. This sponsorship level is available for media outlets and companies supporting the RTCS series through outreach and promotion such as PSA's, promotional mentions, social media, live broadcasts, live appearances as emcees and more.

Benefits that our Media Partners receive include:

- The ability to use "Official Sarcoma Foundation of America Media Partner" in its publicity (including logo use)
- Recognition at race ceremony
- Recognition in event follow-up materials
- Limited inclusion in social media marketing
- Recognition in event follow-up materials
- Placement of their logo on the official race shirt
- Banner recognition at Opening and Closing Ceremonies, or special events
- Listing on the web site as a media partner
- "Official Media Partner" reference in all press and promotional materials

CONTACT US FOR MORE INFORMATION

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RTCS@curesarcoma.org or call 301-253-8687

Sarcoma Foundation of America is a 501(c)3 nonprofit organization (Federal Tax ID #52-2275294). Other state registrations are available upon request. All sponsorships are non-refundable. Donations are tax-deductible to the fullest extent of the law.

JOIN US AS A SPONSOR! www.curesarcoma.org/RTCS