



*Race **TO** Cure* **SARCOMA**

SARCOMA FOUNDATION OF AMERICA



The Race



The **Race to Cure Sarcoma® (RTCS)** is the premier run/walk series in the United States focused on raising awareness and research funds for sarcoma. Organized by the Sarcoma Foundation of America (SFA), the **Race to Cure Sarcoma** is made up of family-friendly runs/walks held in cities across the nation. Tens of thousands of sarcoma patients, survivors, families, and friends come together as a community to raise awareness about sarcoma and to support innovative research for better treatments and an end to sarcoma.

The **Race to Cure Sarcoma** is an opportunity for thousands of women, men, children and families, running or walking, to join the movement to find the cure in our time.

WHO BENEFITS? MAKING A DIFFERENCE!

The **Race to Cure Sarcoma** events raise money to fund research on both the local and national levels, create awareness for the disease, and help promote a sense of community for those whose lives have been impacted by sarcoma. The **Race to Cure Sarcoma** series raises over \$1 million annually for research and patient education.

SFA BRINGS TOGETHER THE SARCOMA COMMUNITY THROUGHOUT THE NATION TO RAISE FUNDS TO SUPPORT RESEARCH AND EDUCATION TO INCREASE AWARENESS ABOUT SARCOMA AND TO CREATE LASTING, SUPPORTIVE CONNECTIONS.



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ABOUT THE SARCOMA FOUNDATION OF AMERICA (SFA)

The Sarcoma Foundation of America advocates for sarcoma patients by funding research and 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 the sarcoma community.

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.

THE FACTS

SFA partners with local committees to bring the Race to Cure Sarcoma series to cities across the nation. Supporters can participate locally or through the National Virtual Event.

LOCATIONS: Atlanta • Boston • Chicago • Cleveland • Denver • Los Angeles • Louisville • Miami • Milwaukee • Nashville • New Jersey • New York • Philadelphia • San Diego • San Francisco • Seattle • St. Louis • Tampa • Washington, D.C. • National Virtual Event

PARTICIPANTS: Over **5,000** runners and walkers from across the country.

DEMOGRAPHICS

AGE OF REGISTERED PARTICIPANTS

89% Over 18 Years Old

11% Under 18 Years Old

GENDER OF REGISTERED PARTICIPANTS

51% Female

49% Male

WHY WE RACE

More than 12,000 people die from sarcoma every year. More than 17,000 will be diagnosed with sarcoma this year, making up one-percent of all cancer diagnoses. Sarcoma is more prominent in males.

Sarcomas are a leading pediatric cancer. Between 1,500 and 1,700 U.S. children are diagnosed with a bone or soft tissue sarcoma each year, making up 15% of cancers in children under the age of 20.

Stage IV sarcomas are rarely curable and, currently, there is not 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%. For many subtypes of sarcoma, there is no FDA approved therapy.

WE RACE TO FIND THE CURE IN OUR TIME.

Sponsorship Levels

Customized National Sponsorship Opportunities Available



Sarcoma Champion (Presenting) Sponsor \$20,000

- Prominent exposure on Race to Cure Sarcoma 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 on social media & in social media advertisement
- Logo link on email communications
- Logo on race poster (*date sensitive*)
- Logo on event signage
- Opportunity to speak at race day ceremony
- Company race day display with opportunity to distribute promotional items
- 12 race entries
- Complimentary sponsor photograph
- Recognition in event follow-up materials

Sunflower Sponsor \$10,000

- Logo on Race to Cure Sarcoma website with a clickable link to company website
- Inclusion in select press materials
- Social media recognition
- Logo link on email communications
- Logo on event signage
- Recognition at event ceremony
- Company race day display with opportunity to distribute promotional items
- 10 race entries
- Complimentary sponsor photograph
- Recognition in event follow-up materials

Gold Sponsor \$5,000

- Logo on Race to Cure Sarcoma website
- Social media recognition
- Logo link on email communications
- Logo on event signage
- Recognition at race ceremony
- Company race day display with opportunity to distribute promotional items
- 8 race entries
- Complimentary sponsor photograph
- Recognition in event follow-up materials

Yellow Ribbon \$2,500

- Logo on Race to Cure Sarcoma website
- Social media recognition
- Logo on event signage
- Recognition at race ceremony
- Company race day display with opportunity to distribute promotional items
- 6 race entries
- Complimentary sponsor photograph

Advocate Sponsor \$1,000

- Logo on Race to Cure Sarcoma website
- Logo on event signage
- Recognition at race ceremony
- Company race day display with opportunity to distribute promotional items
- 4 race entries
- Complimentary sponsor photograph

Community Sponsor \$500

- Logo on Race to Cure Sarcoma website
- Recognition at race ceremony
- 2 race entries

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)
- Limited inclusion in social media marketing
- Logo on event signage
- Recognition at race ceremony
- Inclusion on Race to Cure Sarcoma website as a media partner
- "Official Media Partner" reference in all press and promotional materials
- Recognition in event follow-up materials

CONTACT US FOR MORE INFORMATION.

Darryl D'Ateno at ddaten@curesarcoma.org
RTCS@curesarcoma.org
or call 301-253-8687 ext. 105

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/race-to-cure-sarcoma/



Race ^{to} Cure
SARCOMA
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Sponsorship Form

YES, I will join you as a Race to Cure Sarcoma sponsor for:

CITY:

PLEASE INDICATE SPONSORSHIP LEVEL (CHECK BOX)

- ☐ Sarcoma Champion (Presenting) Sponsor \$20,000
- ☐ Sunflower Sponsor \$10,000
- ☐ Gold Sponsor \$5,000
- ☐ Yellow Ribbon Sponsor \$2,500
- ☐ Advocate Sponsor \$1,000
- ☐ Community Sponsor \$500
- ☐ Media Sponsor



SPONSOR INFORMATION:

SPONSOR NAME (AS YOU WOULD LIKE TO BE RECOGNIZED):

CONTACT PERSON:

PHONE:

EMAIL:

STREET:

CITY:

STATE:

ZIP:

COMPANY WEBSITE:

PAYMENT INFORMATION

- ☐ Please Invoice Me

Please return this form and payment to:
Sarcoma Foundation of America, 9899 Main Street,
Suite 204, Damascus, MD 20872
FAX: 301.253.8690



NAME:

STREET:

CITY:

STATE:

ZIP:

- ☐ Check: Payable to Sarcoma Foundation of America (please include city location on check)

☐ Credit Card: ☐ AMEX ☐ VISA ☐ MASTERCARD

EXP DATE:

SECURITY CODE:

SIGNATURE: