



# *Race **to** Cure* **SARCOMA**

SARCOMA FOUNDATION OF AMERICA

## *SPONSORSHIP OPPORTUNITIES*





## ABOUT SARCOMA FOUNDATION OF AMERICA

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

SFA is a leader in the sarcoma community through:

- Funding transformational research
- Leveraging resources to grow awareness about sarcoma
- Fighting for public policies that benefit patients
- Lifting the voices of sarcoma advocates
- Bringing together the community through events like the Race to Cure Sarcoma

# THE SPARK

that ignited the start of the SFA in 2000, was the sarcoma diagnosis of then 3-year-old, Jeffrey Thornton. Jeffrey's parents, Dr. Mark and Patricia Thornton, along with physician, Dr. John Brooks, were motivated to act not only to help treat his cancer but others' as well. Grappling with Jeffrey's diagnosis, they found there wasn't a national patient advocacy and research organization dedicated to sarcoma patients and their families. They sought to fill that void.



Through our humble beginnings, SFA has grown exponentially, and launched the first Race to Cure Sarcoma (RTCS) event in 2016. Race to Cure Sarcoma has now become the premier run/walk series in the United States, focused on raising awareness and research funds for sarcoma. Events take place in major cities across the nation, bringing together patients, survivors, families, caregivers, and medical professionals.







# Race TO Cure **SARCOMA**

SARCOMA FOUNDATION OF AMERICA

*“There is no more direct and rewarding connection to the Sarcoma Community than a SFA Race To Cure Sarcoma event.”*

BRANDI FELSER, CEO,  
SARCOMA FOUNDATION OF AMERICA

**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. The event takes place in major cities across the country, bringing together patients, survivors, families, friends, caregivers, and medical professionals.

RTCS events help promote a sense of community for those whose lives have been impacted by sarcoma. Through the RTCS series, SFA raises more than \$1.4 million annually for research and patient education.



## EVENTS



**ATLANTA**  
**BIRMINGHAM**  
**BOSTON**  
**CHICAGO**  
**CLEVELAND**  
**DENVER**  
**LOS ANGELES**

**LOUISVILLE**  
**MILWAUKEE**  
**NEW JERSEY**  
**NEW YORK**  
**PHILADELPHIA**  
**SAN DIEGO**  
**SAN FRANCISCO**

**SEATTLE**  
**SOUTH FLORIDA**  
**ST. LOUIS**  
**WASHINGTON, D.C.**  
**NATIONAL VIRTUAL**

# 2024

*\* EVENT LIFETIME*

# 1.3 MILLION

**REACHED ON FACEBOOK**

**HOSTED  
MORE THAN**

**130**

**EVENTS  
NATIONWIDE**

**ENGAGED  
MORE THAN**

**45,000**

**PARTICIPANTS**

**RAISED  
OVER**

**\$0.5**

**MILLION  
FOR RESEARCH AND  
PATIENT EDUCATION**





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.



More than  
**12,000** people  
die from sarcoma  
every year

Over **17,000**  
people will be  
diagnosed with  
sarcoma this year

Sarcoma accounts for  
**1%** of adult cancers and  
**15-20%** childhood cancers.

Approximately **15%** of sarcomas are  
found in a metastatic stage and the  
**5-year survival rate is 16%**

## DEMOGRAPHICS

**89%**

Over 18 Years Old

**11%**

Under 18 Years Old

**51%**

Female

**49%**

Male

*WE RACE TO FIND A CURE*



## *WE ARE THE SARCOMA COMMUNITY*

The sunflower represents hope and our commitment to fight on your behalf for a world without sarcoma.

**SARCOMA** is considered a rare cancer and we are surrounded by individuals who have been affected in one way or another by this terrible disease.



**CAREGIVERS**



**MEDICAL  
PROVIDERS**



**SURVIVORS**



# *BECOME A SPONSOR*



















































**HELP SUPPORT THE MORE THAN**

**200,000**

**PATIENTS AND THEIR FAMILIES WHO ARE  
STRUGGLING WITH SARCOMA.**



# 2024 RACE TO CURE SARCOMA SPONSORSHIP PACKAGES

BENEFITS	SARCOMA CHAMPION	SUNFLOWER	GOLD	YELLOW RIBBON	ADVOCATE	COMMUNITY
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Prominent exposure on Race to Cure Sarcoma Website, with a clickable link to company website						
Opportunity to speak at race day ceremony						
Logo on Race to Cure Sarcoma website						
Inclusion in press materials.						
Limited license of logo and event pictures for company advertising (pre-approved)						
Social media recognition						
Logo link on email communications						
Logo on race poster (date sensitive)						
Logo on event signage						
Company race day display with opportunity to distribute promotional items						
Complimentary Race Entries	12	10	8	6	4	2
Complimentary Sponsor photograph						
Recognition at race ceremony						
Recognition in post-event communication and materials						

## MEDIA PARTNER

Media Partners assist Sarcoma Foundation of America (SFA) with outreach and awareness activities. This sponsorship is available for media outlets and companies providing PSA's, promotional mentions, social media, live broadcasts, appearances, and more. For Media Partnerships please contact SFA for a customized proposal.

## CONTACT US FOR MORE INFORMATION

Email: [Events@curesarcoma.org](mailto:Events@curesarcoma.org)  
Phone: 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](http://www.curesarcoma.org/race-to-cure-sarcoma)





Race <sup>to</sup> Cure  
**SARCOMA**  
SARCOMA FOUNDATION OF AMERICA

# 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: .....