



*Race **TO** Cure*
SARCOMA

SARCOMA FOUNDATION OF AMERICA

*SPONSORSHIP
OPPORTUNITIES*



RTCS24



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.

WHY WE RACE

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

DEMOGRAPHICS



Over 18 Years Old



Under 18 Years Old



Female



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
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