



*Race **TO** Cure*
SARCOMA

SARCOMA FOUNDATION OF AMERICA

**SPONSORSHIP
OPPORTUNITIES**



**20
25**



THE SARCOMA FOUNDATION OF AMERICA (SFA) was founded by Dr. Mark Thornton, Patricia (Tricia) Thornton, and Dr. John (Jack) Brooks in 2000. The seeds that led to the birth of SFA were planted after the sarcoma diagnosis of then 3-year-old Jeffrey Thornton.

Grappling with Jeffrey's diagnosis, they found there wasn't a national patient advocacy and research organization dedicated to sarcoma patients and their families, so they sought to fill that void. Mark, Tricia, and Jack were motivated to help not only Jeffrey but also every other person diagnosed with and living with sarcoma.

SFA'S MISSION IS TO IMPROVE OUTCOMES FOR PEOPLE DIAGNOSED WITH SARCOMA TO INCREASE THE NUMBER OF SURVIVORS.

We do this by funding and advancing research, educating and providing resources for people diagnosed with sarcoma, advocating on behalf of the sarcoma community, bringing together the collective sarcoma voice, and growing awareness about the disease.



SFA IS THE FIRST LINE RESOURCE FOR ALL THINGS SARCOMA.



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“ 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



Each year, SFA unites sarcoma patients and survivors, families, friends, caregivers, and medical professionals, through our Race to Cure Sarcoma® (RTCS) series. Race to Cure Sarcoma (RTCS) is one of the premier 5K Run/Walk series in the United States, focused on raising awareness and research funds for sarcoma.



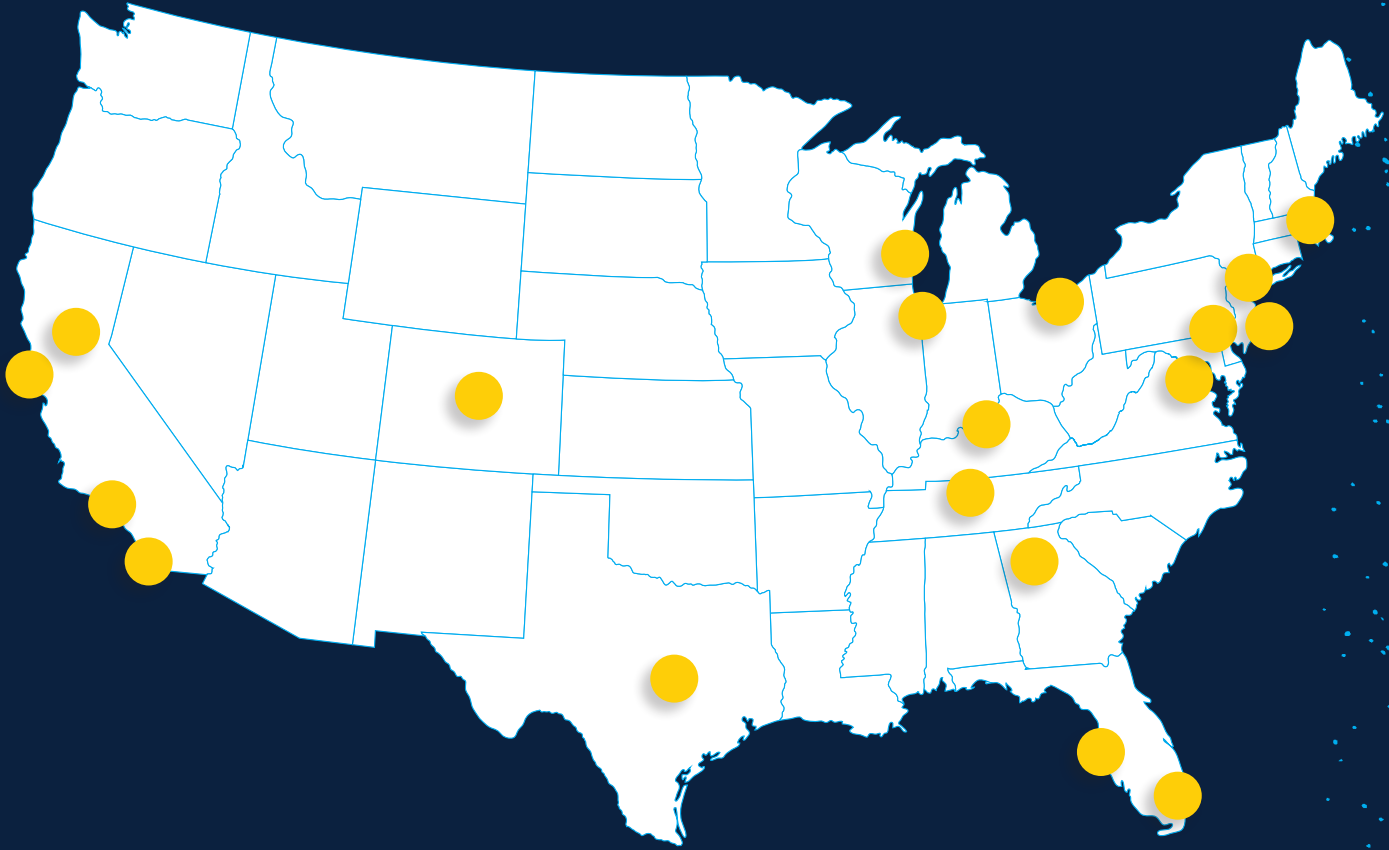
BECOME A CORPORATE PARTNER

Together with SFA, you can help more than 200,000 patients and their families who are struggling with sarcoma. Your support will give us the opportunity to advance research, provide education, and advocate for enhanced care for patients. As a corporate partner, your involvement can help achieve your brand's goals and business objectives, all while helping advance the mission of SFA.

Your sponsorship can make a real difference for patients who are affected by this rare cancer. As a corporate partner, you can help achieve your brand's goals and business objectives, all while helping people affected by sarcoma.

Together, we will work to find a cure for sarcoma.

2025 EVENTS



Austin • 3/22/2025
Atlanta • 4/5/2025
Boston • 4/06/2025
New York • 4/26/2025
San Francisco • 5/10/2025
South Florida • 5/17/2025
Cleveland • 6/21/2025
Milwaukee • 7/12/2025
National Virtual * • 7/19/2025
Washington D.C. • 7/19/2025

Louisville • 8/9/2025
Philadelphia • 9/13/2025
San Diego • 9/20/2025
Chicago • 9/27/2025
New Jersey • 10/5/2025
Sacramento • 10/11/2025
Denver • 10/25/2025
Nashville * • 11/1/2025
Tampa • 11/1/2025
Los Angeles • 11/2/2025

* Virtual Event

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

WHY WE RACE

- Every year, more than 12,000 people die from sarcoma.
- More than 17,000 people will be diagnosed with sarcoma this year.
- Sarcoma accounts for 1% of adult cancers and 15-20% of childhood cancers, making it one of the more common childhood cancers.
- Close to 15% of sarcomas are not found until they are in a metastatic stage.
- The 5-year survival rate for people diagnosed at this stage is 16%.

MAKE A REAL DIFFERENCE TODAY

When you become a sponsor through the Race to Cure Sarcoma, your support helps fund much-needed, critical sarcoma research.

“Once sarcoma hits you, and you experience it, you want to jump in and help everyone else because you know what you’re going through, they’re going through too.”

KATE DEFORGE, RTCS CHICAGO
SARCOMA SURVIVOR

OUR REACH AND IMPACT

- Marketing Collateral – Over 25,000
- Social Media Followers - 37,000
- Email Distribution - 54,000
- Participants – 10,000+

OUR MILESTONES

- Since 2016, SFA has hosted more than 130 events across the country
- Reached 1.3 million on Facebook
- Raised over \$20 million to support research and patient education



2025 RACE TO CURE SARCOMA SPONSORSHIP PACKAGES



BENEFITS	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 PSAs, 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.