

# SPONSORSHIP OPPORTUNITIES



# 2026



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

SARCOMA FOUNDATION OF AMERICA



**SFA** SARCOMA FOUNDATION OF AMERICA



## 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.



# 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**



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**

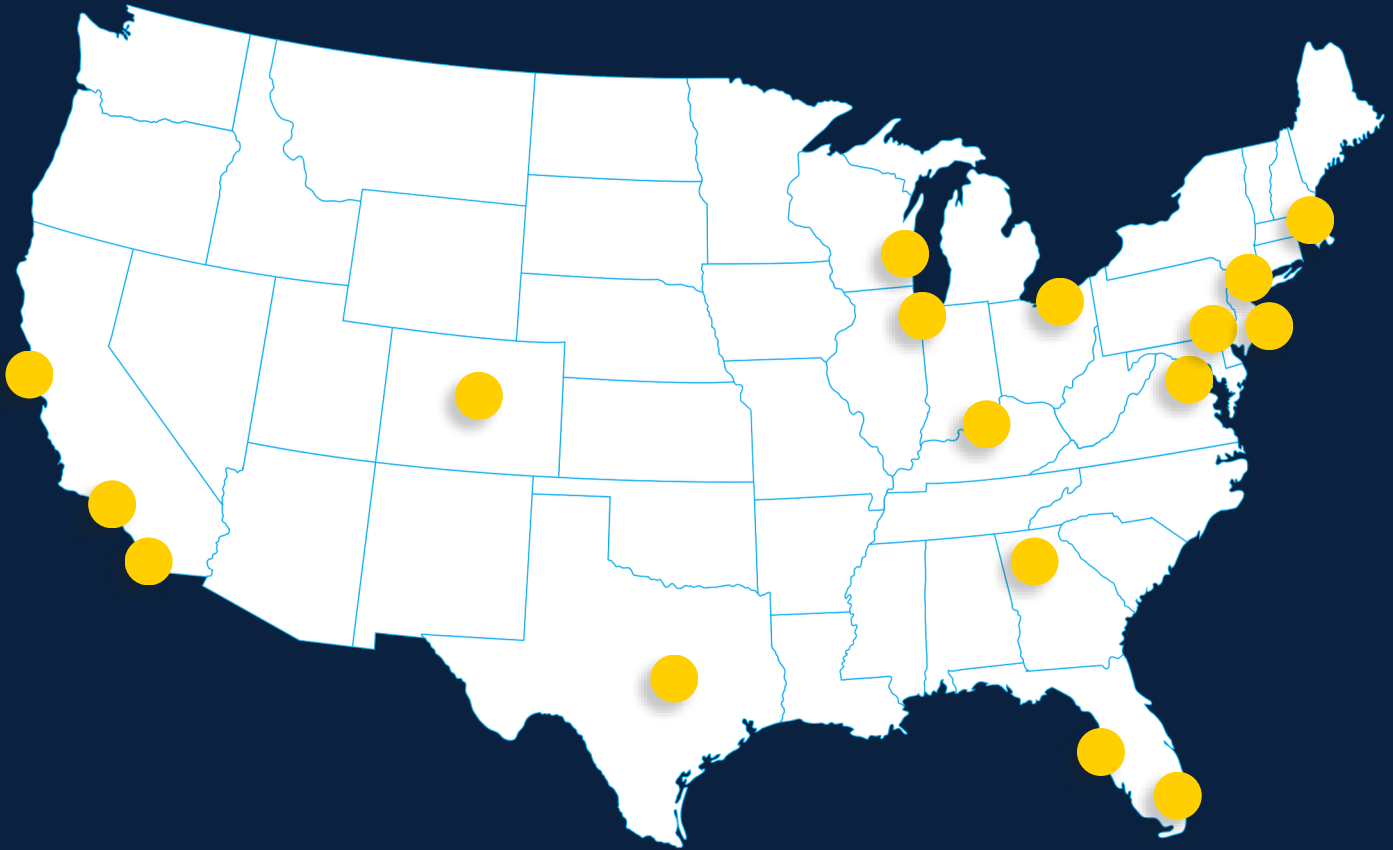
Together with SFA, you can help more than 200,000 patients and their families who are struggling with sarcoma. Your support will give us the opportunity to advance research, provide education, and advocate for enhanced care for patients.

As a corporate partner, you can make a real difference for patients who are affected by this rare cancer. Your involvement can help achieve your brand's goals and business objectives, all while helping advance the mission of SFA.

## **TOGETHER, WE WILL WORK TO FIND A CURE FOR SARCOMA.**



# 2026 EVENTS



**South Florida • 2/07/2026**

**Austin • 3/21/2026**

**Atlanta • 4/04/2026**

**New York • 4/25/2026**

**San Francisco • 5/09/2026**

**Boston • 5/17/2026**

**Cleveland • 6/20/2026**

**Milwaukee • 7/11/2026**

**Global Virtual\***

**Washington, D.C. • 7/18/2026\*\***

**Louisville • 8/08/2026**

**Philadelphia • 8/29/2026**

**San Diego • 9/19/2026**

**Chicago • 9/26/2026**

**New Jersey • 10/11/2026**

**Denver • 10/24/2026**

**Los Angeles • 11/15/2026**

**Tampa (Moved to Feb 2027)**

*\*Virtual Event, participation open year round*

*\*\*Date subject to change*

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 Global 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  
SARCOMA PATIENT  
AND RTCS CHICAGO PARTICIPANT

## OUR REACH AND IMPACT

- Marketing Collateral – Over 25,000
- Social Media Followers - Over 43,000
- Email Distribution - Over 55,000
- Participants – 10,000+

## OUR MILESTONES

- Since 2011, SFA has hosted more than 159 events nationwide
- Reached 1.3 million on Facebook
- Raised over \$26 million to support sarcoma research



# SPONSOR BENEFITS

SPONSORING Race to Cure Sarcoma is a great way to get your company involved!

For more information or to purchase a sponsorship, please contact us at [events@curesarcoma.org](mailto:events@curesarcoma.org) or visit Sponsorship Opportunities.



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						

## MULTI-EVENT SPONSOR

If sponsoring (5) or more RTCS events at the Yellow Ribbon level or above, there is an opportunity to have your company logo on the RTCS Participant T-Shirts. **Must confirm sponsorship by Nov 1, 2025.**

## MEDIA PARTNER

Sponsorship opportunities are available for media outlets and companies providing PSA's, promotional mentions, social media, live broadcasts, appearances, and more.

Please contact us for a customized media or national partnership proposal.



# Race <sup>to</sup> Cure SARCOMA

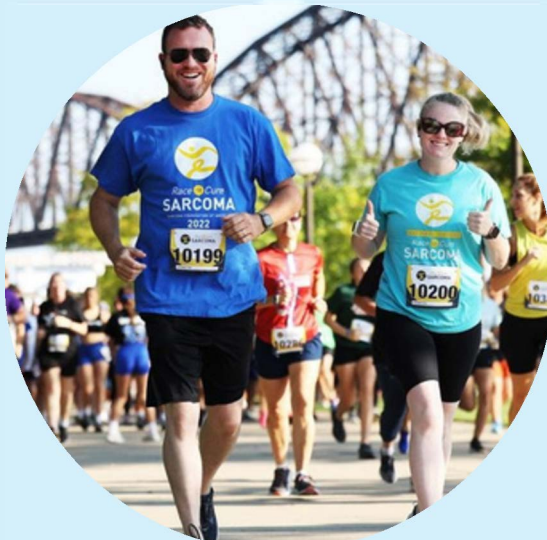
SARCOMA FOUNDATION OF AMERICA

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

**EVENT NAME:** .....

**PLEASE INDICATE SPONSORSHIP LEVEL (FILL IN)**

- 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:** .....

## PAYMENT INFORMATION:

Please Invoice Me

**NAME:** .....

**STREET:** .....

**CITY:** ..... **STATE:** ..... **ZIP:** .....

Check: Payable to Sarcoma Foundation of America (please include the city location on check memo line)

Credit Card:  AMEX  VISA  MASTERCARD

**EXP DATE:** ..... **SECURITY CODE:** .....

**CARD NUMBER:** .....

**SIGNATURE:** .....

Please return this form and payments to  
SARCOMA FOUNDATION OF AMERICA  
7700 WISCONSIN AVE, SUITE 310  
BETHESDA, MD 20814-3578

