

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.



“ 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

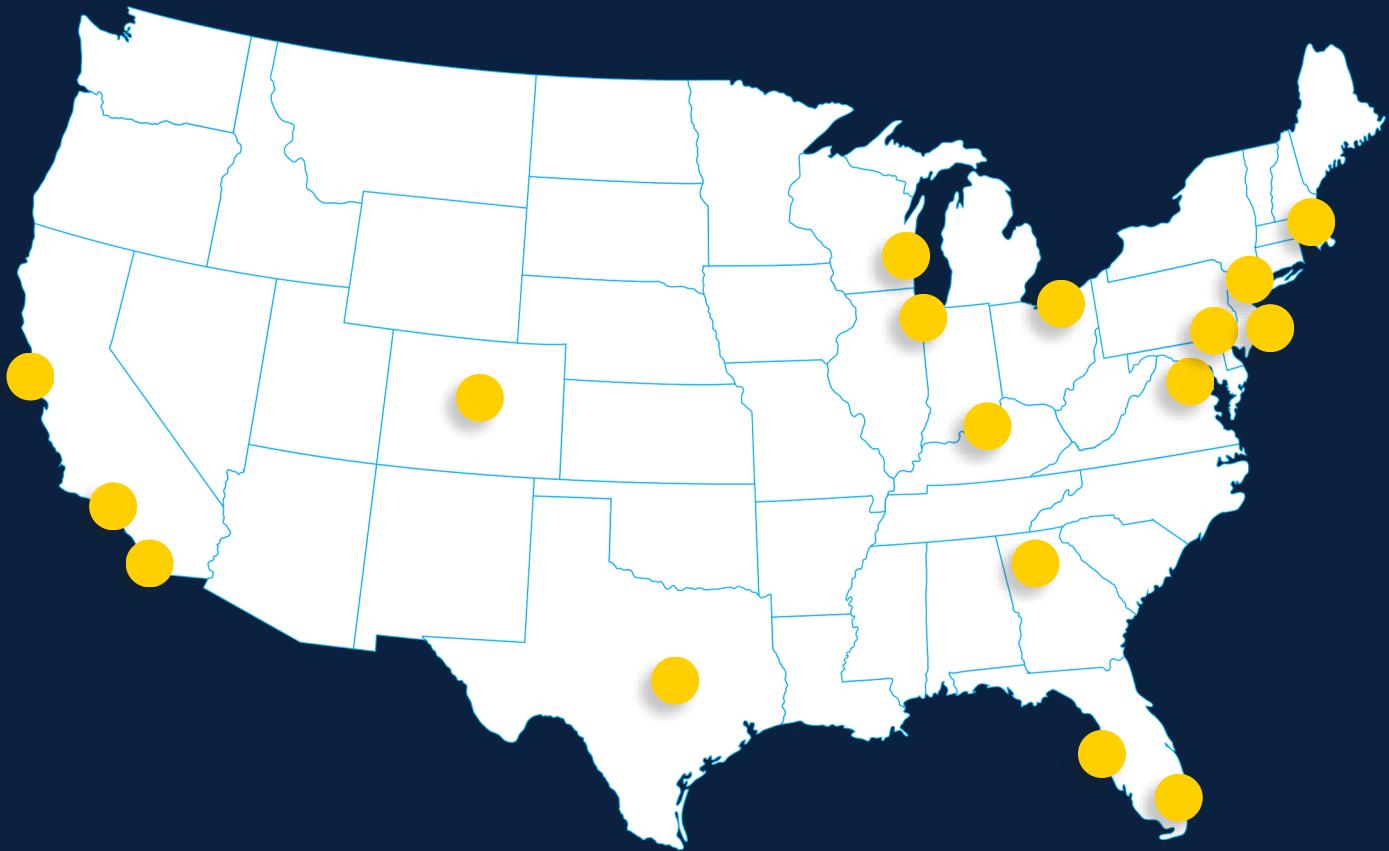
Together with SFA, you can help more than 200,000 patients and their families who are struggling with sarcoma. Your support will give us the opportunity to advance research, provide education, and advocate for enhanced care for patients.

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 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

OUR REACH AND IMPACT

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



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 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.



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

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: _____

SFA
SARCOMA
FOUNDATION
of AMERICA

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