

@curesarcoma



# SPONSORSHIP OPPORTUNITIES 2027



Each year, Sarcoma Foundation of America (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 220,000 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.



Join Hands,  
Change Lives

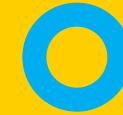
Big  
Hearts, Big  
Impact

# SFA is the first line resource for all things sarcoma

**SARCOMA FOUNDATION OF AMERICA (SFA)** was founded by Dr. Mark and Patricia 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.



# Race Forward. Stand Together.



“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

## 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 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%



# 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)

## MULTI-EVENT SPONSOR

If sponsoring five or more 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 15, 2026.

## MEDIA PARTNER

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

|                                                                                              |     |     |     |     |     |     |
|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                                                                                              | CHAMPION                                                                              | SUN FLOWER                                                                            | GOLD                                                                                  | YELLOW RIBBON                                                                         | ADVOCATE                                                                              | COMMUNITY                                                                             |
| BENEFITS                                                                                     | \$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                                        |  |  |  |  |  |  |



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: .....

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



#### 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: .....



www.curesarcoma.org