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.

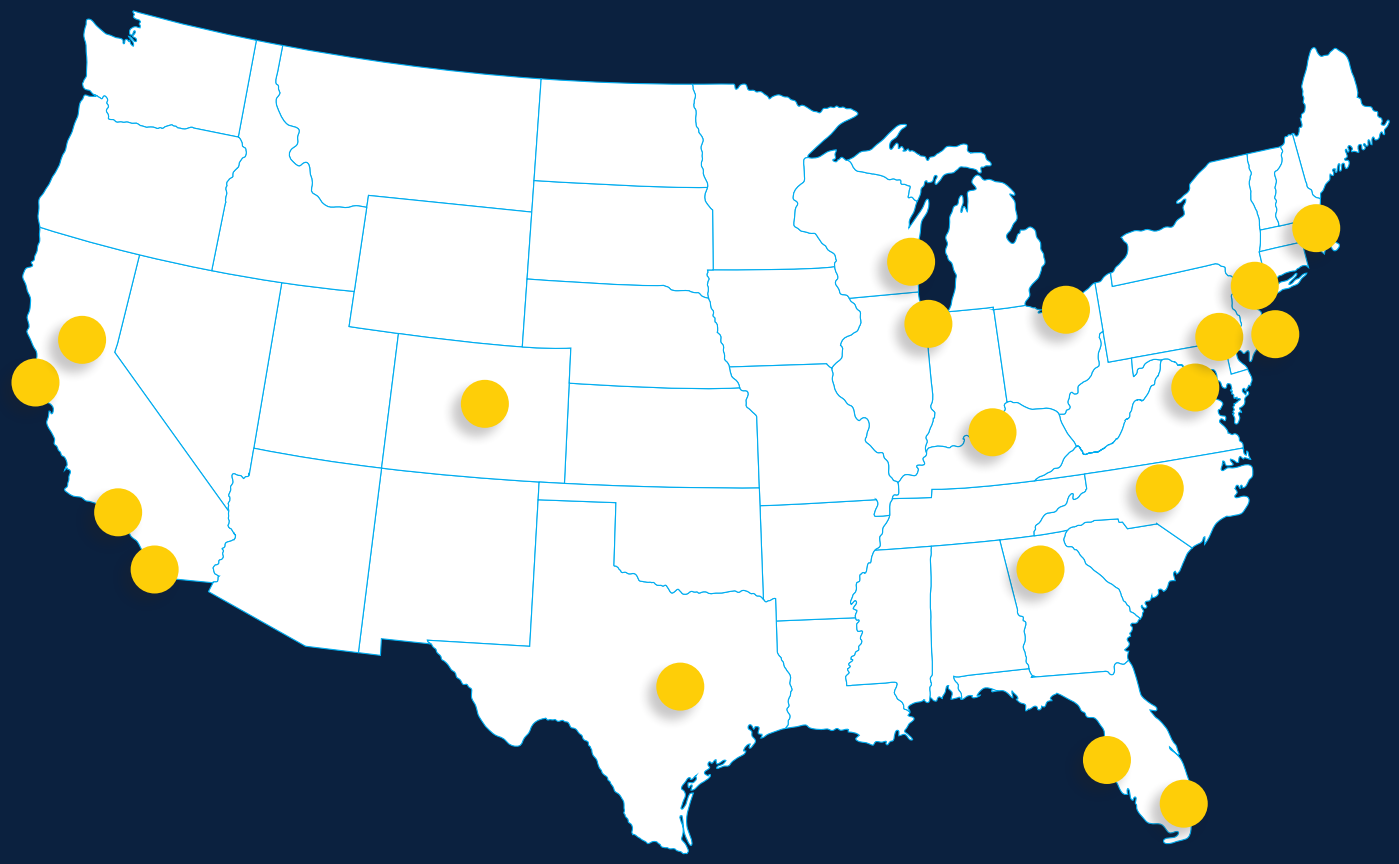
BECOME A CORPORATE PARTNER

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 * • 7/18/2026
Washington D.C. • 7/18/2026

Louisville • 8/08/2026
Philadelphia • 8/29/2026
North Carolina • 9/13/2026
San Diego • 9/19/2026
Chicago • 9/26/2026
Tampa • 10/03/2026
New Jersey • 10/11/2026
Denver • 10/24/2026
Los Angeles • 11/15/2026

*** 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 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 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 TO Cure SARCOMA

SARCOMA FOUNDATION OF AMERICA

Sponsorship Form

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: .....

Please return this form and payment to:
Sarcoma Foundation of America, 7700 Wisconsin Avenue, Suite 310, Bethesda, MD 20814.
FAX: 301.253.8690

SFA SARCOMA FOUNDATION of AMERICA

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: .....