



2025 Team Captain Toolkit



RACE TO CURE SARCOMA

The Race to Cure Sarcoma (RTCS) is a community event that unites patients, survivors, families, friends, caregivers, and medical professionals. Since 2016, Sarcoma Foundation of America (SFA) has hosted over 130 RTCS events, engaging 56,000 participants and raising more than \$20 million for research and patient education.

OUR MISSION

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 sarcomas.

INSPIRATION

As a Team Captain for the Race to Cure Sarcoma, you are helping more than 200,000 patients and their families whose lives have been impacted by sarcoma.

RESULTS WITH EVERY STEP

You can make a difference from day one. Sign up as a Team Captain and form a team for the Race to Cure Sarcoma (RTCS). **REGISTER TODAY!**

[Click to Register](#)





HOW TO GET STARTED

- **Assemble Your Team** – Ask friends, colleagues, or neighbors to join your team in person, over email or on social media. Ask team members who have already signed up to recruit at least one more person. Consider a “co-captain” who can help you organize and recruit.
- **Set a Goal** – Set an ambitious but realistic goal for your team’s fundraising. Remember, every dollar counts!
- **Track Your Goal** – Once your goal is set, monitor your team’s progress. Send friendly notes of encouragement and celebrate when your team gets a large donation or reaches a milestone.
- **Matching Gifts** – Many employers have matching gift programs and will match their employees’ charitable contributions. Learn more about matching gifts through SFA here: [Matching Gifts](#)
- **Team Shirt** – Think about creating a special T-shirt for your team. Your unique team T-shirt can help build a sense of identity while you train, help team members find each other on the day of the race, and act as a souvenir. Consider a distinctive color or design that reflects a person affected by sarcoma or builds off your team's name. Be sure and send us a photo of your team wearing your T-shirt, so that we can share it on social media!
- **Team Tailgating** – Tailgating is a great way to showcase your team's spirit on the day of the event. Teams are welcome and encouraged to bring chairs, tents, tables, personal signs, etc., as part of the Team Tailgating. **RESERVE YOUR SPOT TODAY!** Email us at events@curesarcoma.org.
- **Share Stories** – Your story or connection to sarcoma can inspire friends, family, or strangers to donate or to learn about sarcoma for the first time. Customize your fundraising page and messages, over social media or email, with a personal story and a photo of the person(s) your team is running for.
- **Stay Social** - Post your story and fundraising link with the hashtags @CureSarcoma, #SFA, and #RacetoCureSarcoma. And follow SFA on social media @Curesarcoma on Instagram, Facebook, LinkedIn, X, or your platform of choice to connect with other runners and stay in the loop.
- **Reach Out** - Need help, or have more questions? The RTCS Events Team will be with you every step of the way. Email us at events@curesarcoma.org. We can help find impactful ways to engage your family and friends in supporting you in the mission to find a cure for sarcoma.

TOOLS AND RESOURCES

We have several resources to help you with your fundraising efforts. Contact us at events@curesarcoma.org to request posters, postcards, a sponsorship brochure, and other materials to use in your community.

You can also download and print from the top of your RTCS Event Page, click **Fundraising Tools**.

Postcards



Sponsor Brochure



Posters



EMAIL OR SOCIAL MEDIA TEMPLATE



Dear Friends,

This year, I have formed a team for the Sarcoma Foundation of America's (SFA) annual Race to Cure Sarcoma [\[Insert Location/Date\]](#). The purpose of this event is to spread awareness about sarcoma throughout [\[City\]](#), while raising funds for the SFA's programs and research. This cause holds a special place in my heart.
[\[insert personal story\]](#)

Would you consider joining my team, or making a donation to support my team and [\[insert name of loved one with sarcoma\]](#)? Your contribution will have a tremendous impact on the lives of those impacted by sarcoma. Please feel free to forward this email to your friends and family too! Also, if your business is interested in sponsoring the race, those funds will count towards my team's goal. Check out sponsorship benefits here: **[Sponsorship Opportunities](#)**

You can use this link to join my team or make a donation: [\[insert link to your personal page\]](#)

Thank you for being a part of my journey toward raising awareness for sarcoma. Let's make a positive impact together! ❤️ **#SFA #JoinMyTeam #SarcomaAwareness**

With gratitude,
[\[Name\]](#)

SPONSORSHIP

Our Milestones

- Since 2016, SFA has hosted more than 130 events nationwide
- Reached 1.3 million on Facebook
- Raised over \$20 million to support sarcoma research

Our Reach and Impact

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

CORPORATE SPONSORSHIP AND EMPLOYEE ENGAGEMENT

There are several ways that companies can help support your team and the Sarcoma Foundation of America's work in research, advocacy, education, and awareness building.

The Sarcoma Foundation of America can be a trusted partner for companies seeking opportunities for sponsorship and/or employee engagement. As a Team Captain, invite your company, and businesses in your community, to sponsor the Race to Cure Sarcoma. Our team-based events offer an excellent opportunity for company branding and exposure, all while supporting a great cause.

GET YOUR COMPANY INVOLVED TODAY!

SPONSOR BENEFITS

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

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.



BENEFITS	Champion \$20,000	Sunflower \$10,000	Gold \$5,000	Yellow Ribbon \$2,500	Advocate \$1,000	Community \$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 communication						
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						