



SPONSORSHIP OPPORTUNITIES

RUN FOR DAD 5K RUN/2 MILE WALK

Saturday, September 26, 2026

at West Picnic Area in Mercer County Park

Questions? Contact Cori Mastropolo

Senior Development Manager | cori.mastropolo@cancer.org | 732-965-8299

Presenting Sponsor | \$10,000



RIGHTS AND BENEFITS

DIGITAL

- **Naming rights on event website homepage: "Run For Dad Presented by (Your Company)"**
- **Sponsor logo included on standard event communication to all participants**
- **Company logo featured on homepage and sponsor page of the event website**
- Recognition on your local Run For Dad social channels through an in-feed post and story
- Company name/logo featured on all-sponsor thank-you post/video
- Right to use Run For Dad event logo on your website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo

PROMOTIONAL

- **Exclusive opportunity to present the 2026 Run For Dad event**
- Right to use Run For Dad event logo on company website and social platforms with messaging relating to your partnership.
- Company logo featured on all local event promotional materials
- Verbal and visual recognition throughout the Run For Dad event/experience
- Employee engagement opportunity through company kickoff for your Run For Dad team
- Logo featured on post-event "thank you" email
- Company logo featured on static Facebook banner to be featured on Run For Dad Facebook page during the month of June and September
- Team Toolkit to provide guidance on successful fundraising for your company team

DAY-OF EXPERIENCE

- **Speaking opportunity during the opening program and verbal recognition throughout**
- Co-branded banner provided by the American Cancer Society and opportunity to display company banner
- Complimentary 10x10 tent with table at our event with an opportunity to distribute approved company products or materials
- Company Logo prominently featured on day-of participant event shirts
- Company Logo prominently featured on printed collateral materials

Platinum Sponsor | \$7,500



RIGHTS AND BENEFITS

DIGITAL

- **Company logo featured on homepage and sponsor page of the event website**
- Recognition on your Run For Dad social channels through an in-feed post and story
- Company name/logo featured on all-sponsor thank-you post/video
- Right to use ACS event logo on your website and social platforms with messaging relating to your partnership. *ACS reserves the right to review and edit messaging and logo*

PROMOTIONAL

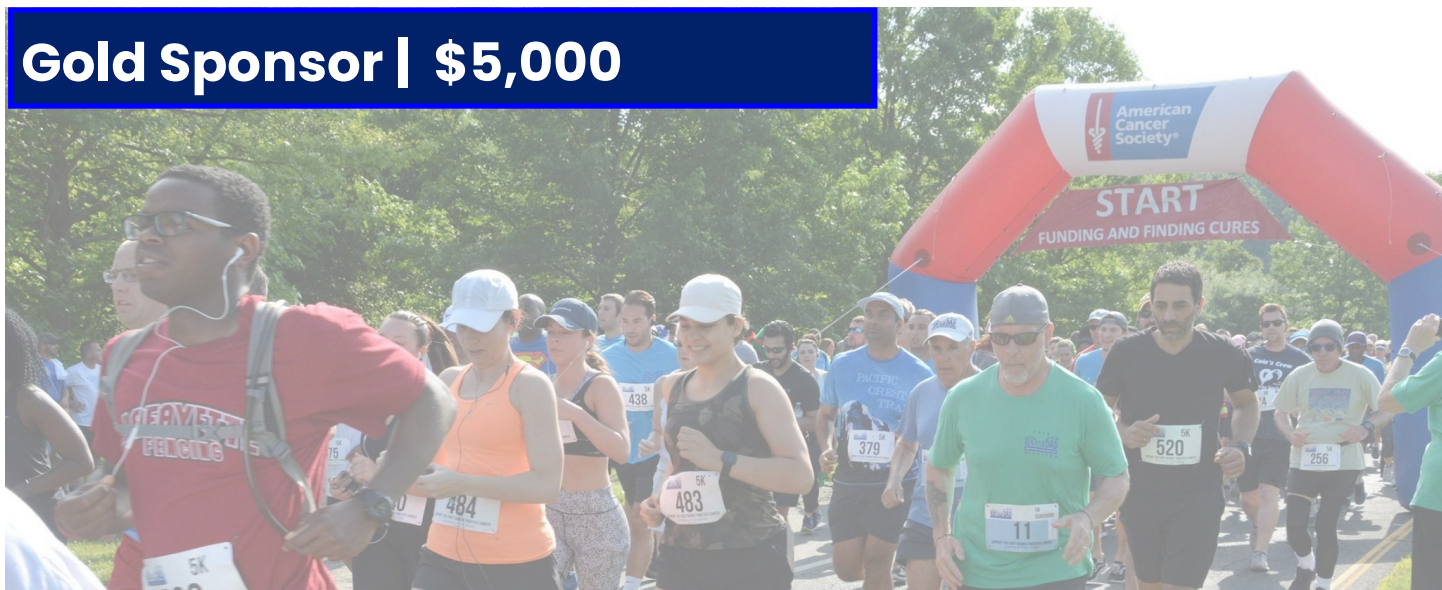
- Right to use Run For Dad event logo on company website and social platforms with messaging relating to your partnership.
- **Company logo featured on all local event promotional materials**
- Verbal and visual recognition throughout the Run For Dad event experience
- Employee engagement opportunity through company kickoff for your Run For Dad team
- Logo featured on post-event "thank you" email
- Company logo featured on static Facebook banner to be featured on Run For Dad Facebook page during the month of June and September



DAY-OF EXPERIENCE

- **Speaking opportunity during the opening program and verbal recognition throughout**
- Co-branded banner provided by ACS and opportunity to display company banner
- Complimentary 10x10 tent with table at our event with an opportunity to distribute approved company products or materials
- Company Logo featured on day-of participant event shirts
- Company Logo featured on printed collateral materials

Gold Sponsor | \$5,000



RIGHTS AND BENEFITS

DIGITAL

- Company logo featured on sponsor page of the event website
- Recognition on your Run For Dad social channels through an in-feed post and story
- Company name/logo featured on all-sponsor thank-you post/video
- Right to use ACS event logo on your website and social platforms with messaging relating to your partnership. *ACS reserves the right to review and edit messaging and logo*

PROMOTIONAL

- Right to use Run For Dad event logo on company website and social platforms with messaging relating to your partnership.
- Company logo featured on all local event promotional materials
- Verbal and visual recognition throughout the Run For Dad event experience
- Employee engagement opportunity through company kickoff for your Run For Dad team
- Logo featured on post-event "thank you" email

DAY-OF EXPERIENCE

- Co-branded banner provided by ACS and opportunity to display company banner
- Complimentary 10x10 tent with table at our event with an opportunity to distribute approved company products or materials
- Specialty Sponsors available on first come first serve — Photo booth, Survivor Area, Start/Finish Line, Giant Blue Chair, Registration
- Verbal recognition during the program
- Company Logo featured on day-of participant event shirts
- Company Logo featured on printed collateral materials



Silver Sponsor | \$2,500



RIGHTS AND BENEFITS

DIGITAL

- Company logo featured on sponsor page of the event website
- Recognition on your Run For Dad social channels through an in-feed post and story
- Company name/logo featured on all-sponsor thank-you post/video
- Right to use ACS event logo on your website and social platforms with messaging relating to your partnership. *ACS reserves the right to review and edit messaging and logo*

PROMOTIONAL

- Right to use ACS event logo on website and social platforms with messaging relating to our partnership.
- Company logo featured on all local event promotional materials
- Verbal and visual recognition throughout the Run For Dad event experience
- Logo featured on post-event “thank you” email

DAY-OF EXPERIENCE

- Complimentary 10x10 tent with table at our event w/ an opportunity to distribute approved company products or materials
- Co-branded sign provided by ACS and opportunity to display company banner
- Verbal recognition during the program
- Company Logo featured on day-of participant event shirts
- Company Logo featured on printed collateral materials



Awareness Sponsor | \$1,500



An **Awareness Sponsor**, together with the American Cancer Society, will actively assist with raising and promoting cancer awareness, with a focus on Prostate Cancer and how it affects the community.

BENEFITS

- Reserved table for your company representatives
- Opportunity to distribute Society-approved products from your promotional table
- Company Logo featured on day-of participant event shirts
- Company Logo featured on printed collateral materials





DETERMINATION

NEW JERSEY HOSTS TWO DETERMINATION EVENTS – **THE GEORGE WASHINGTON BRIDGE CHALLENGE** AND **RUN FOR DAD**

SHOW YOUR PARTNERSHIP WITH THE AMERICAN CANCER SOCIETY AT BOTH EVENTS FOR EXTRA SPONSORSHIP BENEFITS!

Benefits	Presenting Sponsor \$30,000	Gold Sponsor \$25,000	Silver Sponsor \$20,000	Bronze Sponsor \$10,000	Determination Sponsor \$5,000	ACS Sponsor \$2,500	Vendor Sponsor \$1,500
"Presented By" on RFD Website	x						
Company Logo on Participant Bibs	x						
Logo on Toll Banner - GWB and RFD Across the Street Banner	x	x					
Company Logo on all event promotional items for GWB and RFD	x	x					
Company Logo on Start Line Arch RFD & Finish Line Arch GWB	x	x	x				
Company Logo on Mile Marker Signs on course	x	x	x	x			
Company Logo & Recognition on all emails to participants	x	x	x	x	x		
Right to use RFD & GWB event logo on company website and social platforms with messaging relating to your partnership.	x	x	x	x			
Company Logo on event websites	x	x	x	x	x	x	
Company Logo on Participant T-Shirts at both events	x	x	x	x	x	x	
Reserved tent at Finish Line for both events	x	x	x	x	x	x	x
Line	x	x	x	x	x	x	x
Registration fee waived for 30 employee participation - 15 GWB & 15 RFD	x						
Registration fee waived for 20 employee participation 1- GWB & 10 RFD		x					
Registration fee waived for 10 employee participation 5 GWB & 5 RFD			x				



GWB Challenge is a 5k/10k walk or run over the worlds busiest bridge.

June 7, 2026

Fort Lee, NJ

SPONSORSHIP OPPORTUNITIES



Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

- _____ \$10,000 — Presenting Sponsor
- _____ \$7,500 — Platinum Sponsor
- _____ \$5,000 — Gold Sponsor
- _____ \$2,500 — Silver Sponsor
- _____ \$1,500 — Awareness
- _____ \$_____ GWB/RFD DUEL SPONSOR

Circle one (optional) Photo booth, Survivor Area, Start/Finish Line, Giant Blue Chair, Registration

METHOD OF PAYMENT

☐ Enclosed is my sponsorship check (*made payable to the American Cancer Society*) in the amount of \$ _____.

☐ Charge \$ _____ to my credit card. (Please print clearly.)

Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Cardholder name: _____

Billing address: _____

Card number: _____ Exp. date: _____ Sec. code: _____

☐ Please send remittance form to: _____

We are unable to be designated as a sponsor this year, but enclosed is our donation of \$ _____.

Sponsor Signature: _____ Date: _____

(Please sign and retain a copy for your records.)



The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.