



# Sponsorship Guide



## Make a difference in the fight against brain tumors!

The 2016 Race for Hope 5K, now in its nineteenth year, will bring together over 11,000 runners, walkers, children, families, celebrities, businesses, and supporters to Washington, DC for the nation's largest brain tumor community fundraiser. Since 1998, Race for Hope - DC has raised over \$24 million for brain tumor research and patient support. Our goal for 2016 is to raise more than \$2.5 million to support the most cutting-edge brain cancer research and find a cure for this devastating disease.

There are a number of ways to be involved with the Race for Hope - DC 5K, including forming a Company Team or participating as a Sponsor. We offer a wide-range of sponsor opportunities and are always interested in working with you to build a custom package.

As a sponsor, you will provide the critical support needed to make this important national event possible!

For more information visit: [www.CureBrainTumors.org](http://www.CureBrainTumors.org)

## 2016 RACE FOR HOPE - DC 5K Run/Walk

Sunday, May 1, 2016 – 9:00 a.m. 5K Walk/Run  
Freedom Plaza, Washington, DC

**Anticipated Attendance:** Over 11,000 Participants

**Fundraising Goal:** \$2,500,000+

Presented by Cushman & Wakefield  
To benefit the National Brain Tumor Society and Accelerate Brain Cancer Cure

# 2016 Sponsorship Opportunities

Sponsor Level	Race Day Visibility	Race Day Signage	Website & Email Communications	Social Media Exposure	Additional Benefits
<b>SURVIVORS \$30,000</b>	<ul style="list-style-type: none"> <li>Recognition during opening and closing ceremonies</li> <li>Logo prominently displayed on Race T-shirt worn by over 11,000 participants</li> <li>Logo prominently displayed on Jumbotron</li> <li>Premier complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Exclusive logo on "Survivors Tent" on Freedom Plaza</li> <li>Exclusive logo on four (4) 3' x 8' sponsor boards lining Pennsylvania Ave. Race route</li> <li>Logo on Race water station banner</li> <li>Exclusive logo on "Survivors" T-shirt</li> </ul>	<ul style="list-style-type: none"> <li>Logo scrolling on website home page</li> <li>Logo and link prominently displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> <li>Exclusive mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>Option to supply giveaway items for Survivors</li> <li>Two (2) invitations to VIP post-race party</li> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>CHAMPIONS \$25,000</b>	<ul style="list-style-type: none"> <li>Recognition during opening and closing ceremonies</li> <li>Logo prominently displayed on Race T-shirt worn by over 11,000 participants</li> <li>Logo prominently displayed on Jumbotron</li> <li>Premier complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Logo prominently displayed on over 11,000 Race bibs</li> <li>Exclusive logo on three (3) 3' x 8' sponsor boards lining Pennsylvania Ave. Race route</li> <li>Logo on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>Logo scrolling on website home page</li> <li>Logo and link prominently displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> <li>Exclusive mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>Option to supply prizes to top male and female finishers</li> <li>Two (2) invitations to VIP post-race party</li> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>SOLD</b>					
<b>CELEBRATION \$20,000</b>	<ul style="list-style-type: none"> <li>Recognition during opening and closing ceremonies</li> <li>Logo prominently displayed on Race T-shirt worn by over 11,000 participants</li> <li>Logo prominently displayed on Jumbotron</li> <li>Premier complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Logo prominently displayed on over 11,000 Race "In Memory" and "In Celebration" bibs</li> <li>Exclusive logo on three (3) 3' x 8' sponsor boards lining Pennsylvania Ave. Race route</li> <li>Logo on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>Logo scrolling on website home page</li> <li>Logo and link prominently displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> <li>Exclusive mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) invitations to VIP post-race party</li> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>CHILDREN \$20,000</b>	<ul style="list-style-type: none"> <li>Opportunity to provide mascot for Kids Fun Run</li> <li>Recognition during opening and closing ceremonies</li> <li>Logo prominently displayed on Race T-shirt worn by over 11,000 participants</li> <li>Logo prominently displayed on Jumbotron</li> <li>Premier complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Exclusive logo on "Children's Tent" on Freedom Plaza</li> <li>Exclusive logo on two (2) 3' x 8' sponsor boards lining Pennsylvania Ave. Race route</li> <li>Logo on Race water station banner</li> <li>Exclusive logo on two (2) "Kids Fun Run" banners</li> </ul>	<ul style="list-style-type: none"> <li>Logo scrolling on website home page</li> <li>Logo and link prominently displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> <li>Exclusive mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>Option to supply giveaway in Children's Tent and at Kids Fun Run</li> <li>Two (2) invitations to VIP post-race party</li> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>

## 2016 Sponsorship Opportunities cont'd.

Sponsor Level	Race Day Visibility	Race Day Signage	Website & Email Communications	Social Media Exposure	Additional Benefits
<b>VOLUNTEERS \$20,000</b>	<ul style="list-style-type: none"> <li>• Exclusive logo placement on 300 Volunteer commemorative T-shirts</li> <li>• Recognition during opening and closing ceremonies</li> <li>• Logo prominently displayed on Race T-shirt worn by over 11,000 participants</li> <li>• Logo prominently displayed on Jumbotron</li> <li>• Premier complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>• Exclusive logo on "Volunteers Tent" on Freedom Plaza</li> <li>• Exclusive logo on two (2) 3' x 8' sponsor boards lining Pennsylvania Ave. Race route</li> <li>• Logo on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>• Logo scrolling on website home page</li> <li>• Logo and link prominently displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>• Company "like" on Race for Hope Facebook page</li> <li>• Exclusive mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>• Option to supply giveaway items for Volunteers</li> <li>• Two (2) invitations to VIP post-race party</li> <li>• Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>RACE DAY JUMBOTRON \$15,000</b>	<ul style="list-style-type: none"> <li>• Logo prominently displayed on Jumbotron</li> <li>• Recognition during opening and closing ceremonies</li> <li>• Logo prominently displayed on Race T-shirt worn by over 11,000 participants</li> <li>• Premier complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>• Two (2) exclusive logo banners on Jumbotron truck prominently located on Pennsylvania Ave.</li> <li>• Exclusive logo on two (2) 3' x 8' sponsor boards lining Pennsylvania Ave. Race route</li> <li>• Logo on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>• Logo scrolling on website home page</li> <li>• Logo and link prominently displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>• Company "like" on Race for Hope Facebook page</li> <li>• Mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>• Option to supply giveaway items by Jumbotron</li> <li>• Two (2) invitations to VIP post-race party</li> <li>• Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>COURAGE \$10,000</b>	<ul style="list-style-type: none"> <li>• Recognition during opening and closing ceremonies</li> <li>• Logo displayed on Race T-shirt worn by over 11,000 participants</li> <li>• Logo displayed on Jumbotron</li> <li>• Complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo/name on full-color Race 1K / 2K / 3K / 4K Kilometer Marker Signs posted along Race route (limited to one (1) company logo on 1K, 2K, 3K, and 4K Marker Signs)</li> </ul>	<ul style="list-style-type: none"> <li>• Logo and link displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>• Company "like" on Race for Hope Facebook page</li> <li>• Mention on Race for Hope Facebook and Twitter post</li> </ul>	<ul style="list-style-type: none"> <li>• Two (2) invitations to VIP post-race party</li> <li>• Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>SOCIAL MEDIA \$10,000</b>	<ul style="list-style-type: none"> <li>• Recognition during opening and closing ceremonies</li> <li>• Logo displayed on Race T-shirt worn by over 11,000 participants</li> <li>• Logo displayed on Jumbotron</li> <li>• Complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on Race water station banner</li> <li>• One exclusive 3' x 3' sponsor banner on Pennsylvania Avenue near start/finish line</li> </ul>	<ul style="list-style-type: none"> <li>• Logo and link displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly Facebook/ Twitter posting recognizing company as official sponsor of the page</li> <li>• Exclusive recognition of company in the About section of page</li> <li>• Exclusive recognition of company in the Info section of page</li> <li>• Company Facebook page (w/ logo) would be a featured Like</li> </ul>	<ul style="list-style-type: none"> <li>• Two (2) invitations to VIP post-race party</li> <li>• Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>

## 2016 Sponsorship Opportunities cont'd.

Sponsor Level	Race Day Visibility	Race Day Signage	Website & Email Communications	Social Media Exposure	Additional Benefits
<b>RACE TO THE FINISH</b> <b>\$10,000</b>	<ul style="list-style-type: none"> <li>Recognition during opening and closing ceremonies</li> <li>Logo displayed on Race T-shirt worn by over 11,000 participants</li> <li>Logo displayed on Jumbotron</li> <li>Complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Logo on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>Exclusive logo on all "Race to the Finish" Online Weekly Challenge emails, including: weekly challenge announcement and weekly results email</li> <li>Logo and link displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) invitations to VIP post-race party</li> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>VICTORY</b> <b>\$5,000</b> <i>(30 available sponsorships)</i>	<ul style="list-style-type: none"> <li>Recognition during opening and closing ceremonies</li> <li>Name displayed on Race T-shirt worn by over 11,000 participants</li> <li>Logo displayed on Jumbotron</li> <li>Complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Logo on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>Logo and link displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>Two (2) invitations to VIP post-race party</li> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>
<b>HOPE</b> <b>\$3,000</b> <i>(30 available sponsorships)</i>	<ul style="list-style-type: none"> <li>Name displayed on Jumbotron</li> <li>Complimentary 8' table in Vendor Village</li> </ul>	<ul style="list-style-type: none"> <li>Name on Race water station banner</li> </ul>	<ul style="list-style-type: none"> <li>Name displayed on Sponsor page of website</li> </ul>	<ul style="list-style-type: none"> <li>Company "like" on Race for Hope Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>Acknowledgements on NBTS and ABC<sup>2</sup> websites</li> </ul>

# Race for Hope - DC Vendor Village

Sunday, May 1st, 2016

Ronald Reagan Building Atrium on Pennsylvania Avenue

The *Race for Hope - DC* attracts over 11,000 participants, including families and young professionals who are health-focused and charitable minded. As a Vendor Village participant, you will be able to directly connect with your target market and support a great cause!

## Benefits Include

- Direct access to over 11,000 family members and young professionals
- Brand awareness through information, promotions and on-site demonstrations
- Promotion of your company on the official *Race for Hope* website, Facebook, and Twitter

## Vendor Information

- **Sponsor at \$10k and up** – Complimentary 8' table and 10' tent prominently located on Atrium near Pennsylvania Avenue
- **Sponsor at \$3k to \$6k** – Complimentary 8' table located on Atrium near Pennsylvania Avenue



# Additional Opportunities



## 2016 Underwriting Opportunities

Underwriting support can cover the cost of event-related expenses and helps ensure more dollars raised go directly to fighting brain tumors.

- **Tent Sponsor:** \$6,000
- **Recycling Trash Services:** \$2,500
- **Water Station Sponsor:** \$5,000
- **Barricades:** \$3,500
- **Port-a-potty Sponsor:** \$5,000
- **Tables & Chairs Sponsor:** \$6,000
- **Entertainment Sponsor (DJ, A/V):** \$10,000
- **Balloon Sponsor:** \$1,500
- **Awards:** \$1,000



## 2016 In-Kind Sponsorships

In-kind sponsors provide goods and services to the *Race for Hope - DC* event, which help ensure more dollars raised go directly to fighting brain tumors.

### Official Race Media Sponsors

Supply online and off-line advertising, public relations, and/or publicity services for the event, including radio, television, magazine, internet, and newspaper.

### Official Race Signage Sponsors

Supply signage for Race day, including marker signs, banners, and sponsor recognition signs.

### Official Race Day Water and Beverage Sponsors

Provide bottled water and beverages from the start line to the finish line.

### Official Race Day Snack Sponsors

Provide healthy snacks to participants at Food and Beverages Tent on Freedom Plaza.

### Official Race Brain Tumor Survivor Gift Sponsors and Finisher Prize Sponsors

Provide gifts to all brain tumor patients and survivors and prizes for top male/female/wheelchair finishers on Race day.

*In-kind sponsorship benefits are comparable to cash sponsorships based on the approximate value of the in-kind donation. To learn more about underwriting opportunities and in-kind sponsorships, contact [RaceDC@CureBrainTumors.org](mailto:RaceDC@CureBrainTumors.org).*





# Starting a Company Team

## Thanks for your interest in starting a company team or teams!

- A Company Team offers your employees the chance to enjoy a fun, team-building activity and to be involved in a community service effort all in one event. Your company can also increase its presence at the Race itself by wearing company T-shirts and walking and running together on May 1st.
- Invite friends, family, clients, and vendors to participate—all can participate under your company name. This is a great way to bring health and fitness to the workplace, and is also a terrific team-building tool. Encourage walking participants and register virtual runners who are unable to attend the Race.
- You will have a company page on the Official Race website ([www.CureBrainTumors.org](http://www.CureBrainTumors.org)). Your company page can contain your company logo, page title with company name, and company description or inspirational message. Each division of your organization can be involved separately as its own team under the umbrella of your Company Team (for example: “Marketing Team” or “Human Resources Team”). The amounts shown on each of the division team pages are totaled together and listed on the company page.
- Each Team has a captain who coordinates team activities, manages team rosters, serves as a liaison between the *Race for Hope - DC* and the team, and ultimately helps support brain tumor research.

### How to Create a Company Team:

- Visit [www.CureBrainTumors.org](http://www.CureBrainTumors.org)
- Click **Register Now** and then click **Start a Team**. Enter the name of your Company Team.
- Enter the name of your Company (*if it doesn't already appear in the 'Choose an Existing Value' drop-down menu*)
- Choose “company” from the drop-down menu entitled “Team Division”.
- Enter your company fundraising goal and you are all set. You can create as many teams to associate with your company team as you want. Department teams, men vs. women teams, be as creative as you want!
- Click **Sponsorship** and then click **Company Team** for more information.

To learn more about starting a company team or teams, please contact [RaceDC@CureBrainTumors.org](mailto:RaceDC@CureBrainTumors.org)



# 2016 Sponsorship Commitment Form

## Underwriter, Sponsor or Donor Commitment & Promotion Release

Please return this completed form and payment to:

Race for Hope - DC, 1717 Rhode Island Ave, NW - Suite 700, Washington, DC 20036

**Sponsorship Questions?** Please email [RaceDC@CureBrainTumors.org](mailto:RaceDC@CureBrainTumors.org) or call 202.467.2051

Your contribution is tax-deductible to the extent allowed by law. Thank you for your support of the *Race for Hope - DC*.

### SPONSOR INFORMATION Please print your name EXACTLY how it should read on printed materials.

**Individual Name** (*Sponsorship is not associated with a Company/Organization*): \_\_\_\_\_

**Organization/Company Name:** \_\_\_\_\_

Primary Contact for Organization/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

*If your company is sponsoring at the request of a team or individual participating, please specify:*

Team Name: \_\_\_\_\_ Participant Name: \_\_\_\_\_

### SPONSORSHIPS LEVELS Please check the package level at which you would like to participate.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> <b>Survivors</b> \$ 30,000   | <input type="checkbox"/> <b>Volunteers</b> \$ 20,000   | <input type="checkbox"/> <b>Race to the Finish</b> \$ 10,000 |
| <input type="checkbox"/> <b>Champions</b> \$ 25,000   | <input type="checkbox"/> <b>Jumbotron</b> \$ 15,000    | <input type="checkbox"/> <b>Victory</b> \$ 5,000             |
| <input type="checkbox"/> <b>Celebration</b> \$ 20,000 | <input type="checkbox"/> <b>Courage</b> \$ 10,000      | <input type="checkbox"/> <b>Hope</b> \$ 3,000                |
| <input type="checkbox"/> <b>Children</b> \$ 20,000    | <input type="checkbox"/> <b>Social Media</b> \$ 10,000 |  |

**Underwriting Opportunity/In-Kind Sponsorship** (*specify goods/services*): \_\_\_\_\_ **Approx. Value: \$** \_\_\_\_\_

We are unable to participate in any of the above, but wish to contribute \$ \_\_\_\_\_

### PAYMENT TYPE How would you like to fulfill your *Race for Hope - DC* sponsorship commitment?

Check enclosed, made payable to "Race for Hope - DC"

I wish to receive an invoice for our pledge. We will make payment by \_\_\_\_\_, 2016.

Please charge my credit card. Circle one: Visa / MasterCard / American Express / Discover

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ CVC #: \_\_\_\_\_

\_\_\_\_\_  
*Please print name as it appears on card*

\_\_\_\_\_  
*Signature of cardholder*

### AUTHORIZATION & SIGNATURE

I authorize *Race for Hope - DC* to use: (a) my name and/or (b) any photographs or logos which I have provided to *Race for Hope - DC* to promote or advertise the 2016 RACE FOR HOPE DC 5K. Such promotion or advertising may include, but is not limited to, the publication, display and exhibition of my organization name and/or my logos and/or photos. I understand that the RACE FOR HOPE DC 5K is an event sponsored by Accelerate Brain Cancer Cure (ABC<sup>2</sup>) and National Brain Tumor Society (NBTS) where participants walk to raise money for brain cancer research and confirm that such a charitable purpose is sufficient compensation for me. I declare my consent to be irrevocable and release RACE FOR HOPE DC from any and all claims whatsoever in connection with the use of my organization name and/or logos and/or photographs as previously described. As an UNDERWRITER or SPONSOR, I have enclosed camera-ready copies and/or will send an electronic copy of the logo to be used on event materials.

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Print Name*

\_\_\_\_\_  
*Date*

**Deadline for printing logo on Banners and Race T-shirts: March 25, 2016**