



Oct.15.22
bRUNCh
5k.10k.Fun Run.



IT'S MORE THAN JUST A 5K. IT'S WHERE IT ALL STARTED.

In our first year, we raised \$7,000 during the ISF 5K for Kids Cancer. Here we are 15 years later, it's time to celebrate!

Are you ready? We are and planning our biggest 5K for Kids Cancer event yet. We hope you will join us in making it a success for kids fighting rare cancers!

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Event Sponsorship

SOLD

PRESENTING - \$15,000

- Exclusive Title Sponsor
- Logo Branding on all race signage
- Logo Branding on all race communications
- Mention on ISF Spotify Ads
- Corporate Mentions on Radio/TV
- Ability to Join Sponsor Row
 - Premier Placement
 - 10x10 space allocated for your business (you supply table/tent)
 - Provides the ability to showcase services and offer coupon/give-away -- anything you wish to share with ISF audience
- Logo & Link on ISF Website for 1 year
- Logo & Link on Race Registration Site (June – Sept.)
- Logo on Mile Marker Signage
- **INDIVIDUAL** Social Media Mentions
- Logo on T-Shirt: **SLEEVE or TOP**
- Option to Distribute Item in Race Bags
- **15** Complimentary Race Entries
- Email Acknowledgment (8-10 emails sent to 17K+ people)



PLATINUM - \$7,500

- Logo Branding | Naming of SPECIAL AREA (Angel Mile, Kids Fun Run, Kids Zone, Brunch, Raffle, Medals, Kids T-Shirt) **red = SOLD**
- Ability to Join Sponsor Row
 - Premier Placement
 - 10x10 space allocated for your business (you supply table/tent)
 - Provides the ability to showcase services and offer coupon/give-away -- anything you wish to share with ISF audience
- Logo & Link on ISF Website for 1 yr
- Logo & Link on Race Registration Site
- Logo on Mile Marker Signage
- **INDIVIDUAL** Social Media Mentions
- Logo on T-Shirt: **BACK-TOP**
- Option to Distribute Item in Race Bags
- **10** Complimentary Race Entries
- Email Acknowledgement (8-10 emails sent to 17K+ people)

SOCIAL REACH: ✉ 18K+

f 16K+

📷 6K+

Karen Murphy, Director of Sponsorships and Partnerships

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GOLD - \$3,500

- Ability to Join Sponsor Row
 - Premier Placement
 - 10x10 space allocated for your business (you supply table/tent)
 - Provides the ability to showcase services and offer coupon/give-away -- anything you wish to share with ISF audience
- Logo & Link on ISF Website for 1 yr
- Logo & Link on Race Registration Site
- Logo on Mile Marker Signage
- **GROUP** Social Media Mentions
- Logo on T-Shirt: **BACK-MIDDLE**
- Option to Distribute Item in Race Bags
- **5** Complimentary Race Entries
- Email Acknowledgement (sent to 17K+ people)



SOCIAL REACH:  18K+  16K+  6K+

SILVER - \$1,500

- Ability to Join Sponsor Row
 - 10x10 space allocated (you supply table/tent)
 - Provides the ability to showcase services and offer coupon/give-away -- anything you wish to share with ISF audience
- Logo & Link on ISF Website for 1 yr
- **GROUP** Social Media Mentions
- Logo on T-Shirt: **BACK-BOTTOM**
- **2** Complimentary Race Entries
- Email Acknowledgement (sent to 17K+ people)

BRONZE - \$750

- Ability to Join Sponsor Row
 - 10x10 space allocated (you supply table/tent)
 - Provides the ability to showcase services and offer coupon/give-away -- anything you wish to share with ISF audience
- Logo & Link on ISF Website for 1 yr
- **GROUP** Social Media Mentions
- Email Acknowledgment (sent to 17K+ people)

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**JOIN US AND BE A PART OF CREATING
HOPE FOR KIDS TO BEAT CANCER &
LIVE THEIR DREAMS.**

YOUR FUNDS ARE WORKING TO:

- Build a global rare pediatric cancer program, 'ISF Rare & Solid Tumor Program' at Levine Children's
- Increase survival rates for kids with cancer
- Fund research to lead to less toxic & more treatment options
- Elevate Levine Children's Hospital as the global expert in pediatric oncology



" Much of our research on rare cancers will be done solely using ISF donations for the rare and solid tumor program and we cannot be successful without your partnership. During this exciting time, it is more important than ever to have ISF support the growth of research and clinical operations for the children of Charlotte and beyond because, without that support, we will not be successful."

—Javier Oesterheld MD
Director - Pediatric Hematology/
Oncology/BMT | Levine Children's Hospital

CHILDHOOD CANCER BY THE NUMBERS

46 # of children that are **diagnosed with cancer** each day in the US.

4% Pediatric cancer research **receives only 4%** of the annual budget from the National Cancer Institute

12 Pediatric cancer is not just one disease. It is made up of **12 major types & over 100 subtypes.**

71 Average **years of life lost** to cancer by pediatric cancer patients

1:5 1 in 5 children who are diagnosed with cancer **do not make it.**

2X Pediatric cancer survivors are **twice as likely** to suffer chronic health conditions & later effects

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