

ISABELLA SANTOS
FOUNDATION

ZerOK

FOR KIDS CANCER

Saturday, September 20
9 a.m. – Noon | Rea Farms



CAPE & CROWN

A whimsical twist on race day, where no running is required and every attendee is celebrated as a hero.

Whether you don a crown, cape or your favorite superhero gear, you're here to lift up rare cancer heroes and show that the Queen City cares.

THE ZEROK WILL FEATURE:



A Commemorative Quarter-Mile "Hero" Loop



Themed Family-Friendly Activities



Brunch Bites & Beverages



Live Music & Emcee Entertainment



Local Vendor Market & Sponsor Activations

Paving the way for a brighter future
for families fighting cancer.

Since 2007, ISF has been at the forefront of the battle against rare pediatric cancer, raising **over \$16M** toward expanding the scope of research and treatment options.



Isabella Santos

ISF

UNITE + FIGHT
FOR KIDS WITH RARE CANCER

[ISFTORCH.ORG](https://isftorch.org)

Activation + Branding Opportunities for Sponsors

Every activation is mission-centered and designed to engage guests of all ages—families, professionals, kids, pet lovers and more.



WARRIOR WALL

Celebrate and honor rare cancer heroes with a powerful branded tribute wall.

SILENT AUCTION

Sponsor the heart of our fundraising efforts with high-impact brand visibility.

VIP ADULT ZONE

Represent an elevated experience with a dedicated bar, shaded seating and more.

KIDS FUN ZONE

This family-friendly fun zone includes inflatables, crafts and games.

PHOTO STATION

Capture the moment with a custom branded backdrop to guarantee social shares.

RACE ACTIVITY

Get engaged with brand activations on our whimsical Hero Loop.

HYDRATION STATION

Keep guests cool and refreshed with water, mimosas or mocktails.

RACE BIBS

Give guests a keepsake and show your support in every event photo.

CAPES + CROWNS

Fuel the look and feel of the day with your branding on themed costume accessories.

BRANDED CUP

Beverage cups featuring your logo are used throughout the event. Cheers!

EVENT BAGS

Make your brand a part of the shopping experience on stylish market totes.

PICNIC BLANKETS

Help guests relax in style with branded picnic blankets out on the green.



Presenting + Platinum Sponsors

Gold + Silver Sponsors

Branded Add-Ons

ISF **ZEROK** SPONSORSHIP OPPORTUNITIES

\$10,000

PRESENTING SPONSOR INVESTMENT LEVEL

- **Exclusive Title Sponsor**
 - Naming rights to the event: "ISF ZerOK presented by [Sponsor]"
- **Presenting Logo on all event communications and press release**
- **Emcee recognition + logo on main digital screen**
- **Inclusion in all media and marketing promotions**
- Ability to join Sponsor Row (PREMIER 10x10 tent)
- **Presenting Sponsor of:** (Choose 1)
 - Warrior Wall, Silent Auction, VIP Adult Zone, Kid's Zone
- **10 VIP Event Tickets**
- **Presenting** Logo on Event T-shirt : Back top (**featured**)
- **Presenting** Logo on "Mile Markers"
- **Presenting** Logo on Event Signage
- **Presenting** Logo on Event Digital Screen
- **Presenting** Logo on Event Webpage
- **Presenting** Logo in Event E-blast
- Social Media benefits:
 - **Individual + collaborative video** (IG & FB reel, YT Short, IN Video)
 - **Tags + mention in all race-related content** (IG & FB reel, YT Short, IN Video)
 - IG + FB Story Individual mention + tag

\$5,000

PLATINUM SPONSOR INVESTMENT LEVEL

- Ability to join Sponsor Row (PREMIER 10x10 tent)
- **Exclusive Sponsor of Activation (area):** (Choose 1)
 - Warrior Wall, Silent Auction, VIP Adult Zone, Kid's Zone,
- **6 VIP Event Tickets**
- Logo on Event T-shirt : **Back top**
- Logo on "Mile Markers"
- Logo on Event Signage
- Group Logos on Event Digital Screen
- Logo on Event Webpage
- Logo in Event E-blast
- Social Media benefits:
 - Group **Video** + tag (IG & FB reel, YT Short, IN Video)
 - IG + FB Story Individual mention + tag



ISF **ZEROK** SPONSORSHIP OPPORTUNITIES

\$3,000

GOLD SPONSOR INVESTMENT LEVEL

- Ability to join Sponsor Row (**PREMIER** 10x10 tent)
- Exclusive Sponsor of: (Choose 1)
 - Race Activity, Photo Station, Hydration Station, Race Bibs
- **4 Event Tickets**
- Logo on Event T-shirt : **Back middle**
- **Logo on "Mile Markers"**
- Logo on Event Signage
- Group Logos on Event Digital Screen
- Logo on Event Webpage
- Logo in Event E-blast
- Social Media benefits:
 - Logo Group Carousel + tag (IG, FB, IN)
 - IG + FB Story **Individual** mention + tag

\$1,500

SILVER SPONSOR INVESTMENT LEVEL

- Ability to join Sponsor Row (10x10 tent)
- **Exclusive Sponsor of: (Choose 1)**
 - Race Activity, Photo Station, Hydration Station, Race Bibs
- **2 Event Tickets**
- Logo on Event T-shirt : **Back bottom**
- Logo on Event Signage
- **Group Logos on Event Digital Screen**
- Logo on Event Webpage
- **Logo** in Event E-blast
- Social Media benefits:
 - **Logo Group Carousel + tag (IG, FB, IN)**
 - IG + FB Story Group mention + tag

\$500

BRONZE SPONSOR INVESTMENT LEVEL

- Ability to join Sponsor Row (10x10 tent)
- Logo on Event Signage
- Logo on Event Webpage
- Acknowledgement in Event E-blast
- Social Media benefits:
 - IG + FB Story Group mention + tag



Your participation will directly support crucial research and initiatives to combat childhood cancer.

Each sponsorship brings us closer to a future where every child has a chance for survival.

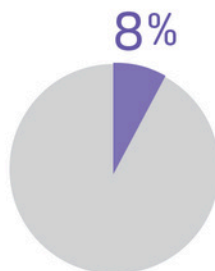
How Your Sponsorship Makes an Impact

Each sponsorship brings us closer to a future where every child has a chance for survival. As a sustaining sponsor, your organization will play a vital role in transforming the lives of children and families impacted by rare pediatric cancer across our region.

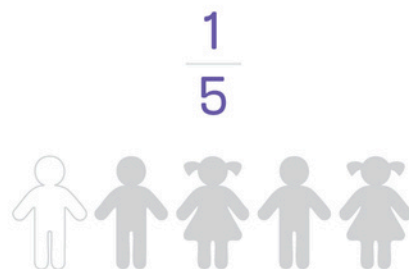
47 CHILDREN ARE DIAGNOSED
WITH CANCER DAILY



ONLY 8% OF FEDERAL CANCER RESEARCH
FUNDING IS DEDICATED TO PEDIATRIC CANCERS



1 IN 5 CHILDREN DIAGNOSED WITH
CANCER WILL NOT SURVIVE



Our Impact Since 2007

✧ Over **\$16M** raised toward our mission.

✧ Over **5,000** rare cancer heroes impacted.

✧ Funding has supported patients from **24+ countries**.

✧ Opened the **Pediatric Cancer Research Lab** at Levine Children's Hospital.

✧ **\$1.3M** to fund six initiatives ranging from **clinical research, basic science and survivorship programs** through TORCH (Transformational Outcomes for Rare Cancer Heroes).

← **2024-2025
MILESTONE**



2025 Sponsorship Programs

ISF offers many opportunities for corporate partners to join our mission, make a positive impact, gain valuable brand exposure and foster a meaningful company culture.

**SUSTAINING | SIGNATURE EVENTS | INDUSTRY-EXCLUSIVE
COMMUNITY PARTNER | SMALL BUSINESS SUPPORTER
CORPORATE VOLUNTEER**

Sponsorship packages are customizable to align with your business's objectives and range from event partnerships, beneficiary programs, community partnerships, corporate sponsors and more.



MARKETING REACH



40K+ Subscribers



16K+ Followers



6,800+ Followers



1,300+ Followers

For sponsorship opportunities, contact
Karen Murphy at kmurphy@isftorch.org.

Become A Part Of Our Mission



@isftorch



isftorch.org
info@isftorch.org

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