

ISABELLA SANTOS

FOUNDATION

5K FOR KIDS CANCER

September 26 | 9 a.m. | Rea Farms

Registration opens June 8.



ISABELLA SANTOS



CANCER MESSED WITH *the wrong city*

After 19 years of growth and impact, the Isabella Santos Foundation 5K is returning to where our story began.

Join hundreds of supporters, families and community partners as we come together to run, walk and rally for kids battling rare cancer.

Every step forward helps accelerate research, expand treatment options and support families who need it most.

ISF'S 5K FEATURES SOMETHING FOR EVERYONE:

-  5k Race & Kids Fun Run
-  Themed Family-Friendly Festivities & Kids Zone
-  Brunch Bites & Beverages
-  Live Music & Emcee Entertainment
-  Local Vendor Market & Sponsor Row

RUN. WALK. RALLY.

Be part of the movement.

UNITE & FIGHT
FOR KIDS WITH CANCER

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

ISF 5K SPONSORSHIP OPPORTUNITIES

\$15,000

PRESENTING SPONSOR INVESTMENT LEVEL

- Exclusive Title Sponsor
 - Naming rights to the event: "ISF 5K for Kids Cancer presented by [Sponsor]"
- Presenting Logo on all event communications
- Emcee recognition + opportunity for remarks
- Inclusion in all digital marketing promotions
- Premier Presence in Sponsor Row (20x20 Booth)
- Presenting Sponsor of: (Choose 1)
 - Warrior Wall
 - Silent Auction
 - VIP Adult Zone
 - Kid's Zone
- (10) VIP Race Registrations
- Presenting Logo on Race T-shirt : Premier Placement
- Presenting Logo on Mile Markers
- Presenting Logo on General Event Signage
- Presenting Logo on Webpage
- Presenting Logo in Event E-blasts (Pre & Post-Event)
- Social Media Benefits:
 - (1) 30-60 Second Video Feature: Collaboration on Instagram, Facebook, LinkedIn & YouTube Shorts
 - IG + FB Story Feature: Logo Presence + Tag
 - Sponsor Tags in Pre-Event Promotional Posts & Stories
 - Sponsor Tags in Post-Event Recaps, Highlight Videos and Impact Announcements
- Access to Professionally Edited Photo & Video Assets

\$10,000

PLATINUM SPONSOR INVESTMENT LEVEL

- Premier Presence on Sponsor Row (10x10 Booth)
- Exclusive Sponsor of: (Choose 1)
 - Warrior Wall
 - Silent Auction
 - VIP Adult Zone
 - Kids Zone
- (6) VIP Race Registrations
- Platinum Logo Placement on Race T-shirt
- Logo on Mile Markers
- Logo on General Event Signage
- Logo on Webpage
- Logo in Event E-blasts (Pre & Post-Event)
- Social Media Benefits:
 - IG + FB Story Feature: Logo Presence + Tag
 - Sponsor Tags in Pre-Event Promotional Posts & Stories
 - Sponsor Tags in Post-Event Recaps, Highlight Videos and Impact Announcements
- Access to Professionally Edited Photo & Video Assets



ISF 5K SPONSORSHIP OPPORTUNITIES

\$5,000

GOLD SPONSOR INVESTMENT LEVEL

- Marketing Presence in Sponsor Row (10x10 Booth)
- Exclusive Sponsor of: (Choose 1)
 - Photo Station
 - Race Activity
 - Hydration Station
 - Race Bibs
- (4) Race Registrations
- Gold Level Logo Placement on Race T-shirt
- Logo on Mile Markers
- Logo on Event Signage
- Logo on Webpage
- Logo in Event E-blasts (Pre & Post Event)
- Social Media benefits:
 - Group Carousel Post: Logo + Tag (IG, FB, IN)
 - Sponsor Tag in Pre-Event Story (IG & FB)
- Access to Professionally Edited Photo & Video Assets

\$2,500

SILVER SPONSOR INVESTMENT LEVEL

- Marketing Presence in Sponsor Row (10x10 Booth)
- Exclusive Sponsor of: (Choose 1)
 - Photo Station
 - Race Activity
 - Hydration Station
 - Race Bibs
- (2) Race Registrations
- Silver Level Logo Placement on Race T-shirt
- Logo on Event Signage
- Logo on Webpage
- Logo in Event E-blasts (Pre & Post Event)
- Social Media benefits:
 - Group Carousel Post: Logo + Tag (IG, FB, IN)
 - Sponsor Tag in Pre-Event Story (IG & FB)
- Access to Professionally Edited Photo & Video Assets

\$1,000

BRONZE SPONSOR INVESTMENT LEVEL

- Marketing Presence in Sponsor Row (10x10 Booth)
- Logo on Event Signage
- Logo on Webpage
- Recognition in Event E-blast (Pre & Post Event)
- Sponsor Tag in Pre-Event Social Story (IG & FB)
- Access to Professionally Edited Photo & Video Assets

\$500

ISF FAMILY SUPPORTER LEVEL

- Full Family Race Registration
- Acknowledgement on ISF website

\$250

RACE VENDOR LEVEL

- Marketing Presence in Sponsor Row (10x10 Booth)
- Pre-event Instagram Story Callout + Tag



ISF 5K SPONSORSHIP OPPORTUNITIES

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/RAFFLE

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

Hype up race participants with an engaging presence along the course.

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.

BRANDED COSTUMES

This is a day where everyone's a hero. Enhance the fun with branded 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

For sponsorship opportunities, contact Katy Brown at katy@isftorch.org.

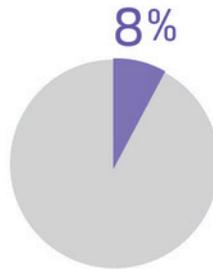
How Your Sponsorship Makes an Impact

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.

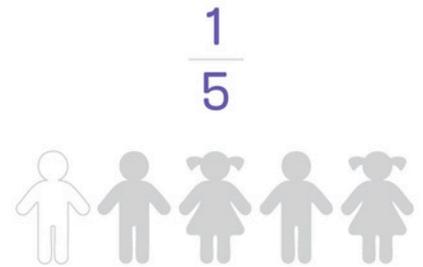
47 CHILDREN ARE DIAGNOSED WITH CANCER DAILY



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

Insight Into the Community Powering Our Mission

Align your brand with a powerful and passionate audience—our donor base is local, affluent, educated and deeply committed to making a difference,

HIGHEST LEVEL OF EDUCATION



PHD: **6%**
Master's: **30%**
Bachelor's: **60%**
High School: **4%**

AVERAGE AGE



42
years old

HOUSEHOLD INCOME



32%

\$200K+

54%

\$100-200K

12%

\$50-100K

2%

UNDER \$50K

TOP 10 ZIP CODES

- 1 **28207** MYERS PARK/EASTOVER
- 2 **28270** SOUTH CHARLOTTE
- 3 **28211** SOUTHPARK
- 4 **28277** BALLANTYNE
- 5 **28278** THE PALISADES/STEELE CREEK
- 6 **28226** BEVERLY WOODS/OLDE PROVIDENCE
- 7 **28031** CORNELIUS
- 8 **28203** DILWORTH/SOUTH END
- 9 **28202** UPTOWN/HISTORIC FOURTH WARD
- 10 **28208** MADISON PARK



2026 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



7,200+ Followers



16K+ Followers



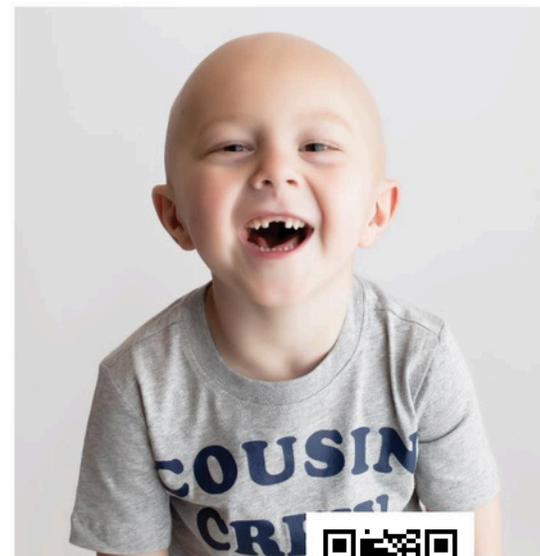
1,500+ Followers

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

Become A Part Of Our Mission



@isftorch



ISF DONOR DEMOGRAPHICS

INSIGHT INTO THE COMMUNITY POWERING OUR MISSION

PRIMARY GENDER



Female

86%

Male 14%

AVERAGE AGE



42

years old

HOUSEHOLD INCOME



32%

\$200K+

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\$100-200K

12%

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