



Race ^{TO} Cure **SARCOMA**

SARCOMA FOUNDATION OF AMERICA



The **Race to Cure Sarcoma** is the premier run/walk series in the United States, focused on raising awareness and research funds for sarcoma. Each year the **Sarcoma Foundation of America (SFA)** brings together communities in 19 cities across the nation, including patients, survivors,

caregivers and medical professionals, to help support innovative research for better treatments and an end to sarcoma.

RESULTS WITH EVERY STEP

Are you ready? When you join the **Race to Cure Sarcoma**, you make a difference from day one.



RTCS 2024

HOW TO GET STARTED



- **REGISTER AT** www.curesarcoma.org/race-to-cure-sarcoma. Create your personal TEAM. Once you register, be sure to check out your resource's hub.
- **INVOLVE** family, friends and co-workers– invite them to join your team!
- **RACE TO THE TOP** – set your individual and team goal.
- **FOLLOW** us on Twitter, YouTube, Instagram, LinkedIn, TikTok and Facebook to stay in the loop.
- **TAKE PICTURES** of your team and share on the RTCS Individual Facebook pages and on Instagram.
- **GO SOCIAL!** On your social media accounts, use #CureSarcoma #sarcoma #cancer

Tools for Success

SOCIAL MEDIA TOOLS

Inspire and thank supporters with memes and cover images on Facebook, Twitter and wherever you post.

SHARE YOUR STORY

Upload images and/or videos to enhance your story and help connect donors to why you are fundraising.

CREATE A FACEBOOK FUNDRAISER

People who connect their fundraising to Facebook raise more!

Recruit team members and ask them each to raise \$250 to help reach your team goal!

MATCHING GIFTS

Increase the impact of your donation!

Did you know that many employers will match your charitable contribution?

HOST AN EVENT

Plan to host a bake sale, auction, or community event to support your team's goal.

WEB BANNERS

Highlight your fundraising with a banner on your website, blog, or Facebook page.

Tools to Help You Fundraise



Your support of the
Race to Cure Sarcoma series
helps fund SFA's Research Grant
Program, one of the leading
private funders of sarcoma research
in the U.S.



POSTERS

POSTCARDS

SPONSOR
BROCHURES

Contact us at rtcs@curesarcoma.org or
301.253.8687 ext. 105 to request materials
to use in your community.

CORPORATE PARTNERSHIPS

There are several ways that companies can help support your team and the Sarcoma Foundation of America's work in research, advocacy, education, and awareness building.

CORPORATE SPONSORSHIP AND EMPLOYEE ENGAGEMENT

The Sarcoma Foundation of America can be a trusted partner for companies seeking opportunities for sponsorship and/or employee engagement.

As a Team Captain, invite businesses in your community to sponsor the Race to Cure Sarcoma. Our team-based Race events offer an excellent opportunity for company branding and exposure, while supporting a great cause.

The 2024 Race to Cure Sarcoma Sponsorship levels and benefits are outlined in this toolkit. You can also contact us at RTCS@curesarcoma.org for more information on multi-market and multi-event sponsorship.

