What is the BT5K San Francisco Run & Walk?

The BT5K San Francisco Breakthrough for Brain Tumors Run & Walk is the American Brain Tumor Association’s national signature fundraising event, taking place in ten markets from coast to coast. Your support allows the ABTA to provide vital brain tumor resources to patience and their families, fund promising research studies, and conduct nationwide brain tumor educational programs.

Our Vision

The American Brain Tumor Association is the nation’s oldest nonprofit organization dedicated to brain tumor education, support, and research. Forty-five years ago, in 1973, the ABTA was founded by two mothers determined to find answers that, at the time, were not yet available. Since then, the ABTA has funded more than $30 million in brain tumor research and now reaches a national audience, providing educational and support resources. The ABTA is a steadfast advocate on behalf of the brain tumor community in the United States, and we are here to help patients, caregivers, and their loved ones as they navigate the brain tumor journey.

Sponsorship

Businesses and organizations support our BT5K Run & Walk events around the country. Support for the BT5K is an opportunity for you to:

- Expand your company’s visibility and name recognition
- Feature your products and/or services on site at the BT5K
- Generate goodwill in the community
- Support those on the brain tumor journey – a journey no one chooses to take

Sponsorship opportunities are available in the following cities:

- Chicago, Illinois
- Columbus, Ohio
- Dallas, Texas
- Denver, Colorado
- Los Angeles, California
- Milford, Michigan
- New York, New York
- San Francisco, California
- Tampa Bay, Florida
- Twin Cities, Minnesota
# 2019 Sponsorship Opportunities

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<th>San Francisco Local Sponsorship</th>
<th>Presenting $25,000</th>
<th>Partner $15,000</th>
<th>Gold $10,000</th>
<th>Silver $7,500</th>
<th>Bronze $5,000</th>
<th>Event Tent $2,500</th>
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<td>Virtual Event Bag Placement</td>
<td>Featured Ad</td>
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<td>Event Day Opportunities</td>
<td>10’ x 20’ Tent Logo on Event Banner</td>
<td>10’ x 20’ Tent near signature area (choice of Brain Exhibit, Start/Finish Line, Spirit Tent) Logo on Event Banner</td>
<td>10’ x 10’ Tent Logo on Event Banner</td>
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<td>Marketing Opportunities</td>
<td>Logo/Link on BTSK Website</td>
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<td>Name on BTSK Website</td>
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<td>National Sponsorship/Exclusive San Francisco Sponsorships</td>
<td>Survivor Lounge $50,000 San Francisco $20,000</td>
<td>Check-In/Registration $50,000 San Francisco $15,000</td>
<td>Brain Games $50,000 San Francisco $10,000</td>
<td>Start/Finish $50,000 San Francisco $15,000</td>
<td>Stage $50,000 San Francisco $10,000</td>
<td>Bronze Tent $50,000 San Francisco $7,500</td>
<td>Brain $50,000 San Francisco $7,500</td>
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<tr>
<td>WHAT IS IT</td>
<td>Brand the Survivor Lounge where survivors and caregivers can rest in comfort. You’ll have the opportunity to connect with the many people in our brain tumor community. All survivors and caregivers at the events are invited to visit the Lounge for special recognition and perks which generates solid foot traffic throughout each event</td>
<td>Brand the two locations where walkers/runners register, pick up t-shirts, and turn in donations</td>
<td>Brand the Brain Games/Spirit Tent where attendees come to pick up goodies for the entire family, learn more about the ABTA, maybe play a game or two, and sign the banner of hope</td>
<td>Brand the Start/Finish line at each of our BT5K cities. Your organization will be prominently featured at our walk start/finish line, highly visible to every participant as they begin and end the run/walk</td>
<td>Brand the location that is the focal point during the Opening and Closing Ceremonies, as well as pre-event entertainment</td>
<td>Brand the location where top fundraising teams meet prior to opening ceremony. Visitors wander through the interactive exhibit to learn where specific types of brain tumors are located and what each can affect</td>
<td>Brand “Bertha” our larger-than-life, inflatable, walk-through brain exhibit. Visitors wander through the interactive exhibit to learn more about the ABTA, may play a game or two, and sign the banner of hope</td>
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Let us know if you are interested in exploring our exclusive National Sponsorship Opportunities and we will provide details.

For more details contact: Leslie Crouch at 773-577-8764 or lcrouch@abta.org
2019 BT5K San Francisco - Sponsorship Commitment Form

Yes! My company would like to sponsor the BT5K San Francisco Run & Walk!

Company/Organization: ____________________________________________________________

Contact Name: ________________________________________________________________

Address: ______________________________________________________________________

City:___________________________ State: _________ Zip: __________________________

E-mail:__________________________ Phone: _______________________________________

San Francisco Sponsorship Levels

☐ Presenting - $25,000 (Exclusive)  ☐ Survivor Lounge - $20,000
☐ Partner - $15,000 (3 Exclusive Options)  ☐ Check-In/Registration - $15,000
   Selected Area:____________________  ☐ Brain Games - $10,000
☐ Gold - $10,000  ☐ Start/Finish - $15,000
☐ Silver - $7,500  ☐ Stage - $10,000
☐ Bronze - $5,000  ☐ Bronze Tent - $7,500
☐ Event Day Tent Only - $2,500  ☐ Brain - $7,500
☐ Virtual Bag Sponsor - $500

Please indicate preferred payment method:

☐ Check is enclosed, payable to: ABTA or American Brain Tumor Association

☐ Please send invoice to contact listed above

☐ Please send ACH Payment Information

☐ Please charge: ☐ MC ☐ VISA ☐ AMEX ☐ DISC

Card Number: __________________________________________________________________

Expiration Date: __________________________________________________________________

Name on Card: _____________________________ CVV: __________

Authorization and Signature:

I authorize the American Brain Tumor Association (ABTA) to use my organization’s name and/or logo that I have provided for promotional purposes, including, but not limited to the BT5K Breakthrough for Brain Tumors website, media advertisements, and printed materials related to the BT5K Breakthrough for Brain Tumors Run & Walk. I understand that payment is due in full to the ABTA no later than 30 days prior to the sponsored BT5K.

Signature: _____________________________ Date: ________________

Printed Name: __________________________________________________________________

Please send vector image of organization logo and event day contact to:

Leslie Crouch at 773-577-8764 or lcrouch@abta.org

American Brain Tumor Association
Attn: BT5K San Francisco
8550 W. Bryn Mawr Avenue - Suite 550
Chicago, IL 60631

Please send completed form to: