What is the BT5K Run/Walk and Kids Fun Run?

The BT5K Breakthrough for Brain Tumors Run/Walk and Kids Fun Run is the American Brain Tumor Association's national signature fundraising event, taking place in nine markets from coast to coast. Support of the BT5K allows the ABTA to provide vital brain tumor resources to patients 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 non-profit organization dedicated to brain tumor education, support, and research. Forty-seven 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 services. 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

- **Brand Visibility**—Sponsorship of the BT5K puts your brand visuals in front of audiences who might not have heard of your organization or services
- **Targeted Marketing**—The BT5K has highly interested and invested new and potential customers. Our constituents are truly interested in the businesses that support their organization of choice. Opportunities to engage one-on-one with people looking for relevant products
- **Consumer Perception**—Customers form positive opinions when your company engages in charitable work. In a 2016 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products or frequent businesses after exposure to a branded event marketing experience
- **Return on Investment**—Quality relationships, leads, and public perception are just a few of the benefits of supporting the BT5K

Sponsorship Opportunities are available in the following cities:

- Chicago, Illinois
- Columbus, Ohio
- Dallas, Texas
- Los Angeles, California
- Milford, Michigan
- New York, New York
- San Francisco, California
- Tampa, Florida
- Twin Cities, Minnesota
## 2020 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>$50,000 Packages</th>
<th>What Is It</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Survivor Lounge</strong></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. The Survivor Lounge is highly publicized before and during the event. All survivors and caregivers at the events are invited to visit the Lounge for special recognition and perks which generates solid foot traffic throughout the events.</td>
</tr>
<tr>
<td><strong>Check-In/Registration</strong></td>
<td>Brand the two locations where walkers/runners register, pick up t-shirts, and turn in donations.</td>
</tr>
<tr>
<td><strong>Kids Fun Run</strong></td>
<td><strong>New this year!</strong> Kids Fun Run has been added to the BT5K series to advance pediatric brain tumor research. The Kids Fun Run is for children 2 to 10 years old. Brand our Kids Fun Run in its inaugural year.</td>
</tr>
<tr>
<td><strong>Start/Finish</strong></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>
</tr>
<tr>
<td><strong>Stage</strong></td>
<td>Brand the location that is the focal point during the Opening and Closing Ceremonies, as well as pre-event entertainment.</td>
</tr>
<tr>
<td><strong>Bronze Tent</strong></td>
<td>Brand the location where top fundraising teams meet prior to the Opening Ceremony.</td>
</tr>
<tr>
<td><strong>Brain</strong></td>
<td>Brand our larger-than-life, inflatable, walk-through brain exhibit. Visitors who step inside the interactive exhibit are wowed as they wander through and learn where specific types of brain tumors are located and what each can affect.</td>
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<tr>
<th>$25,000 Package</th>
<th>What Is It</th>
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<tbody>
<tr>
<td><strong>Food/Water</strong></td>
<td>Your employees/members will have the chance to interact with all participants as they pass the food/water station at the start/finish line.</td>
</tr>
<tr>
<td>Event Tent</td>
<td>Survivor Lounge $50,000</td>
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<tr>
<td></td>
<td>10’x20’ or 20’x20’ Survivor Tent (varies by event location)</td>
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<tr>
<td>Event Signage</td>
<td>Logo</td>
</tr>
<tr>
<td>Website</td>
<td>Logo/Link</td>
</tr>
<tr>
<td>Event Shirts</td>
<td>Featured Logo</td>
</tr>
<tr>
<td>Event Program Feature</td>
<td>Pre-Ceremony In-Person 60-second, live Ad</td>
</tr>
<tr>
<td>Event Entries</td>
<td>10</td>
</tr>
<tr>
<td>Social Media</td>
<td>One (1) to two (2) mentions prior to event on the following outlets: Twitter (7K followers) Facebook (30K followers) Mind Matters (ABTA Newsletter 43K subscribers)</td>
</tr>
<tr>
<td>Email</td>
<td>Pre and post-event email with company link to each local event registration database</td>
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2020 BT5K National Sponsorship Commitment Form

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

Company/Organization: __________________________________________________________

Contact Name: _________________________________________________________________

Address: _______________________________________________________________________

City: __________________________ State: _________ Zip: __________________________

E-mail: ___________________________________ Phone: _____________________________

**Sponsorships**

- [ ] Survivor - $50,000
- [ ] Check In/Registration - $50,000
- [ ] Kids Fun Run - $50,000
- [ ] Start/Finish - $50,000
- [ ] Stage - $50,000
- [ ] Bronze - $50,000
- [ ] Brain - $50,000
- [ ] Food/Water - $25,000

**Please send completed form to:**

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

Or e-mail to: drobins@abta.org

**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 from date signed commitment form.

Signature: __________________________________________ Date: ________________

Printed Name: ____________________________________________________________

*Please send vector image of organization logo and event day contact to:* Leslie Crouch at lcrouch@abta.org.