



100%
Donated
to charity
OF PROCEEDS

SPONSORSHIP KIT
www.racecancer.org

#RACEEVERYTHING



ACTION

Our running events promote health and wellness in the community, reducing the risk of cancer while raising funds and awareness for organizations dedicated to fighting cancer.

PREVENTION

Our programs create opportunities to reduce and detect cancer through education, prevention, and screening measures. Our Sunscreen Squad fights skin cancer by bringing free sunscreen dispensers to outdoor events across New England.



We are the **RACE Cancer Foundation**, and we produce running races in Greater Boston with **100% of the funds raised going to charity**. Our events have raised hundreds of thousands of dollars to fight cancer, benefiting organizations such as **Leukemia & Lymphoma Society**, **Target Cancer Foundation**, **Livestrong Foundation**, **The Ellie Fund**, and others.

100% of the funds raised from our events go to charity



A FEW HIGHLIGHTS



COLLEGE-EDUCATED

Our runners are well educated, with 83% having earned a college degree, compared with only 27% of the United States population.



AFFLUENT

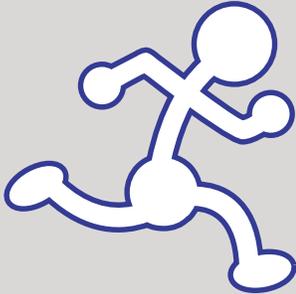
Our runners are affluent with 73% reporting a Household Income of more than \$75,000, well above the U.S. median household income of \$52,175.



ACTIVE PARTICIPANTS

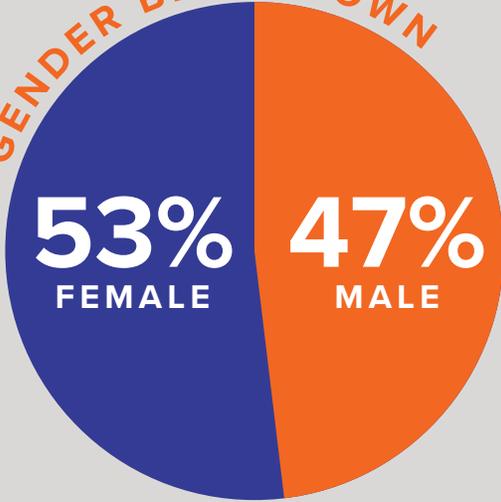
Our runners are active participants who train year-round, reporting an average of 224 days of running and 1,357 miles per year.

2019 BY THE NUMBERS



6,250
RACE FINISHERS

GENDER BREAKDOWN



AVERAGE AGE

41.7

MARRIED

67%

COLLEGE DEGREE:

78.8%
ANNUAL

HHI:

72.7% > \$75,000

8,947

SOCIAL MEDIA FOLLOWERS



EMAIL LIST SUBSCRIBERS



MEDIA REACH

456,924

RUNNING HABITS

77% Run/Jog 4+ hours per week **4.5 DAYS** Average number of days run per week

80.1% Run/Jog 12 months per year **29.5 MILES** Average number of miles run per week

PRIMARY MOTIVATION TO START RUNNING



For Exercise (**25.3%**)



Weight Concerns (**13.8%**)

MOTIVATION TO CONTINUE TO RUN

Staying in Shape (**75.5%**)



Staying Healthy (**74.8%**)



Relieving Stress (**62.4%**)



FEBRUARY 2, 2020
Cambridge - 5K & 5M



MAY - SEPTEMBER, 2020
Boston - Women & Open 5Ks (7)



MAY 10, 2020
Boston - Half Marathon & 5K



SEPTEMBER 13, 2020
Boston - Marathon



SEPTEMBER 27, 2020
Waltham - Four Miler



NOVEMBER 15, 2020
Boston - Half Marathon & Relay



DECEMBER 6, 2020
Boston - 5K



**GLOBAL
CHALLENGES**
**Anywhere
(Virtual)**

There are many reasons to become a part of the RACE Cancer Foundation family. Here are the best reasons:



WELL-DEFINED, VALUABLE AUDIENCE

Our participants are well-educated, physically fit, affluent, and in their prime purchasing years. Your brand identity will be front and center in an attractive, profitable community.

BRAND LOYALTY

Our participants recognize and support our sponsors. They select brands that support their own passions, and will recommend your brand to others.

CONSUMER INTERACTION

Sponsorship at our races allows your company to interact personally with our participants, through product sampling, sales, surveys, and on-site hospitality.

WORTHY CAUSE

54% of people in the U.S. say that they or an immediate family member have been diagnosed with cancer at some point in their lives. 100% of our profits go towards crushing cancer through action and prevention programs.

SPONSORSHIP ASSETS

Some of the ways we can activate your sponsorship investment.

**THESE ARE JUST A FEW EXAMPLES,
AND WE CAN CUSTOMIZE TO YOUR NEEDS.**

- Race Names/Logos
- Referral Promotions
- Number Pick-up
- Post-Race Party
- Race Numbers
- Race Medals
- Race Photos
- Mile Markers
- Water Stations
- Start/Finish Line
- Race Announcer
- Hospitality Tent
- Medical Tent
- Awards Podium
- Event Apparel
- SWAG Bags
- Branded Hats
- Branded Gloves
- Branded Towels
- Media Partner

