

# GRAY NATION ENDURANCE

## SPONSORSHIP OPPORTUNITIES



The National Brain Tumor Society (NBTS) unrelentingly invests in, mobilizes, and unites our community to discover a cure, deliver effective treatments, and advocate for patients and care partners.



Gray Nation Endurance® is the official endurance program of the National Brain Tumor Society. Athletes around the country put meaning behind their miles by applying to a charity team, registering for our National Brain Tumor Ride, or choosing an endurance activity of their choice to celebrate a survivor, pay tribute to a loved one, or make an overall difference for the brain tumor community.

In 2024, the National Brain Tumor Ride became the signature event for Gray Nation Endurance to unite with patients, caregivers, industry partners and so many more to honor and act in support of the entire brain tumor community.

We are now gearing up for the 2025 event!

***We invite you to join us!***

# PLATINUM

**\$25,000**

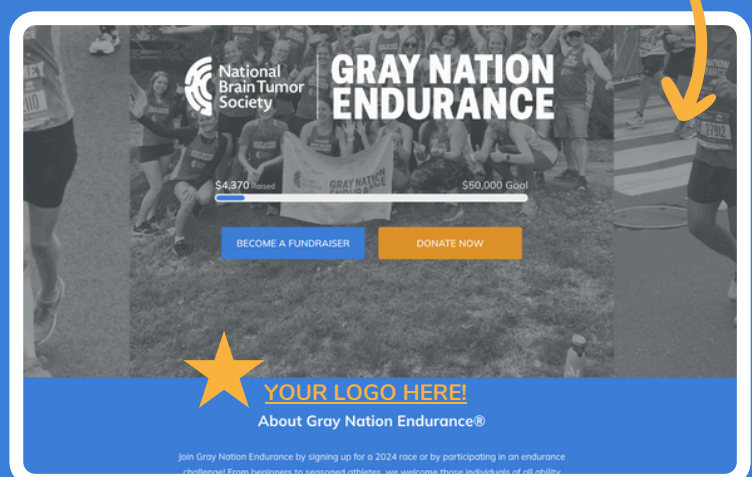
## Online & Media

- Company logo featured on the Gray Nation Endurance and National Brain Tumor Ride websites
- Company logo featured in Gray Nation Endurance participant communications
- Company logo featured on Gray Nation Endurance and National Brain Tumor Ride social media posts
- Company logo featured on Gray Nation Endurance printed marketing and promotional materials
- Company logo in Gray Nation Endurance and National Brain Tumor Ride recruitment email
- Company logo featured on National Brain Tumor Ride event registration email and communications
- Company logo featured in Gray Nation Endurance digital advertisements
- Company logo featured on NBTS corporate partners page
- Opportunity to post a written or verbal address from company leadership on NBTS social media

## Event Exposure

- Company logo featured on National Brain Tumor Ride event participant t-shirt
- Company logo featured on National Brain Tumor Ride participant cycling jersey
- Company logo featured on National Brain Tumor Ride event day signage
- Company logo featured on National Brain Tumor Ride event bib
- Company logo featured on Gray Nation Endurance race shirts (as permitted)
- Verbal recognition at National Brain Tumor Ride

*With dedicated fundraisers for the National Brain Tumor Ride and Gray Nation Endurance events, sponsorship provides a unique opportunity for exposure on various platforms viewed by the Gray Nation Endurance community and their networks.*



## GOLD

**\$10,000**

### Online & Media

- Company logo featured on the Gray Nation Endurance and National Brain Tumor Ride websites
- Company logo featured in Gray Nation Endurance participant communications
- Company logo featured on Gray Nation Endurance and National Brain Tumor Ride social media posts
- Company logo featured on Gray Nation Endurance printed marketing and promotional materials
- Company logo in Gray Nation Endurance and National Brain Tumor Ride recruitment email
- Company logo featured on National Brain Tumor Ride event registration email and communications
- Company logo featured in Gray Nation Endurance digital advertisements

### Event Exposure

- Company logo featured on National Brain Tumor Ride event participant t-shirt
- Company logo featured on National Brain Tumor Ride participant cycling jersey
- Company logo featured on National Brain Tumor Ride event day signage
- Verbal recognition at National Brain Tumor Ride

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## SILVER

**\$5,000**

### Online & Media

- Company logo featured on the Gray Nation Endurance and National Brain Tumor Ride websites
- Company logo featured in Gray Nation Endurance participant communications
- Company logo featured on Gray Nation Endurance and National Brain Tumor Ride social media posts

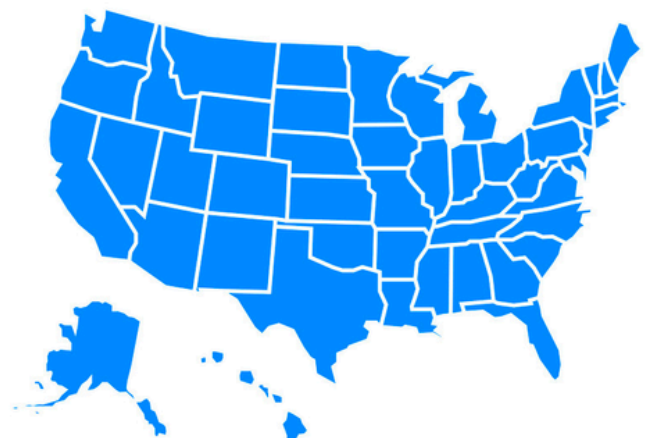
### Event Exposure

- Company logo featured on National Brain Tumor Ride event participant t-shirt
- Company logo featured on National Brain Tumor Ride event day signage

*Gray Nation Endurance athletes participate in events from coast to coast,  
allowing for increased exposure across the country.*

### Projected participation in 2024:

*TCS New York City Marathon  
Boston Marathon  
United Airlines NYC Half  
Big Sur Marathon, 11-Miler, and 12K  
Philadelphia Marathon & Half  
Los Angeles Marathon & Half  
ASICS Falmouth Road Race  
Medtronic Twin Cities Marathon & 10 Mile  
... and more!*





# BRONZE

**\$2,500**

## Online & Media

- Company name listing featured on the Gray Nation Endurance and National Brain Tumor Ride websites
- Company name listing featured in Gray Nation Endurance participant communications
- Company name listing featured on Gray Nation Endurance and National Brain Tumor Ride social media posts

## Event Exposure

- Company name listing featured on National Brain Tumor Ride event participant t-shirt
- Company name listing featured on National Brain Tumor Ride event day signage



**Ask about additional opportunities, such as:**

Sponsor Match      Employee Engagement      In-Kind



**Community Here.  
Breakthroughs Ahead.**

***Will you join us?***

***For more information, contact  
[partnerships@braintumor.org](mailto:partnerships@braintumor.org)***





# GRAY NATION ENDURANCE

#MeaningBehindYourMiles

