



National
Brain Tumor
Society

GRAY NATION ENDURANCE

Single Event Sponsorship
Opportunities

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.



Join Us in Making a Difference

Gray Nation Endurance® is the official endurance program of the National Brain Tumor Society. Athletes around the country put meaning behind their miles by running with a charity team 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.

We invite you to join us in putting meaning behind our miles!

1,200+
ATHLETES



OVER \$4
MILLION RAISED

[BrainTumor.org/GNE](https://www.braintumor.org/GNE)

OUR WHY



“As a brain tumor survivor, 2-time Gray Nation Endurance Boston Marathon finisher and captain of Team Double-O-Snow for the NBTS Ride, it meant the world to put meaning behind my miles for NBTS.”

**Alan, Brain Tumor Survivor,
National Brain Tumor Ride Participant and
Gray Nation Endurance Charity Team Athlete**

“For me, it was really important to run the marathon because I wanted to show him (my dad) that we can achieve even the dreams that feel impossible when we take it day by day. With each milestone achieved, I wanted him to know I can do hard things. I can do new things. I can approach the challenges of life with a smile on my face. And more than that, he can do the same, and we can do them together.”

**Karen, Brain Tumor Patient Caregiver
and Gray Nation Endurance Charity
Team Athlete**



Supporting Gray Nation Endurance fuels crucial progress toward better treatments and outcomes for patients like Alan, caregivers like Karen, and all of those affected by brain tumors.

Partner with *Purpose*

As a Gray Nation Endurance sponsor, you provide crucial support that ensures our program is successful and that more funds are directed toward our mission to increase awareness of brain tumors and advance research toward a cure.

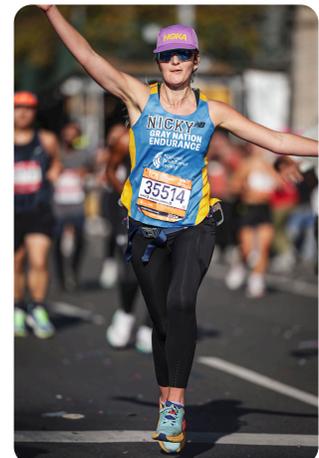
By partnering with the National Brain Tumor Society, you will not only contribute meaningfully to the fight against brain tumors but also gain valuable exposure to a passionate and engaged community.

Our single event sponsorship opportunities are tailored to provide different levels of visibility and engagement, ensuring that you can choose the option that best fits your needs and desired impact. Experience the benefit of doing good while enhancing your brand visibility through:

- **Prominent Logo Placement:** Your brand will be featured on program materials which can include banners, race shirts, and digital platforms, where appropriate.
- **Social Media Recognition:** Reach a broader audience with mentions on our social media channels, connecting with thousands of followers and Gray Nation Endurance supporters.
- **Networking Opportunities:** Engage with the NBTS community and beyond including patients, survivors, and advocates, fostering goodwill and brand loyalty.
- **Customized Activation:** Tailor your involvement to align with your brand's goals, whether through special giveaways, booth space (as permitted), or interactive experiences.

*Thank you for considering a partnership with us.
Together, we can make a difference.*

Contact partnerships@braintumor.org



Drive Brand Awareness Through Purpose-Driven Endurance

Sponsoring **Gray Nation Endurance** connects your brand with a powerful story of determination and hope—reaching athletes, families, and communities nationwide through high-profile marathon and endurance events.

This packet outlines single-event sponsorship opportunities, with additional savings available for multi-event partnerships. Review the 2026 event calendar below to identify the best fit for your company's goals

2026 Projected Charity Teams

TCS New York City Marathon | 2025: 58 GNE athletes; 2,000,000 spectators

Boston Marathon | 2025: 5 GNE athletes; 500,000 spectators

Walt Disney World® Marathon Weekend | 2025: 62 GNE athletes; 100,000 spectators

United Airlines NYC Half | 2025: 45 GNE athletes; 50,000 spectators

Big Sur Marathon & 11-Miler | 2025: 28 GNE athletes; 10,000 spectators

Philadelphia Marathon & Half | 2025: 13 GNE athletes; 60,000 spectators

Los Angeles Marathon & Half | 2025: 14 GNE athletes; 50,000 spectators

ASICS Falmouth Road Race | 2025: 37 GNE athletes; 200,000 spectators

Medtronic Twin Cities Marathon & 10 Mile | 2025: 11 GNE athletes; 300,000 spectators

Sponsorship puts your brand in front of the **Gray Nation Endurance** community—driving visibility across events and digital platforms



Ready to make an impact? Contact partnerships@braintumor.org

GOLD - SINGLE EVENT

\$5,000

Online & Media

- Company logo featured on the Charity Team website
- Company logo featured in Charity Team participant communications
- Company logo featured on Charity Team social media posts
- Company logo featured on event-specific Gray Nation Endurance printed marketing and promotional materials
- Company logo in Charity Team recruitment email
- Company logo featured in Gray Nation Endurance digital advertisements, when appropriate
- Opportunity to post a written or verbal address from company leadership to support the Charity Team on social media

Event Exposure

- Company logo featured on Charity Team race shirt (as permitted)
 - Opportunity to host or participate in in-person Charity Team meetups, as appropriate
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SILVER - SINGLE EVENT

\$2,500

Online & Media

- Company logo featured on the Charity Team website
 - Company logo featured in Charity Team participant communications
 - Company logo featured on Charity Team social media posts
 - Company logo featured on event-specific Gray Nation Endurance printed marketing and promotional materials
 - Company logo in Charity Team recruitment email
 - Company logo featured in event-specific Gray Nation Endurance digital advertisements
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BRONZE - SINGLE EVENT

\$1,000

Online & Media

- Company name listing featured on the Charity Team website
 - Company name listing featured in Gray Nation Endurance participant communications
 - Company name listing featured on Gray Nation Endurance social media posts
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Ask about additional opportunities, such as:

Sponsor Match • Employee Engagement • In-Kind
Multiple Event Sponsorship Discounts Available



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GRAY NATION ENDURANCE

#MeaningBehindYourMiles

