



National
Brain Tumor
Society

32nd Annual National Brain Tumor Ride

Partnership 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

Each year, our community comes together for moments of remembrance, celebration, and hope, with events taking place from coast to coast. We hope you will consider joining us as a sponsor as we unite with patients, caregivers, industry partners, and many others to honor and support the entire brain tumor community.



Community
Impact



Team
Building



Networking
Opportunities

Community Here. Breakthroughs Ahead.®

[BrainTumorRide.org](https://www.BrainTumorRide.org)

OUR WHY

As our community grows, so does our impact. We need your help to continue supporting those affected by brain tumors and their families. At the National Brain Tumor Society, we offer a variety of events, each designed to create awareness, raise funds, and foster a supportive community.

“My name is Alan Snow. Eleven years ago, I had a "plain vanilla" personal health record and no known brain tumor history in my extended family. My story begins on April 10th, 2013. While out on a lunch time walk with a colleague and friend, I suffered a strange disconnect between my thoughts and speech (aphasia). A few hours later, the sensation subsided; I felt normal again and could articulate my thoughts. As many of us might do, I was planning to blow off the episode and commute home like every other day. However, my colleague and concerned good friend who witnessed my episode insisted that I get checked out at the hospital.

Upon arrival at Brigham and Women's Hospital (BWH), the emergency room triage protocols efficiently found a large mass in my brain cavity with their first investigative test, a CT scan. It was advised to defer my surgery for three weeks until a specific neurosurgeon was available who specialized in tumors of that size (a 4.8 cm meningioma benign brain tumor) and location. On May 2nd, 2013 I had my surgery, was released home after 3 days, and recovered at home for 5 weeks before returning back to work and a normal life. Now it's time to help improve the lives of all others affected by brain tumors.”

Supporting this event enables crucial progress toward better treatments and outcomes for patients like Alan and all of those affected by brain tumors.



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

NATIONAL BRAIN TUMOR RIDE

May 17, 2026 / Waltham, MA

As an event sponsor, you provide crucial support that ensures our events are successful and that more funds are directed toward our mission to increase awareness of brain tumors and advance research toward a cure.

Partner with *Purpose*

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 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 event materials which can include banners, t-shirts, and digital platforms.
- **Social Media Recognition:** Reach a broader audience with mentions on our social media channels, connecting with thousands of followers.
- **Networking Opportunities:** Engage with event participants, 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, or interactive experiences.



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

[Ready to make an impact? Contact RideInfo@braintumor.org](mailto:RideInfo@braintumor.org)

SPONSORSHIP BENEFITS

Core Benefits Included at Every Sponsorship Level

- **Event Day Signage:** Your company logo or listing will be featured prominently on event signage, maximizing visibility to all participants, volunteers, and supporters.
- **Opportunity to Expand Your Reach:** Ask how to get involved with other regions or on a national level with NBTS hosting 13 signature events taking place from coast to coast.

	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Top-tier sponsor shoutout on NBTS social media and dedicated sponsor shoutout on NBTS regional social media	★			
Opportunity to post a written or verbal address from company leadership on NBTS social media	★			
Company logo inclusion on “in celebration of/in honor of” bib	★			
Opportunity for company leadership to speak during event	★			
Dedicated on-site tent and table at the event	★	★		
Company logo inclusion in local advertising and event promotional flyer	★	★		
Company logo inclusion in event email communications and NBTS social media	★	★	★	
Verbal recognition on event day	★	★	★	
Inclusion on event t-shirt, event day signage, and sponsor scroll of event website	LOGO	LOGO	LOGO	LISTING