



NATIONAL EVENT SPONSOR

2026 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.®

BrainTumor.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.



**“Brave Like Meg”
Fundraising Team**

“Meg's cancer diagnosis did not break her; she was the strongest and most hopeful woman I have ever known. I am so proud to be her twin. Meg's last three years were terrible—and wonderful. From hot air balloon rides and European adventures to movie nights and football games, we made the most of all the days we got. But there weren't enough. Now we will continue Meg's legacy of fighting for more tomorrows. It's my turn to make her proud.”

Mandy Cohara, Meg's Twin Sister

Supporting NBTS events fuels crucial progress toward better treatments and outcomes for patients like Meg and all of those affected by brain tumors.

Commitment to our Cause from Coast to Coast

As a National Event Sponsor, you provide the vital support needed to make our events successful and ensure that more funds raised go directly to our mission. With your help, our events will raise greater awareness of brain tumors and much-needed resources to drive advancements in research, treatments, and, ultimately, a cure.

2026 Spring Events

- DFW Brain Tumor Walk & Race - April 11
- Georgia Brain Tumor Walk & Race - April 25
- Race for Hope DC - May 3
- Southern California Brain Tumor Walk - May 9
- New Jersey Brain Tumor Walk - May 9
- Northern California Brain Tumor Walk - June 13
- Wisconsin Brain Tumor Walk & Race - July 11



2026 Fall Events

- New York Brain Tumor Walk - September
- Colorado Brain Tumor Walk - September
- Race for Hope Greater Philadelphia - October
- New England Brain Tumor Walk - October
- Virginia Brain Tumor Walk & Race - November

Customized Sponsorship Packages

Align your partnership with your strategic goals. Choose the National Sponsorship (12 events) for coast-to-coast exposure, or the Regional Sponsorship (6 events) for targeted engagements offered at 50% of the national rate.

Partner with *Purpose*

By participating as a National Event Sponsor for the National Brain Tumor Society, your commitment to our cause will be prominently showcased to our community and beyond through our channels across multiple markets.

Event Sponsorship

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 partnerships@braintumor.org



\$100,000 National Event Sponsor

Platinum sponsor at each event

EVENT DAY EXPOSURE

- Company logo featured on event t-shirts
- Company logo featured on event day signage
- Verbal recognition on event day
- Dedicated on-site table at the events
- Opportunity for company representative to speak at the event
- Company logo featured on tribute bibs (“In Memory of” & “In Celebration of”)
- 30 complimentary event registrations
- Unlimited \$5 discount on all additional event registrations

ONLINE & MEDIA

- Company logo featured on sponsor scroll of event websites
- Company logo featured on NBTS corporate partners page
- Company logo featured in NBTS national social media
- Company logo featured in event email communications
- Company logo featured on event promotional fliers
- Opportunity to post a written or verbal address from company leadership on national social media



\$50,000 National Event Sponsor

Gold sponsor at each event

EVENT DAY EXPOSURE

- Company logo featured on event t-shirt
- Company logo featured on event day signage
- Verbal recognition on event day
- Dedicated on-site table at the event
- 20 complimentary event registrations
- Unlimited \$5 discount on all additional event registrations



ONLINE & MEDIA

- Company logo featured on sponsor scroll of event website
- Company logo featured in NBTS national social media
- Company logo featured in event email communication
- Company logo featured on event promotional flyer



\$25,000 National Event Sponsor

Silver sponsor at each event

EVENT DAY EXPOSURE

- Company logo featured on event t-shirt
- Company logo featured on event day signage
- Verbal recognition on event day
- 15 complimentary event registrations
- Unlimited \$5 discount on all additional event registrations

ONLINE & MEDIA

- Company logo featured on sponsor scroll of event website
- Company logo featured in NBTS national social media
- Company logo featured in event email communication



Additional Employee Engagement Opportunities

CORPORATE FUNDRAISING TEAM

- Companies can rally employees by forming a fundraising team under their brand name. This is an excellent way to build camaraderie, engage staff in meaningful activities, and demonstrate corporate values in action.
- NBTS provides the tools, resources, and guidance to make team fundraising simple and impactful.



DAY-OF VOLUNTEERING

- Corporate volunteer teams can join us onsite to help create an inspiring and seamless experience for thousands of participants.
- Opportunities range from supporting registration and water stations to cheering on walkers/runners along the course. This is a powerful way for employees to connect directly with the community their company is supporting.

