



Wisconsin Brain Tumor Walk & Race 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/Wisconsin](https://www.BrainTumor.org/Wisconsin)

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.

“Nicholas was an extremely active, hilarious, healthy young man.

He was full of energy and life. The first week of his senior year of high school, in 2014, he developed a limp. Our family doctor ordered an MRI and found a mass in his brain. A brain biopsy on December 8th showed that the tumor was aggressive, incurable, and inoperable, either grade 3 or 4. Even so, his doctors were optimistic, since he was healthy and young, and there were new treatments just around the corner. Over the next year, Nicholas went through radiation, chemotherapy, MRIs, hospital stays, physical therapy, and was on so many medications. Through it all, he maintained his incredible attitude, sense of humor, and strong faith.

Then, in the spring/summer of 2015, Nicholas' speech and physical mobility became increasingly difficult. In October of 2015, the tumor was growing and spreading uncontrollably, leading to the difficult decision to go on Hospice care. On December 6th, 2015, Nicholas passed away peacefully in our home, at only 19 years old.

The Wisconsin Brain Tumor Walk & Race has made us realize that we are not alone, and it gives us hope to know that we are helping to work towards a cure. Our hope is that no family would ever have to say goodbye to a loved one, as we did, because of brain cancer.”

-Heather Buchholtz (Nicholas's mother)



Nicholas Buchholtz
11/11/96 - 12/6/15

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

WISCONSIN BRAIN TUMOR WALK & RACE

July 11, 2026 / Warner Park - Madison, WI

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 partnerships@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.
- **Complimentary and Discounted Registrations:** All sponsorship levels include complimentary team registrations, plus unlimited \$5 discounts on additional entries.
- **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 \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
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 event bib	★			
Opportunity for company leadership to speak during event	★			
Opportunity to include amenity item in Survivors event bag	★			
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



National
Brain Tumor
Society

Wisconsin Brain Tumor Walk & Race

ROUTE SIGN SPONSORSHIP \$500

Your company logo will appear on one route sign along the 5K course at the Wisconsin Brain Tumor Walk & Race **on July 11, 2026.**

This will provide visibility for your brand to an audience of **over 1,000 local residents** and demonstrate your commitment to the local brain tumor community.



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