





THE  
SARCOMA  
STOMP™

2024 SPONSORSHIP  
OPPORTUNITIES







# 5K Run | 3K Walk

**Saturday, April 13, 2024**

**Christ Lutheran Church  
4519 Providence Road  
Charlotte, NC**



Benefiting sarcoma research at:



**Atrium Health**  
Levine Children's



**Atrium Health**  
Levine Cancer Institute

# YOUR INVESTMENT IS MAKING MEASURABLE IMPACT

## ABOUT OUR FOUNDATION

Paula and Geoffrey Takacs of Charlotte, NC founded the Paula Takacs Foundation for Sarcoma Research in 2010 to privately fund novel research for this rare and complex universe of cancers. Sadly, Paula lost her life to sarcoma in 2014, but we proudly continue her work through **INVESTING LOCALLY** in cutting-edge clinical trials and laboratory research. The proceeds of the foundation's annual Sarcoma Stomp fund sarcoma research at Levine Cancer Institute and Levine Children's Hospital in Charlotte. To date, the foundation has donated over \$3.3M for research, making it one of the most successful grassroots sarcoma organizations in the United States.

The Paula Takacs Foundation is a 501(c)(3) nonprofit.  
Our EIN# is 27-3366677.

*Learn more at [paulatakacsfoundation.org](http://paulatakacsfoundation.org)*



## WHAT IS SARCOMA?

Sarcomas are malignant tumors of the bones and connective tissue, such as muscles, fat, cartilage, nerves, tendons, and blood vessels. They can form anywhere in the body - arms, legs, trunk, head, and neck. There are over 50 types of sarcomas! Sarcomas comprise less than 1% of adult cancers and approximately 15% of pediatric cancers.

## YOUR IMPACT AT OUR BENEFICIARIES



With a commitment to every community it serves, Atrium Health seeks to improve health, elevate hope and advance healing – for all. The net proceeds of our Sarcoma Stomp fundraiser will help fund groundbreaking research projects at our beneficiaries Levine Cancer Institute and Levine Children's Hospital, directly impacting patient treatments and care, and laser focused on the goal of improving outcomes. **In 2023-2024, projects include testing of a sarcoma-specific blood biopsy technique, a synovial sarcoma comprehensive molecular analysis, and potential clinical trial.** Because sarcomas are so rare, there is very little governmental funding of research. To improve lives in our community – and ultimately help find cures globally – private philanthropy is critical to funding new research. There are few sarcoma organizations in the United States funding research, and we are very proud to be one of the largest and most impactful foundations in this space, thanks to our dedicated partnership with Atrium Health.

## A CRITICAL NEED FOR SARCOMA RESEARCH

Only **1 first line treatment** exists for the 50+ types of soft tissue sarcomas, first approved by the FDA in **1974**.

**Approximately 50% of bone sarcomas and about 20% of soft tissue sarcomas** are diagnosed in **people under the age of 35**.

We are working hard to improve the overall **5-year survival rate of approximately 50%** for children and adults with sarcomas. This figure hasn't improved in the last 5 decades!

# BRAND & CULTURAL ALIGNMENT

When you support the Sarcoma Stomp, you are aligning your business with a culture of responsibility to a community of fiercely courageous cancer survivors. This event represents not only a chance to support a cancer research foundation that has measurable impact, but it also provides you and your employees with a significant opportunity for volunteerism and team building.

Remember, **100% of the proceeds of the Sarcoma Stomp stay LOCAL** – ultimately benefiting Levine Cancer Institute and Levine Children's Hospital -- where research and clinical trials have already helped improve patient outcomes from their strong philanthropic alliance with the Paula Takacs Foundation!

By investing in our mission to fund local research, expand global hope, and amplify sarcoma awareness, local Charlotte families as well as those across the globe will know you are helping to bring cures to all sarcoma patients. Join us now and let us promote your brand before, during and after the Sarcoma Stomp as a conscious contributor to our mission of hope.

## 2023 SPONSORS

PRESENTING SPONSOR:

**AMWINS™**





# SPONSORSHIP OPPORTUNITIES

The following sponsorship packages were designed to maximize recognition at every level of engagement.

*We are happy to discuss **customized naming opportunities** and **in-kind sponsorships** to meet your unique community outreach goals. Naming opportunities may include **Awards Sponsor, Entertainment Sponsor, Kids Zone Sponsor, Refreshments Sponsor or Shirt Sponsor**. In-Kind sponsorships may include **food & beverage or 5K/fundraising/team spirit prizes**.*

For further information, please contact Susan Udelson, Executive Director, at (704) 516-5113.

	PRESENTING \$20,000	PLATINUM \$10,000+	GOLD \$5,000	SILVER \$3,000	BRONZE \$1200	FRIEND \$600
Recognized in print/digital articles as Presenting Sponsor	✓					
Logo on Sarcoma Stomp promo item and race bibs	✓					
Speaking opportunity at any 2024 Foundation event	✓	✓				
Cross-promotional opportunities throughout the year	✓	✓				
Super sized logo on event banner	✓	✓	✓			
Hyperlinked logo on Foundation website throughout 2024	✓	✓	✓	✓		
Invitation to 2023 Gift Presentation	✓	✓	✓	✓	✓	
Verbal recognition at Sarcoma Stomp event	✓	✓	✓	✓	✓	
Social media recognition (post type and frequency based on sponsorship level)	✓	✓	✓	✓	✓	✓
Provide your giveaways & marketing materials for display at Packet Pickup (optional)	✓	✓	✓	✓	✓	✓
Logo on registration website (16,000 page views) and in race emails (36,000 opened emails)	✓	✓	✓	✓	✓	✓
Optional event site exhibit space with table/chairs (sponsor supplies & sets up tent in space)	✓	✓	✓	✓	✓	✓
Listing in Annual Report	✓	✓	✓	✓	✓	✓
Complimentary Registrations	25	20	15	10	4	2
Logo on Sarcoma Stomp shirt	Sleeve	XX - Large	X-Large	Large	Medium	Small

# 2024 Sarcoma Stomp Sponsorship Commitment Form

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

Website: \_\_\_\_\_

Please email high resolution logos for print (.eps or .ai file) and digital (.png and .jpg file) to [info@paulatakacsfoundation.org](mailto:info@paulatakacsfoundation.org)

## ***Sponsorship Selection:***

Presenting (\$20,000) \_\_\_\_\_

Platinum (\$10,000+) \_\_\_\_\_

Gold (\$5,000) \_\_\_\_\_

Silver (\$3,000) \_\_\_\_\_

Bronze (\$1,200) \_\_\_\_\_

Friend (\$600) \_\_\_\_\_

--OR--

In-Kind Sponsorship, valued at \$ \_\_\_\_\_

**Description of In-Kind Gift:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## ***Payment:***

Please make checks payable to:

The Paula Takacs Foundation for Sarcoma Research

Mail form and check to: PO Box 78416, Charlotte, NC 28271

(\*) In exchange for this contribution level, you will not receive any goods or services and may be able to claim a tax deduction on your federal income tax return as allowed by law. The Paula Takacs Foundation for Sarcoma Research is a charitable organization under Section 501(c)(3) of the Internal Revenue Code (Tax ID# 27-3366677) . Please retain a copy of this form for your tax records and contact your tax advisor should you have any questions.