



2026 SPONSORSHIP OPPORTUNITIES



PTF 2026

EXECUTIVE DIRECTOR

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2026 SPONSORSHIP OPPORTUNITIES

YOUR PARTNERSHIP. LIFESAVING POSSIBILITIES.

Accelerating research, restoring hope, and rallying a community determined to end sarcoma cancer.

DEAR FRIENDS

As Executive Director of the Paula Takacs Foundation, I'm proud to welcome you to another impactful year of partnership and progress. Your generous support is fueling groundbreaking sarcoma cancer research, strengthening patient and family support, and expanding critical awareness throughout North Carolina and beyond.

Together, we're building momentum that will shape lives well into 2026 and for years to come. Every sponsorship and donation brings us closer to faster diagnoses, better treatments, and brighter futures for those affected by this rare cancer. Below is a snapshot of our impact to date, proof of what we can achieve together.

Our Mission

The Paula Takacs Foundation advances innovative sarcoma research, amplifies awareness, and supports patients and families, expanding hope from the heart of North Carolina in the fight against sarcoma cancer.

With gratitude,

Christine Wade
Executive Director



IMPACT AT A GLANCE

- \$4.5M+ total **FUNDS RAISED**
- \$2.7M+ awarded in **RESEARCH GRANTS** to fund clinical trials and translational studies
- \$2M **INVESTED IN THE PAULA TAKACS ENDOWED CHAIR** for Sarcoma Research
- **RESEARCH RECOGNIZED** at the ASCO International Conference
- **NEARLY 13,000 PARTICIPANTS** engaged across signature events
- Direct financial aid provided to **32 SARCOMA FAMILIES IN 2025 ALONE**

ANNUAL EVENTS OVERVIEW

CHAMPIONS CELEBRATION

Celebrate top supporters, inspire giving, and announce recipients of the Foundation's annual research grants.

Audience:

250 donors, business leaders, and advocates

Date:

January 21, 2026

SARCOMA STOMP

Raise critical funds, build community, and increase awareness of sarcoma research needs.

Audience:

1,000+ participants, including families, survivors, and community teams

Date:

April 11, 2026

LIGHT THE NIGHT

Offer a heartfelt gathering to honor, remember, and unite the sarcoma community.

Audience:

100–150 supporters, families, and volunteers

Date:

July 16, 2026 (tentative)

STRIKE OUT SARCOMA (Duke Cancer Institute + Paula Takacs event)

Collaborate with Duke to expand visibility and awareness across North Carolina while raising funds for research.

Audience:

300–400 Triangle-area participants, medical teams, and supporters

Date:

September, 2026

Presenting and top-tier Sarcoma Stomp sponsors, as well as top-tier annual sponsors, will receive added visibility at the Strike Out Sarcoma Duke event as part of their package. Other sponsorship levels may add visibility at this event for an additional fee. See "Add-On" options for details.

CHAMPIONS CELEBRATION SPONSORSHIP OPPORTUNITIES

AN EVENING OF INSPIRATION, IMPACT, AND COMMUNITY

Fueled by You

The Champions Celebration is a powerful and elegant evening honoring the patients, families, researchers, and partners driving meaningful progress in the fight to end sarcoma cancer.

Charlotte's philanthropic community gathers for an unforgettable night featuring moving stories of resilience, live music, cocktails, auctions, and a gourmet dinner. The program also includes the presentation of our annual research grants, awarded through a competitive process to leading sarcoma researchers across North Carolina.

Your sponsorship fuels groundbreaking research, elevates awareness, supports patients and families, and signals your commitment to **better outcomes for those impacted by this rare cancer.**

EVENING CELEBRATION HIGHLIGHTS

- VIP reception with drinks and appetizers
- Gourmet three-course dinner
- Live music
- Silent and live auctions
- Networking with researchers, donors, and Foundation leaders
- Presentation of research grants and mission champion recognition



Wednesday
January 21, 2026



6:00 p.m. – 9:00 p.m.



VIP Reception
5:30 p.m. - 6:00 p.m.



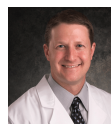
Carmel Country Club
4735 Carmel Road
Charlotte, NC 28226

EMCEE



Scott DeFalco – Actor, National TV Spokesperson & Media Personality

Scott's television career includes roles on General Hospital, Days of Our Lives, and most recently, Tyler Perry's Assisted Living, along with numerous other film and TV appearances. As the national spokesperson for Plexaderm and PowerSwabs, he brings charisma, humor, and heart to guiding the evening's program.



Medical Update & Grant Awards: Joshua C. Patt, MD, MPH, FAOA Levine Cancer Institute

Dr. Patt presents how donor support is fueling cutting-edge sarcoma research and shares recent medical advancements.



Featured Speaker: Kerry M.F. Lindauer, JD Sarcoma Survivor

Kerry shares her inspiring story of surviving synovial sarcoma and the importance of continued research.



Foundation Vision & Personal Story: Christine Wade

**Executive Director
Paula Takacs Foundation**
Christine will share her journey after her daughter, Holly, lost her battle with sarcoma, along with the vision and new initiatives of PTF.

CHAMPION CELEBRATION

2026 Sponsorship Opportunities

PRESENTING SPONSOR (EXCLUSIVE)

\$10,000 - TABLE FOR 10

- Naming rights on all event materials (Champions Celebration Presented by [Sponsor])
- Table for 10 guests
- VIP reception for all guests
- Premium logo placement at step & repeat banner
- Premium signage on all event materials (newsletter, social, event website, etc.)
- Spotlight moment during the program
- Custom slideshow recognition
- Two bottles of wine at dinner
- Two premium drink tickets per guest (20 total)
- Branded cocktail napkins at the bar
- Priority table placement
- Logo year-round on the PTF Website
- Logo in the Annual Impact Report
- On-site sponsor table for giveaways or branded engagement
- Right of first refusal to serve as Presenting Sponsor for the following year

SILVER SPONSOR

\$2,000 - HALF TABLE (5 guests)

- Half table for 5 guests
- VIP reception for all guests
- Logo in printed program & signage
- One bottle of wine at dinner
- Table placement near the program stage
- One premium drink ticket per guest (5 total)
- Shared social media spotlight
- Logo on the event slideshow and emcee recognition from the stage

GOLD SPONSOR

\$5,000 - TABLE FOR 10

- Table for up to 10 guests
- VIP reception for all guests
- Name/logo in program & signage
- Dedicated social media spotlight
- Two bottles of wine at dinner
- Preferred table placement
- Two premium drink tickets per guest (20 total)
- Spotlight recognition during the program and on the slideshow
- On-site sponsor table for giveaways or branded engagement
- Logo in the PTF Annual Impact Report
- Logo year-round on the PTF Website

BRONZE SPONSOR

\$850 - TWO GUESTS

- Two reserved seats (shared Bronze sponsor table)
- VIP reception access for all guests
- One premium drink ticket per guest (2 total)
- Name listed in printed program and event signage (text only)
- Name recognition on event slideshow

Looking for year-round visibility? Upgrade to an **Annual Sponsorship** and receive recognition across all Paula Takacs Foundation signature events — plus Duke's Strike Out Sarcoma. See pages 10-11 for details.

SARCOMA STOMP SPONSORSHIP OPPORTUNITIES

The Sarcoma Stomp is **where our movement began**, and where it continues to grow. On Saturday, April 11, 2026, this signature event will bring together over 1,000 runners, walkers, families, survivors, medical professionals, and community supporters for a powerful day of action, remembrance, and celebration.

At the heart of it all is our Tribute Wall, a poignant display honoring those touched by sarcoma, whether in survivorship or memory. Since its inception, the Stomp has **raised over \$2.5 million** to support local sarcoma research and patient assistance, inspiring hope well beyond race day.



Saturday
April 11, 2026



Christ Lutheran Church
4519 Providence Road
Charlotte, NC 28226

The morning features a professionally timed 5K run and community 3K walk, followed by a vibrant, family-friendly festival with:

- Food & beer trucks, music, games
- Face painting, balloon art, mascots, raffles
- A new vendor marketplace



STOMP SPONSORSHIP LEVELS & BENEFITS SUMMARY

PRESENTING SPONSOR (Exclusive)

\$20,000 - 20 Tickets

Naming rights ("Sarcoma Stomp presented by [Sponsor]"), premier logo across all event materials (website hero, newsletter lead, all signage), Multiple dedicated social posts (before, during, after event), Featured in press/PR mentions where applicable, emcee recognition & speaking opportunity, Premier tent, Exclusive Start/Finish activation sponsor, mile marker sponsor, branded swag giveaways, Levine Cancer Institute Jumbotron, logo visibility at Duke Cancer Institute event. Premier logo placement on the Paula Takacs Annual Impact Report + the PTF website year-round.

DIAMOND SPONSOR

\$10,000 - 15 Tickets

Top-tier logo placement on all event materials. Logo with link on event site, dedicated social post with photo/tag, and feature in newsletter. Premier tent, emcee recognition, exclusive photo backdrop activation sponsor, mile marker sponsor, logo visibility at Duke Cancer Institute event. Premier logo placement on the Paula Takacs Annual Impact Report + PTF website year-round.

GOLD SPONSOR

\$5,000 - 8 Tickets

Mid-tier logo placement on all event materials. Logo with link on event site, feature in newsletter, and social media post. Premier tent, emcee recognition, activation choice shared sponsor (Kids Zone, Tribute Wall, or Entertainment), mile marker shared sponsor. Logo on Annual Impact Report + PTF website.

SILVER SPONSOR

\$3,000 - 6 Tickets

Logo on banner, T-shirt, event website and e-newsletter (priority), premier tent, shared spotlight social post, emcee recognition, mile marker shared sponsor.

BRONZE SPONSOR

\$1,500 - 4 Tickets

Logo on banner, T-shirt, event website and e-newsletter, 10x10 tent, group social media thank-you post.

FRIEND SPONSOR

\$800 - 2 Tickets

Name on sponsor banner, event website, and e-newsletter, 10x10 tent

ACTIVATION STATION ADD-ONS

Presenting, Diamond, Gold, Silver-level sponsors receive Activation Station(s) as part of their sponsorship package, aligning their brand with a high-visibility event touchpoint. All other sponsorship tiers may choose to add on one of the available Activation Stations below, offered on a first-come, first-served basis. These limited opportunities elevate your event presence and deepen engagement with attendees.

Mile Marker Sponsor \$500

Logo signage is placed along the race course to cheer on participants and build awareness.

Water Station Sponsor \$500

Branding opportunity at one of the water stops along the route. Includes signage and optional volunteer engagement.

Recovery Zone Sponsor \$750

Recognition at the post-race cool-down and refreshment area, with signage and optional giveaways.

Volunteer Station Sponsor \$750

Sponsor branding on volunteer check-in signage and opportunity to provide branded shirts, hats, or thank-you items.

Packet Pickup Sponsor \$750

Logo placement and signage at participant packet pickup, either on-site or at pre-event location(s).

Strike Out Sarcoma Recognition (Duke Cancer Institute) \$1,000

PTF is proud to collaborate with Duke Cancer Institute on their Strike Out Sarcoma 10K/5K event in Cary, NC, in September 2026. This add-on includes sponsor name/logo placement on event t-shirts, website, and social media, providing an expanded platform to amplify your impact across the North Carolina sarcoma community.

Looking for year-round visibility? Upgrade to an **Annual Sponsorship** and receive recognition across all Paula Takacs Foundation signature events — plus Duke's Strike Out Sarcoma. See pages 10-11 for details.

LIGHT THE NIGHT SPONSORSHIP OPPORTUNITIES

LIGHT THE NIGHT - FALL 2026

A Community of Light, A Beacon of Hope

Light the Night is a powerful evening of remembrance, unity, and awareness. Held in Uptown Charlotte, this event brings together survivors, families, and advocates to honor those affected by sarcoma while lighting the path forward in the search for cures. The night features a meaningful lighting ceremony, music, appetizers, drinks, and moving personal stories that shine a spotlight on resilience and hope.

With an intentionally smaller crowd of approximately 100-150 guests, Light the Night offers an intimate environment for connection, healing, and shared purpose, making your sponsorship message highly visible and personally impactful.



EVENING CELEBRATION HIGHLIGHTS

- Inspiring evening honoring sarcoma warriors and remembering loved ones
- **Illuminated tribute ceremony** with glowing luminaries of hope
- Charlotte skyline illuminated yellow for sarcoma awareness
- Live music & moving survivor/family stories
- Food and cash bar in a welcoming, community atmosphere
- Community gathering uniting patients, families, supporters, and medical professionals
- Held during Sarcoma Awareness Month to amplify awareness across the region



Wednesday
July 2026



7:00 p.m. – 9:30 p.m.



Tickets
Complementary



Uptown Charlotte, NC

LIGHT THE NIGHT

2026 Sponsorship Opportunities

PRESENTING SPONSOR (EXCLUSIVE)

\$3,800

- Naming rights: Event promoted as Light the Night presented by [Sponsor Name] on all marketing, PR, and signage
- Logo inclusion on PTF Website after the benefit - premier logo placement on event materials, website, event signage, and event slideshow
- Social media spotlight (dedicated post)
- Speaking opportunity during the event
- Featured in digital awareness campaign
- Prime table location near speakers and luminary ceremony
- 8 VIP passes (reserved seating + 3 drink tickets each)
- First right of renewal for the following year
- On-site sponsor table for giveaways or branded engagement
- Recognition in the PTF Annual Impact Report
- Recognition year-round on the PTF Website

SILVER SPONSOR

\$800

- Logo on event signage and slideshow
- Recognition in one group "thank you" social post
- Recognition from the stage during the event
- Inclusion in event slideshow
- 4 VIP passes (reserved seating + 2 drinks per pass)

BRONZE SPONSOR

\$350

- Recognition in digital event media (group acknowledgment)
- Inclusion in event slideshow
- 2 VIP passes (reserved seating + 1 drink per pass)

GOLD SPONSOR

\$1,800

- Prominent logo on event materials (signage, website, and event materials)
- Logo signage near the step and repeat for high-traffic visibility
- Social media recognition (individual sponsor feature post)
- Table at event for giveaways & engagement
- Recognition from the stage during the event
- Inclusion in event slideshow
- 6 VIP passes (reserved seating + 3 drink tickets each)

What is a VIP pass?

VIP guests enjoy:

- Reserved seating with the best view of the illuminated tribute
- Beer, wine, and soft drinks throughout the night
- Access to the VIP check-in line for quick entry sponsorship tier

Looking for year-round visibility? Upgrade to an **Annual Sponsorship** and receive recognition across all Paula Takacs Foundation signature events — plus Duke's Strike Out Sarcoma. See pages 10-11 for details.

ELEVATE YOUR IMPACT YEAR-ROUND

Maximize your sponsorship by extending your visibility across all three of the Paula Takacs Foundation's signature events — **Sarcoma Stomp**, **Champions Celebration**, and **Light the Night** — plus at our partner event with **Duke Cancer Institute's Strike Out Sarcoma** in Cary, NC.

This flexible upgrade amplifies your reach, recognition, and engagement throughout the year by building on your Sarcoma Stomp sponsorship, our cornerstone event.

To unlock All-Event benefits, start with a Sarcoma Stomp sponsorship and apply a fixed upgrade amount based on your sponsorship tier.

ANNUAL SPONSORSHIP PRICING BY LEVEL

(All-Event Upgrade Available with Stomp Sponsorship)

Sponsorship Level	Stomp Base Cost	40% Add-On	All-Event Total (3 Events)	Notes
Presenting Sponsor	\$20,000	\$8,000	\$28,000	Presenting-level benefits at all events + Duke event visibility
Diamond Sponsor	\$10,000	\$4,000	\$14,000	Diamond-level benefits at Sarcoma Stomp + Gold-level benefits at all other events, plus Duke event visibility
Gold Sponsor	\$5,000	\$2,000	\$7,000	Gold-level benefits at all events + Duke event visibility
Silver Sponsor	\$3,000	\$1,200	\$4,200	Silver-level benefits at all events
Bronze Sponsor	\$1,500	\$600	\$2,100	Bronze-level benefits at all events

Friend Sponsorships are Stomp-only and not part of the Annual program.

Annual Diamond = Diamond at Stomp + Gold at Champions & Light the Night, plus Duke visibility.

All other Annual levels align across events.

ALL-EVENT SPONSORSHIP BENEFITS OVERVIEW

BENEFITS	Presenting Sponsor	Diamond	Gold	Silver	Bronze
Event Access & Recognition					
Logo Recognition at all Events	Exclusive Presenting at all 3 Events	✓	✓	✓	✓
Stomp Tickets & Tent	20 Tickets, 10X10 Tent	15 Tickets, 10X10 Tent	8 Tickets, 10X10 Tent	6 Tickets, 10X10 Tent	4 Tickets, 10X10 Tent
Champions Table & VIP Reception	Table of 10	Table of 10	Table up to 10	Half Table (4)	2 Tickets
Light the Night Tickets + Digital Exposure	Featured logo, 8 VIP Tickets	6 VIP Tickets	4 VIP Tickets	2 VIP Tickets	2 Tickets
Duke Stomp Out Sarcoma Race	Logo on T-shirt, Website, Social Media, Branded Giveaway App, 4 Tickets	Logo on T-shirt, Website + 2 Tickets	Logo on T-shirt, Website	-	-
Marketing & Visibility					
Logo on Materials, Shirts, and Signage	Premier	Prominent	Standard	Standard	Basic
Social Media Spotlights	Monthly	Quarterly	Quarterly	Biannual	Biannual
Newsletter + Email Inclusion	✓	✓	✓	✓	✓
Engagement Opportunities					
VIP Reception Access	✓	✓	✓	✓	✓
Speaking / Spotlight Opportunity	Speaking at Stomp, Spotlight & 2 other Events	-	-	-	-
Branded Giveaway Opportunity	✓	Optional	Optional	-	-
Inclusion in the PTF Annual Impact Report & Website	✓	✓	✓	-	-

WHY OUR WORK MATTERS

1%

Sarcoma gets less than 1% of federal cancer research funding.

50%

Many treatments are outdated; survival for some subtypes is below 50%.

60%

Over 60% of cancer patients face financial strain, and sarcoma families often face more.



Low awareness causes delayed diagnoses, especially in young people.



Survivors face PTSD and isolation; our Support from Day One program launches in 2026 to offer emotional and direct support.

Who You're Reaching: **REAL PEOPLE, LOCAL IMPACT**

Partnering with PTF aligns your brand with a trusted 15-year nonprofit making a real difference across Charlotte and North Carolina.

5,000+ engaged email subscribers receive event invites, updates, and stories monthly.

Our loyal local audience supports sponsors, attends events, and spreads awareness.

Signature events draw 1,400+ attendees annually, and Sarcoma Stomp is our largest.

Sponsors enjoy high-visibility logo placement on signage, apparel, programs, and digital platforms, with clickable links.

Gain live recognition, custom engagement, and brand alignment with a life-changing cause.

LET'S PARTNER

Your Support Provides Lifesaving Possibilities

Partnering with the Paula Takacs Foundation fuels critical research, supports patients, and raises sarcoma cancer awareness across North Carolina and beyond. Whether you sponsor a single event or join us year-round, your support helps drive breakthroughs and delivers hope.

READY TO MAKE A DIFFERENCE?

Scan the QR code to complete your sponsorship form online or reach out to:

Christine Wade

Executive Director

Christine@PaulaTakacsFoundation.org



We also offer custom sponsorship packages tailored to your goals, brand, and audience.





Become a Sponsor Today

SCAN THE CODE OR CLICK THE LINK

<https://paulatakacsfoundation.donorsupport.co/page/Sponsorships>



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