



The **10th Annual BIGGSteps Toward Cancer Prevention 5K** is the official **2022 USA Track & Field - New England 5K Championship** and will draw hundreds of USATF-NE members from MA, RI, NH and VT.

BIGGSteps promotes everyday ways people can reduce the risk of developing cancer and is a family-friendly event that attracts both casual and elite runners.

We seek sponsorship from **community leaders** and organizations that reinforce our message that **active, healthy lifestyles reduce the risk of cancer**. Organizations specifically aligned with our cancer prevention goals include those in areas such as **fitness, mobility, rehabilitation, healthy eating and wellness**. Our **community leader sponsors** recognize that we all benefit from healthy communities.

All sponsors are provided exhibit space on race day and are featured prominently on the following promotional materials:

- Event t-shirts
- BIGGSteps.org and ChronoTrack registration websites
- Registration tent banner and racecourse signage
- Sean D. Biggs Memorial Foundation social media—Facebook, Instagram and Twitter
- Live announcements by emcee before the race

*Sponsorship and race proceeds benefit the Sean D. Biggs Memorial Foundation, a tax-exempt 501(c)(3) organization. The Foundation raises awareness of the causes and prevention of cancer, assists those affected by cancer, and supports cancer research. In pursuit of its mission, the Biggs Foundation supports several organizations including the **Lank Cancer Center at Beth Israel Deaconess Hospital - Needham** and **Camp Kesem**, summer camps supporting children through and beyond their parents' cancer. The Foundation and BIGGSteps events are **100% volunteer-run and all net proceeds are donated** to organizations aligned with the mission of the Foundation.*

FOUNDATION FACTS

- The Sean D. Biggs Memorial Foundation is a **tax-exempt 501(c)(3)** organization established in 2012
- The Foundation and its BIGGSteps events in Boston and Kansas City are **100% volunteer-run**—there are no paid staff and all net proceeds are donated to organizations aligned with the mission of the Foundation
- The Foundation reaches a **community of 2,000+ runners** through email, social media and exhibiting at races to promote cancer prevention
- Boston BIGGSteps expects over 600 participants in 2022
- Kansas City BIGGSteps expects over 500 participants in 2022
- Foundation President **Nate Bukaty** is an on-air sports media personality (Major League Soccer, MLB Network, Sports Radio 810 WHB) with **over 43,000 Twitter followers**
- The Foundation has **raised and disbursed over \$700,000** to benefit cancer research, treatment and care organizations
- The Foundation has strategic relationships with world class cancer-fighting organizations including **Beth Israel Deaconess Hospital, Children's Mercy Hospital, University of Kansas Cancer Center and Kesem**

Online presence:

- biggsteps.org
- facebook.com/BIGGSteps/
- twitter.com/BIGGSteps
- instagram.com/biggesteps/

BIGGSteps SPONSORSHIP LEVELS

PRESENTING SPONSOR \$10,000

- 'BIGGSteps New England 5K Championship presented by ABC Co.' and your company's branding will be included on promotional materials and event items
- Sole sponsor featured in start/finish area, including finish line break tape
- Sole sponsor featured on branded photo overlays and finish line video clips (10-15 seconds, downloadable and Facebook-shareable, avg 5-7 views per athlete)
- 'Presented by logo' featured in all print and social media, t-shirts, banners, race results page and Facebook-sharable digital finisher certificates
- Includes 10 registrations for the 5K

PLATINUM SPONSOR \$5,000

- **Official sponsor of the BIGGSteps post-race party**
- Work with our planning team to add custom features to the party venue that highlight your business
- Highlighted as a **PLATINUM** sponsor in print and social media
- Featured as a top sponsor on 5K results page and Facebook-sharable digital finisher certificates
- Includes 10 registrations for the 5K

CANCER PREVENTION WALK SPONSOR \$5,000

- 'BIGGSteps Cancer Prevention Walk presented by ABC Co.' and your company's branding will be included on promotional materials and event items
- Work with our planning team to add custom features to the walk route that highlight your business
- Highlighted as a Cancer Prevention Walk sponsor in print and social media
- Featured as a top sponsor on 5K results page and Facebook-sharable digital finisher certificates
- Includes 10 walk registrations

CUSTOM BIB SPONSOR \$2,500

- Custom branding on each participant bib
- Bib tear off coupon customized to your business
- Includes 8 registrations for the 5K

WATER STATION SPONSOR \$1,500

- Customized water station featuring your branding
- Includes 4 registrations for the 5K

KIDS DASH SPONSOR \$1,500

- Custom signage and finish area featuring your branding
- Includes 4 registrations for the 5K

GOLD SPONSOR \$500 TO \$1,499

- (unlimited sponsorships available)
- Includes registrations for the 5K

BIGGSteps
...Toward Cancer Prevention

