



# RunTough<sup>®</sup>

## FAMILY FUN DAY

Presented by: **GENTHE** AUTOMOTIVE



**SEPTEMBER 28, 2025**  
DURING CHILDHOOD CANCER  
AWARENESS MONTH

**SALINE, MICHIGAN**  
VIRTUAL RUN



### SPONSORSHIPS

**\$20,000 - Presenting Sponsor**

**\$15,000 - Platinum Sponsor**

Title sponsor options

- + Virtual Race
- + 5K Race
- + 1M Race

**\$10,000 - Gold Sponsor**

Title sponsor options

- + Punt, Pass, & Kick Competition
- + Family Fun Zone
- + T-shirt
- + Food Trucks
- + Charity Fair
- + Tot Race
- + Opening Ceremony
- + Music
- + Registration

**\$5,000 - Silver Sponsor**

**\$2,500 - Bronze Sponsor**

**\$1,000 - Orange Sponsor**

**\$500 - Yellow Sponsor**

### ABOUT THE EVENT

Started in honor of Chad Carr, RunTough remains a cornerstone event for the ChadTough Defeat DIPG Foundation. Since its inception in 2014, the event has raised almost \$3 million and inspired more than 19,000 registrations. **Now reimagined to provide even more excitement and inclusivity, the event features cross-country-style races (5K and 1M) and an expanded lineup of activities.**

Participants can enjoy a **Punt, Pass, & Kick Competition, food trucks, a DJ, a tot race, and a family fun zone** full of activities for all ages. The **virtual race option** continues to allow supporters from anywhere in the world to register and receive an official event shirt, whether they choose to run, walk, or cheer from the sidelines.

RunTough is more than a day of fun—it's a powerful event that raises critical dollars to fund groundbreaking research for childhood brain cancer and provide navigation services to support families facing this devastating disease. Together, we honor Chad's memory, celebrate his birthday, and work toward a future where no family has to endure the pain of losing a child to DIPG.



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## SPONSORSHIP BENEFITS

Below are the benefits with each level of sponsorship available for RunTough 2025.

### PRESENTING \$20,000

Mention in event press release  
Podium recognition  
Recognition in all event communications  
Promotional space with tent & table (optional)  
Logo on race t-shirt  
Exclusive social media recognition via posts  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
10 complimentary race entries

### PLATINUM \$15,000

Podium recognition  
Recognition at title sponsorship location  
Promotional space with tent & table (optional)  
Logo on race t-shirt  
Exclusive social media recognition via stories  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
8 complimentary race entries

### GOLD \$10,000

Podium recognition  
Recognition at title sponsorship location  
Promotional space with tent & table (optional)  
Logo on race t-shirt  
Exclusive social media recognition via stories  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
6 complimentary race entries

### SILVER \$5,000

Podium recognition  
Recognition on sponsor-level group banner  
Promotional space with tent & table (optional)  
Logo on race t-shirt  
Social media recognition grouped by level  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
4 complimentary race entries

### BRONZE \$2,500

Promotional space with tent & table (optional)  
Logo on race t-shirt  
Social media recognition grouped by level  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
3 complimentary race entries

### ORANGE \$1,000

Promotional space with table (optional)  
Name on race t-shirt  
Social media recognition grouped by level  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
2 complimentary race entries

### YELLOW \$500

Social media recognition grouped by level  
Race bag contribution (optional)  
Logo placement on event website  
DJ shoutout  
Recognition on sponsor thank you insert  
2 complimentary race entries

**Please join us for an unforgettable afternoon focused on providing HOPE to families affected by childhood brain cancer!**