



## SPONSORSHIPS

### \$20,000 - Presenting Sponsor

### \$15,000 - Platinum Sponsor

First come, first served - title sponsor options

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

### \$10,000 - Gold Sponsor

First come, first served - title sponsor options

- + Opening Ceremony
- + Awards
- + Family Fun Zone
- + Registration
- + T-shirt
- + Starting Line
- + Finish Line

### \$5,000 - Silver Sponsor

### \$2,500 - Bronze Sponsor

### \$1,000 - Orange Sponsor

### \$500 - Yellow Sponsor

See next page for complete sponsorship benefits at each level.



# RunTough®

for ChadTough Defeat DIPG 5K & 1M



SUNDAY AFTERNOON  
SEPTEMBER 27, 2026  
DURING CHILDHOOD CANCER  
AWARENESS MONTH

SALINE, MICHIGAN –OR– VIRTUAL RUN

## ABOUT THE EVENT

Established in honor of Chad Carr, RunTough for ChadTough is a cornerstone fundraising event for the ChadTough Defeat DIPG Foundation and is one of the foundation's most impactful and beloved events. Since launching in 2014, it has raised more than \$3 million and inspired over 19,000 registrations through its family-friendly 5K and 1M Fun Run, as well as a popular virtual option that allows supporters to participate from anywhere. The event's footprint continues to expand through local events hosted by ChadTough Family Partners and other DIPG/DMG families, extending the reach and impact of the foundation's mission into communities nationwide.





for **ChadTough Defeat DIPG 5K & 1M**



## SPONSORSHIP BENEFITS

Below are the benefits with each level of sponsorship available for RunTough 2026.

PRESENTING <b>\$20,000</b>	PLATINUM <b>\$15,000</b>	GOLD <b>\$10,000</b>	SILVER <b>\$5,000</b>	BRONZE <b>\$2,500</b>	ORANGE <b>\$1,000</b>	YELLOW <b>\$500</b>
Mention in event press release	Podium recognition	Podium recognition	Podium recognition	Promotional space with tent & table (optional)	Promotional space with table (optional)	Social media recognition via stories grouped by level
Podium recognition	Recognition at title sponsorship location	Recognition at title sponsorship location	Recognition on sponsor-level group banner	Logo on race t-shirt	Name on race t-shirt	Race bag contribution (optional)
Recognition in all event communications	Promotional space with tent & table (optional)	Promotional space with tent & table (optional)	Promotional space with tent & table (optional)	Social media recognition via stories grouped by level	Social media recognition via stories grouped by level	Logo placement on event website
Promotional space with tent & table (optional)	Logo on race t-shirt	Logo on race t-shirt	Logo on race t-shirt	Race bag contribution (optional)	Race bag contribution (optional)	DJ shoutout
Logo on race t-shirt	Exclusive social media recognition via stories	Exclusive social media recognition via stories	Social media recognition via stories grouped by level	Logo placement on event website	Logo placement on event website	Recognition on sponsor thank you insert
Exclusive social media recognition via posts	Race bag contribution (optional)	Race bag contribution (optional)	Race bag contribution (optional)	DJ shoutout	DJ shoutout	2 complimentary race entries
Race bag contribution (optional)	Logo placement on event website	Logo placement on event website	Logo placement on event website	Recognition on sponsor thank you insert	Recognition on sponsor thank you insert	Recognition on sponsor thank you insert
Logo placement on event website	DJ shoutout	DJ shoutout	DJ shoutout	3 complimentary race entries	2 complimentary race entries	
DJ shoutout	Recognition on sponsor thank you insert	Recognition on sponsor thank you insert	Recognition on sponsor thank you insert			
Recognition on sponsor thank you insert	8 complimentary race entries	6 complimentary race entries	4 complimentary race entries			
10 complimentary race entries						

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