



RunTough®

for ChadTough Defeat DIPG 5K & 1M

SUNDAY AFTERNOON
SEPTEMBER 27, 2026
DURING CHILDHOOD CANCER
AWARENESS MONTH

**5K IS
BACK!**

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.

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.





for ChadTough Defeat DIPG 5K & 1M



SPONSORSHIP BENEFITS

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

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 via stories 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 via stories 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 via stories 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 via stories 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!

