



Sponsorship Opportunities

4th Annual Event

Date: May 17, 2026

Location:
Playland Park, Rye, NY

Our Mission & Impact

The SOUL RYEDERS Half Marathon & 5K provides a venue to highlight the importance of individual well-being and physical activity as a powerful tool during and after cancer. Our certified race course creates a supportive community where participants of all ages and abilities come together for health, hope, and healing.

Mission Impact Annually

415

Clients Served
in NY, NJ & CT

28

Different Types
of Cancers

15-93

Years Old

932

Volunteers

2,853

Volunteer Hours

Event Highlights & Reach

Local Impact

38% of participants are from Westchester County, creating strong local community engagement and brand visibility

Digital Reach

41,000+ social media views during race month, amplifying sponsor visibility across multiple platforms

Corporate Engagement

Employee group volunteer opportunities provide team-building experiences while supporting a meaningful cause

Brand Alignment

Socially responsible corporate brand visibility aligned with health, wellness, and community support values

Sponsorship Financial Impact

- 85% of contribution directly supports our mission to provide personalized resources, programming and peer connection to those impacted by cancer
- 15% of contribution serves to enhance cancer awareness through the race event

2,100+

Registered
Participants

230+

Race Day
Volunteers

22

States
Represented

11

Countries
Participating

Sponsorship Opportunities



Sponsorship Level	Investment	Key Benefits
Champion	\$25,000+	Premier sponsor, logo at start/finsh, dedicated marketing visibility, logo on race t-shirt, race bag inclusion, complimentary race entries
Advocate	\$10,000	Logo on all marketing materials and race shirt, race bag inclusion, complimentary entries, volunteer opportunities
Partner	\$5,000	Marketing materials inclusion, race bag presence, complimentary race entries
Supporter	\$2,500	Logo in select marketing, race bag materials, race entries
Friend	\$1,000	Table on race day, logo inclusion, race bag materials, complimentary entries
Water Station	\$500	Water station signage
Mile Marker	\$250	Dedicated mile marker signage along the race course

Engagement Opportunities

- * **Volunteer Team:** Companies can gather groups to volunteer on race day and contribute in a meaningful way. From an employee group working a water station together to individual course marshalls guiding participants.
- * **Participant Team:** Companies can build a group to take part in the event as runners and walkers in either distance. Encourage employees to raise funds and set up a company match to grow support!

Partner With Us

Join SOUL RYEDERS in promoting health, wellness, and community support while gaining valuable brand exposure to over 2,100 participants and thousands of community members.

Ready to become a sponsor?

Contact us today to discuss how your organization can make a meaningful impact while achieving your marketing goals. Together, we can create a partnership that makes a difference.



soulryeders.org/sr-race-info
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SOUL RYEDERS® is a 501(c)(3) non-profit organization, tax # 47-3803900. Your sponsorship is tax-deductible to the extent allowed by the law.