



# Sponsorship Overview

## Our Mission & Impact

SOUL RYEDERS provides personalized resources, innovative programs and community support to anyone in the New York Tri-State area impacted by any type of cancer.

## 4th Annual Event

The SOUL RYEDERS Half Marathon & 5K at Playland Park in Rye, NY 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.

### Annual Impact



# Event Highlights & Reach

### Local Impact

The largest concentration of participants comes from Westchester County, with strong representation from NYC, New Jersey, and Connecticut—offering sponsors both local connection and regional brand visibility.

### Brand Alignment

Purpose-driven brand alignment with health, wellness, and community care—through direct support of individuals and families impacted by cancer.

### Community Engagement

2,100+ participants and 230+ race-day volunteers engage with sponsors through on-site experiences, branded materials, and in-person interactions.

### Global Reach

National and global reach with participants from 22 states and 11 countries taking part in race day events.

### Corporate Engagement

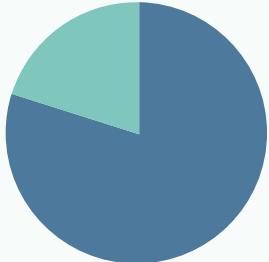
Employee volunteer opportunities provide meaningful team-building experiences while supporting a vital community cause.

### Digital Footprint

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

### Sponsorship Impact

- 85% of contribution directly supports our mission to provide resources, programs & support to those impacted by cancer.
- 15% of contribution enhances cancer awareness through the race event.



**“** To know there are people who care for us and understand the journey is so wonderful and appreciated. It brings me to tears every time, warms my heart, and makes me remember I am not alone in this fight.

— A grateful client, Buchanan NY





# Sponsorship Opportunities

Corporate Sponsorship Opportunities	Be Our Champion \$25,000+	Be Our Advocate \$10,000	Be Our Partner \$5,000	Be Our Supporter \$2,500	Be Our Friend \$1,000
Prominent placement of logo as Champion sponsor on the start/finish chute	★				
Dedicated email & social media post announcing partnership with logo, company link & quote	★	★			
Logo on race participant t-shirt	★	★			
Logo placement on side truss signs at start/finish line	★	★	★		
Opportunity to host a table at the race	★	★	★	★	★
Logo and company link on all digital race promotion (including website)	★	★	★	★	★
Opportunity to place marketing materials in participant race bag and/or at race weekend registration/info tables	★	★	★	★	★
Complimentary race entries for the half marathon and 5k	10	6	4	3	2

## Engagement Opportunities

**Event Support Team:** Companies gather groups of volunteers to support race day operations. Opportunities range from working water stations to course marshaling. Team members build camaraderie as they work together in a new environment.

**Race Team:** Companies build a race team to run or walk either distance. Employee teams raise funds, train together, and build rapport through this shared experience. We encourage organizations to set up a company match to grow donations and impact.

## Ready to become a sponsor?

Contact us today at [lia@soulryeders.org](mailto:lia@soulryeders.org) 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.

For more information about SOUL RYEDERS visit, [soulryeders.org](http://soulryeders.org)  
For more information about the Half Marathon & 5K visit, [Soulryeders.org/sr-race-info](http://Soulryeders.org/sr-race-info)



“ This is my FAVORITE RACE! It's the time of year, the track, the vibe, the people, the easy access, the goals to raise awareness about cancer, and the beautiful homes that make it so great. Also I got my personal best at this race two years ago! ”

—A race participant and donor, Pelham, NY