



**GILDA'S CLUB
SOUTH FLORIDA**

An Affiliate of the
CANCER SUPPORT COMMUNITY

GILDA'S RACE FOR HOPE

PRESENTED BY



THE GUITAR HOTEL



HOLLYWOOD, FL



5K WALK & RUN
October 3, 2026

SPONSORSHIP DECK

A Color Run for Courage, Community & Celebration

WITH GILDA'S CLUB SOUTH FLORIDA.

Gilda's Club South Florida is named after the late, great, and hilariously beloved comedian Gilda Radner, one of the original cast members of Saturday Night Live. When Gilda was diagnosed with cancer, she found strength in support groups and dreamed of a place where people facing cancer could laugh, cry, learn, and grow together. That dream became a reality with Gilda's Club - a haven of hope, healing, and human connection.

At Gilda's Club South Florida, we carry on Gilda's legacy with bold color, big laughs, and boundless compassion. We provide free support for anyone impacted by cancer, including patients, survivors, caregivers, and loved ones. Our clubhouse is a vibrant, welcoming space filled with workshops, support groups, educational lectures, social events, and healthy lifestyle activities. All of our programs are completely free of charge because cancer support should never come with a price tag.

ABOUT GILDA'S RACE FOR HOPE

Gilda's Race for Hope is a colorful 5K Walk & Run bringing together cancer survivors, families, and supporters to raise awareness and critical funds for Gilda's Club South Florida. This isn't your ordinary race, it's a Color Run-style celebration bursting with energy, laughter, and community spirit. Participants of all ages and abilities unite to honor loved ones, celebrate survivorship, and promote hope, healing, and resilience. Every step taken and every splash of color thrown helps provide free programs and services to those facing cancer in our community. This event is more than a race - it's a movement of hope.

SNAPSHOT OF GILDA'S CLUB SOUTH FLORIDA'S IMPACT

1,387

individuals were served
within the last year

6,767

total visits to all of our
programs within the
last year

322

total healthy living
programs were offered
within the last year

215

total support & networking
groups were offered within
the last year

SNAPSHOT OF GILDA'S CLUB SOUTH FLORIDA'S SOCIAL REACH

4,344

total organic audience
on Facebook

1,897

total organic audience
on Instagram

2,562

total organic audience
on LinkedIn

14,514

total reach through e-mail
marketing

WHY PARTNER WITH WITH GILDA'S CLUB SOUTH FLORIDA.

Partnering with Gilda's Club South Florida means aligning your brand with a trusted, impactful nonprofit serving thousands of individuals and families throughout the region. Your sponsorship directly supports free cancer support services, including counseling, support groups, educational programs, and more.

As a sponsor of Gilda's Race for Hope, you will:

- Connect with a diverse and passionate community
- Receive high-visibility brand exposure before, during, and after the event
- Demonstrate your company's commitment to health, wellness, and social responsibility
- Be part of an uplifting, unforgettable experience that participants cherish year after year



HOW IT'S DONE



REACH

over 400 individuals in the South Florida community at the Gilda's Race for Hope event



MARKET

your products or services at Gilda's Race for Hope through a on-site activation in our vendor village



ENHANCE

your credibility by aligning with a trusted local nonprofit and high-impact charity supporting those impacted by cancer

PRESENTING SPONSOR - \$15,000

One Sponsorship Available

- Naming rights: Gilda's Race for Hope presented by (Your Company)
- Premier logo placement on all event materials, event marketing, t-shirts, and signage
- Verbal recognition during opening and closing ceremonies
- (1) spotlight video up to 60 seconds that will be shared on Gilda's Club social media
- A spotlight interview onsite at the event to be shared in the recap video
- Speaking opportunity during event opening ceremony
- Vendor booth at race
- 25 complimentary race entries

SURVIVOR SPONSOR - \$10,000

One Sponsorship Available

- Logo placement on all event materials, event marketing, t-shirts, and signage
- A spotlight interview onsite at the event to be shared in the recap video
- A spotlight video up to 45 seconds that will be shared on Gilda's Club social media
- Verbal recognition during the opening ceremony
- Logo on special Survivor/Gilda's Member T-Shirt
- Opportunity to provide a special gift to survivors/ Gilda's Club Members
- Vendor booth at race
- 20 complimentary race entries

CHAMPION OF HOPE MEDAL SPONSOR - \$7,500

One Sponsorship Available

- Logo placement on all event materials, event marketing, t-shirts, and signage
- Exclusive logo featured prominently on Gilda's Race for Hope medal to all participants
- A spotlight interview onsite at the event to be shared in the recap video
- Verbal recognition during opening ceremony
- Vendor booth at race
- 15 complimentary race entries

POWER WALKER SPONSOR - \$5,000

- Logo placement on all event materials, event marketing, t-shirts, and signage
- A spotlight interview onsite at the event to be shared in the recap video
- Verbal recognition during the opening ceremony
- Vendor booth at race
- 10 complimentary race entries

RACE SHIRT SPONSOR - \$3,500

- Logo placement on all event materials, event marketing, and signage
- Logo placement on the official Race for Hope T-shirt
- Vendor booth at race
- 10 complimentary race entries

PHOTOBOOTH SPONSOR - \$3,000

- Logo placement on all event materials, event marketing, t-shirts, and signage
- Logo featured on printed or digital photos
- Vendor booth at race
- 8 complimentary race entries

HOPE SPONSOR - \$2,500

- Logo placement on all event materials, event marketing, t-shirts, and signage
- Vendor booth at race
- 6 complimentary race entries

WATER STATION SPONSOR - \$1,000

One Sponsorship Available

- Logo placement on all event materials, event marketing, t-shirts, and signage
- Branded tablecloth and signage at one water station on the route
- Vendor booth at race
- 4 complimentary race entries



VENDOR BOOTH - \$500

- Vendor booth at race
- Name recognition on email campaign, event signage, social media, and event page
- Opportunity to have company logo or name displayed on a route marker along the route
- 2 complimentary registrations for the event



ROUTE MARKER - \$250

- Opportunity to have company logo or name displayed on a route marker along the route



More Sponsorship Opportunities Available Upon Request



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PROCEEDS BENEFIT GILDA'S CLUB SOUTH FLORIDA

Gilda's Club South Florida's mission is to uplift and strengthen people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

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