



# IOWA HOPE RUN

Sponsor Packet

---

*Supporting brain tumor research, care, and the families we serve*



# Why Iowa Hope Run

A Community United for Brain Tumor Awareness

---

## Mission

**Iowa Hope Run** brings communities together to raise awareness and critical funding for brain tumor research, patient support, and family services. Through an inclusive, statewide event, we honor survivors, remember loved ones, and support organizations working every day to change outcomes for those affected by brain tumors.

## Why This Run Matters



### Community-Driven

Built on decades of grassroots participation and volunteer leadership across Iowa.



### Direct Impact

Funds support brain tumor research, patient care, and family support services.



### Trusted Partners

Proceeds benefit established nonprofit organizations with proven, measurable impact.

---

*Formerly Race for Hope DSM • Continuing a legacy of impact across Iowa*

# Who We Support

Proceeds from Iowa Hope Run support three trusted nonprofit organizations working to improve outcomes for individuals and families affected by brain tumors

---



## **Dragon Master Initiative**

Supports brain tumor patients and families through advocacy, education, and direct support services

---



## **National Brain Tumor Society**

Funds research, advances public policy, and drives innovation to improve outcomes for those affected by brain tumors

---



## **Children's Cancer Connection**

Provides year-round programs and support services for children with cancer and their families across Iowa

---

# Impact at a Glance

---

Through participant support and sponsor partnerships, Iowa Hope Run generates meaningful funding and awareness for brain tumor research and family support.

---

**\$389,673+**

Total funds raised in support of brain tumor research and family services

**8,146**

Participants and supporters engaged across Iowa and surrounding states

---

**13 Years**

Of community-led fundraising and awareness

**3**

Trusted partners supporting research, advocacy, and family services

---

## How Funds are Used

Iowa Hope Run is organized and led entirely by volunteers. With no paid staff, event proceeds are directed to our beneficiary partners to support brain tumor research, advocacy, and direct services for individuals and families affected by brain tumors. This volunteer-driven model allows sponsorships and participant fundraising to have a direct and meaningful impact.

---

# Sponsorship Levels

---

Iowa Hope Run sponsorships are designed to provide meaningful, visible ways for businesses and organizations to support brain tumor awareness while engaging directly with participants and families on Race Day.

---

## All Sponsors Receive Recognition Including

- Recognition on Iowa Hope Run social media channels
- Company name listed on the event website
- Race day recognition by the event emcee
- Opportunity to host a table or booth on race day

---

## Available Sponsorship Opportunities

Sponsorship opportunities are limited and offered on a first-come, first-served basis. Early commitment is encouraged and appreciated.

### Turn Sponsor – \$100 (7 available)

- Company name displayed on course signage at a trail turn

### Mile Sponsor – \$200 (6 available)

- Company logo displayed on a designated mile marker

### Water Station Sponsor – \$300 (2 available)

- Company logo displayed at a water station

### Refreshments Sponsor – \$500 (1 available)

- Company logo displayed in the refreshment area

### Start Line Sponsor – \$750 (1 available)

- Company logo displayed at the start line
- Opportunity to include products or materials in participant swag

### Community Champion – \$1,000 (Limited Availability)

- Company logo displayed on participant shirts
  - Prominent, event-wide recognition
-

# How to Become a Sponsor

---

Thank you for considering a sponsorship of Iowa Hope Run. Your support helps advance brain tumor awareness while directly supporting individuals and families impacted by brain tumors.

## Getting Started

---

Becoming a sponsor is simple:

1. **Select** a sponsorship level that best fits your organization
2. **Contact** us to confirm availability and placement
3. **Submit** sponsorship payment and artwork by the requested deadline

Our team will work with you to ensure your organization is recognized appropriately on race day and across event communications

## Important Information

---

- Sponsorships for Iowa Hope Run are processed by Dragon Master Initiative, a registered 501(c)(3) nonprofit organization
- Sponsorships may be tax deductible as allowed by law
- Appropriate documentation is available upon request

## Contact Information

---

For sponsorship questions or to reserve a sponsorship opportunity, please contact:

**Iowa Hope Run Sponsorship Team**

Email: [sponsor@iowahoperun.org](mailto:sponsor@iowahoperun.org)

Website: [iowahoperun.org](http://iowahoperun.org)

---

*We are grateful for your support and partnership in making the Iowa Hope Run a meaningful and impactful community event*

*To reserve a sponsorship opportunity, please complete the Sponsorship Commitment Form on the following page*

---

# Sponsorship Commitment Form

---

Thank you for your support of Iowa Hope Run. Please complete the information below to reserve your sponsorship opportunity

## Organization Information

---

Business/Organization Name \_\_\_\_\_  
Primary Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Email Address \_\_\_\_\_ Phone Number \_\_\_\_\_

## Sponsorship Selection

---

*(Please select one)*

- |                                                        |                                                       |
|--------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Turn Sponsor - \$100          | <input type="checkbox"/> Mile Sponsor - \$200         |
| <input type="checkbox"/> Water Station Sponsor - \$300 | <input type="checkbox"/> Refreshments Sponsor - \$500 |
| <input type="checkbox"/> Start Line Sponsor - \$750    | <input type="checkbox"/> Presenting Sponsor - \$1,000 |

## Recognition & Materials

---

How should your organization name appear for recognition

---

Will you provide a logo for use in event materials  Yes  No

If yes, please submit logo artwork to [sponsor@iowahoperun.org](mailto:sponsor@iowahoperun.org)

Would you like to include product or materials in participant swag?  Yes  No

## Payment Information

---

- |                                             |                                                               |
|---------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Check enclosed     | <input type="checkbox"/> Invoice requested                    |
| <input type="checkbox"/> Check to be mailed | <input type="checkbox"/> Credit Card (details to be provided) |

## Authorization

---

By signing below, I confirm my organization's commitment to the sponsorship level selected above and grant Iowa Hope Run and its beneficiary organizations permission to use our organization's name, logo, and likeness in event-related materials, including promotional materials, social media, websites, print publications, and event signage. I understand that photographs and video recordings may be taken during Iowa Hope Run events and activities and grant permission for our organization to be included in such media for promotional and informational purposes without compensation.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

---