CANCER HAS MANY COLORS, AVERA SUPPORTS THEM ALL

CARE

The Avera Race helps fund whole-person cancer care, supporting patients physically, emotionally, and spiritually. Your sponsorship provides access to vital programs, survivorship services, and advanced treatments through the Avera Cancer Institute. Together, we're ensuring every patient feels supported and seen at every stage of their journey.

COMMITMENT

For 38 years, the Avera Race has committed 100% of proceeds to the Avera Cancer Institute, raising over $13 million to date. Every dollar stays local to enhance care and comfort for patients and families. Your support directly fuels that mission and makes a lasting difference in the lives of many.

COMMUNITY

With events in six communities across Avera's 72,000-square-mile region, the Race has united hundreds of thousands of participants in support of local cancer care. When you sponsor the Race, you're joining a movement that uplifts survivors, honors loved ones, and strengthens the communities where we live, work, and heal — together.

38TH ANNUAL AVERA RACE AGAINST CANCER

MAY 9, 2026

YOUR PARTNERSHIP SUPPORTS:

- SCREENING & DETECTION
- ADVANCED TECHNOLOGY AND RESEARCH
- PATIENT RESOURCES
- WHOLE PERSON CARE

LEARN MORE AT AVERARACE.ORG

AVERA race AGAINST CANCER SPONSORSHIP OPPORTUNITIES AND RECOGNITION	VIP $15,000	PREMIER $10,000	MARATHON $7,500	RUNNER $5,000	SIDELINE $1,000
Complimentary Avera Race Registrations	30	25	20	15	5
PRE-EVENT RECOGNITION					
Logo on television commercial*	X				
Logo on flyer and poster**	X	X			
Logo included in email communication	X	X			
Logo on event promotional signage**	X	X	X		
Promotion on Avera Race Facebook	X	X	X	X	
Logo on AveraRace.com	X	X	X	X	X
RACE DAY RECOGNITION					
Share promotional video during live broadcast	X				
Logo included on 6,500+ participant placards	X				
Business recognized in PA announcements	X	X			
Logo included on 6,500+ participant shirts**	X	X	X		
Logo on main stage digital board	X	X	X	X	
Logo on event signage**	X	X	X	X	
Inclusion in digital participant packet	X	X	X	X	X
Vendor space on location	X	X	X	X	X
POST-EVENT RECOGNITION					
Logo on post event communications	X	X			
Logo included in thank-you email	X	X	X	X	

Greater partnership opportunities are also available. Materials may vary based on date of commitment.
Sponsorships may be customizable, please contact our team at AveraRace@avera.org for more information.

* - Pledge due by 2/1/26

** - Pledge due by 3/1/26