

Elle
Childhood cancer survivor.
2026 Lauren's Run 5K Medalist.

LAUREN'S RUN & PICNIC | cure CHILDHOOD CANCER

2027 SPONSORSHIP OPPORTUNITIES



Every step has a purpose. *Every sponsor makes it possible.*







About Lauren's Run & Picnic

For more than three decades, *Lauren's Run & Picnic* has brought families, friends, and the community together for a day filled with fun, connection, and purpose.

Each year, more than 1,800 participants and supporters come out to run, walk, celebrate, and stand alongside children and families facing childhood cancer.

On Sunday, April 25, 2027, the 33rd annual *Lauren's Run & Picnic* moves to a new venue at Heisman Field at Atlanta Athletic Club in Johns Creek! The day kicks off with a 5K, a family fun run, and a Tot Trot, followed by the much-loved CURE Picnic. From inflatables and games to face painting, arts and crafts, and lunch, there's something for everyone to enjoy.

Sponsoring *Lauren's Run & Picnic* is a chance to bring employees, friends, and families together for a fun and meaningful day while connecting with an engaged community of CURE supporters. It's also a great opportunity to show your commitment to children and families facing childhood cancer, with sponsorship benefits that offer visibility and recognition both leading up to and during the event.

And the impact extends far beyond race day. Since its inception, *Lauren's Run & Picnic* has raised more than $6.7 million to help fund lifesaving childhood cancer research and provide critical support to families in the fight.

Sunday,
April 25, 2027

Heisman Field at
Atlanta Athletic Club

5k Race, Family Fun Run/Walk,
Tot-Trot, and Family Picnic

Fun Games, Face Painting,
Inflatables, Music, Prizes,
Arts & Crafts

Full Lunch

WHY BELIEVE IN CURE?



Cancer is the leading cause of death by disease in children, and diagnoses are on the rise. Yet the federal government allocates a mere 5% of its research funding to focus on pediatric cancers. CURE stands in the gap – funding targeted research that will save lives and give children their best chance at a bright future.

In the last 10 years, CURE has invested more than $48 million in lifesaving research focused on helping children with the most difficult cancers. CURE is the leader in advancing precision medicine, which tailors treatment to the unique genetic makeup of each child's cancer rather than relying on a one-size-fits-all approach.

CURE also supports families devastated by childhood cancer through programs designed to meet a family's emotional, practical, and financial needs. From emergency financial assistance to meals and counseling, CURE is committed to walking alongside families throughout their cancer journey.

Banks, Age 8
leukemia

Charity Navigator
FOUR-STAR

For the 18th consecutive year, CURE has earned a four-star rating, the highest possible, from Charity Navigator, America's premier assessment organization for sound fiscal management, accountability, and transparency.

"Only 1% of the charities we evaluate have received at least 18 consecutive 4-star evaluations, indicating that CURE Childhood Cancer outperforms most other charities in America."
- Michael Thatcher, CEO, Charity Navigator

BE IN GOOD COMPANY

Become a sponsor and join a community of businesses and individuals who have supported *Lauren's Run & Picnic*.



Meme, Age 8
spinal tumor

WHY PARTNER WITH CURE?

MAKE A MEANINGFUL IMPACT: Help advance lifesaving childhood cancer research and provide critical support to children and families facing a childhood cancer diagnosis.

INSPIRE EMPLOYEE ENGAGEMENT: Give your team an opportunity to rally around a meaningful mission, build connections, and take pride in the difference your company is making.

ELEVATE YOUR BRAND: Connect your company with CURE's extensive network of supporters through event recognition, marketing opportunities, and exposure to an engaged community of business and philanthropic leaders.

STRENGTHEN COMMUNITY CONNECTIONS: Demonstrate your company's commitment to giving back while building meaningful relationships with others who share your passion for making a difference.

CURE Childhood Cancer's Large and Engaged Community of Supporters

370k+	17k+	4k+	71k+	79k+
followers	followers	followers	emails	monthly web visitors

SPONSORSHIP LEVELS

SPONSORSHIP OPPORTUNITIES	PRESENTING $35,000	DIAMOND $20,000	PLATINUM $15,000	GOLD $10,000	SILVER $5,000	BRONZE $2,500	FRIEND OF RUN $1,000
Recognition in Event Name (*Lauren's Run & Picnic* Presented by [Name])	Included						
Inclusion on Billboard Ads	Included						
Access to Tented VIP Area	Included						
Logo on CURE Facebook Cover Image*	Included						
Logo on Event Step and Repeat	Included	Included					
Recognition on CURE Homepage	Included	Included	Included				
DJ Recognition on Race Day	Included	Included	Included				
Logo Inclusion on Registration Confirmation Email	Included	Included	Included	Included			
Social Media Recognition	Two Dedicated Mentions	One Dedicated Mention	Included	Included			
Inclusion on Race T-Shirts	Logo	Logo	Logo	Logo	Listing		
Race Registrations and T-Shirts	50	35	25	15	10	5	2
Recognition on Event Website	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Inclusion on Event Signage	Logo	Logo	Logo	Logo	Listing	Listing	Listing

*Logo branding on cover image for duration of event month







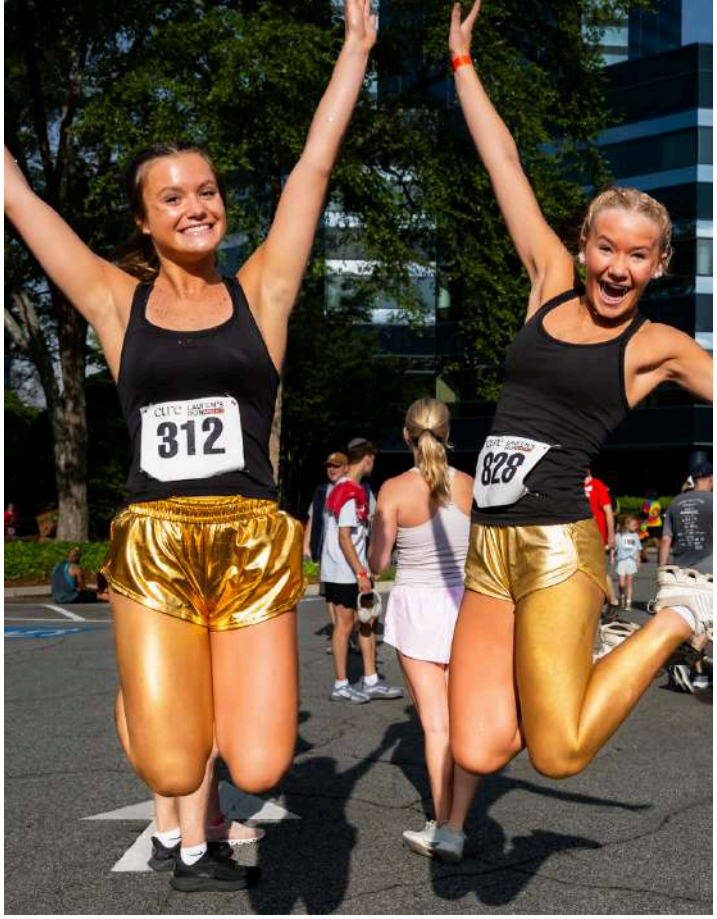
SPONSORSHIP BENEFITS ARE SUBJECT TO SCHEDULING AND PRINT DEADLINES.

Deadline for recognition in event print materials is March 29, 2027.

Completed commitment form is requested to ensure proper recognition in respective *Lauren's Run & Picnic* materials.

Interested in a customized sponsorship opportunity? We'd love to discuss options with you.

Contact Kristen Rudio, Senior Development Manager, Events and Initiatives at krudio@curechildhoodcancer.org.









LAUREN'S RUN & PICNIC

SUNDAY, APRIL 25, 2027

Heisman Field at Atlanta Athletic Club – John's Creek, Georgia

LAUREN'S RUN & PICNIC | CURE CHILDHOOD CANCER

COMMITMENT FORM

Sunday, April 25, 2027
Heisman Field at Atlanta Athletic Club

- ☐ **PRESENTING** $35,000
- ☐ **DIAMOND** $20,000
- ☐ **PLATINUM** $15,000
- ☐ **GOLD** $10,000
- ☐ **SILVER** $5,000
- ☐ **BRONZE** $2,500
- ☐ **FRIEND OF RUN** $1,000

Name: _____
As you wish to appear in print (ex: The Home Depot or Jane and John Doe)

Contact: _____ Phone Number: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Will you be submitting a logo (if applicable)? ☐ Yes ☐ No

Please send approved logo to krudio@curechildhoodcancer.org in one of the following formats: .jpeg, .png, .eps.

Website URL: _____

☐ YES, I/we would like to sponsor at the above level and will utilize the included tickets.

☐ YES, I/we would like to sponsor at the above level but will not utilize the included tickets. Please use my full sponsorship as a donation.

☐ I/We cannot attend, but would like to make a 100% tax-deductible contribution of $ _____.

PAYMENT METHOD

- ☐ Register online at LaurensRun.org
- ☐ Check made payable to CURE Childhood Cancer enclosed
- ☐ Please invoice
- ☐ My company will match my gift.
  Want to double the impact of your gift? CURE is proud to be a designated organization in most corporate matching gift programs.

Please send your completed commitment form to:

Kristen Rudio
krudio@curechildhoodcancer.org

Donations made to CURE Childhood Cancer (IRS non-profit ID is #58-1244138) are tax deductible to the extent allowed by law. Consult your tax advisor regarding the substantiation, reporting, and deductibility of your contributions. The fair market value of benefits received is $20 per race registration.