

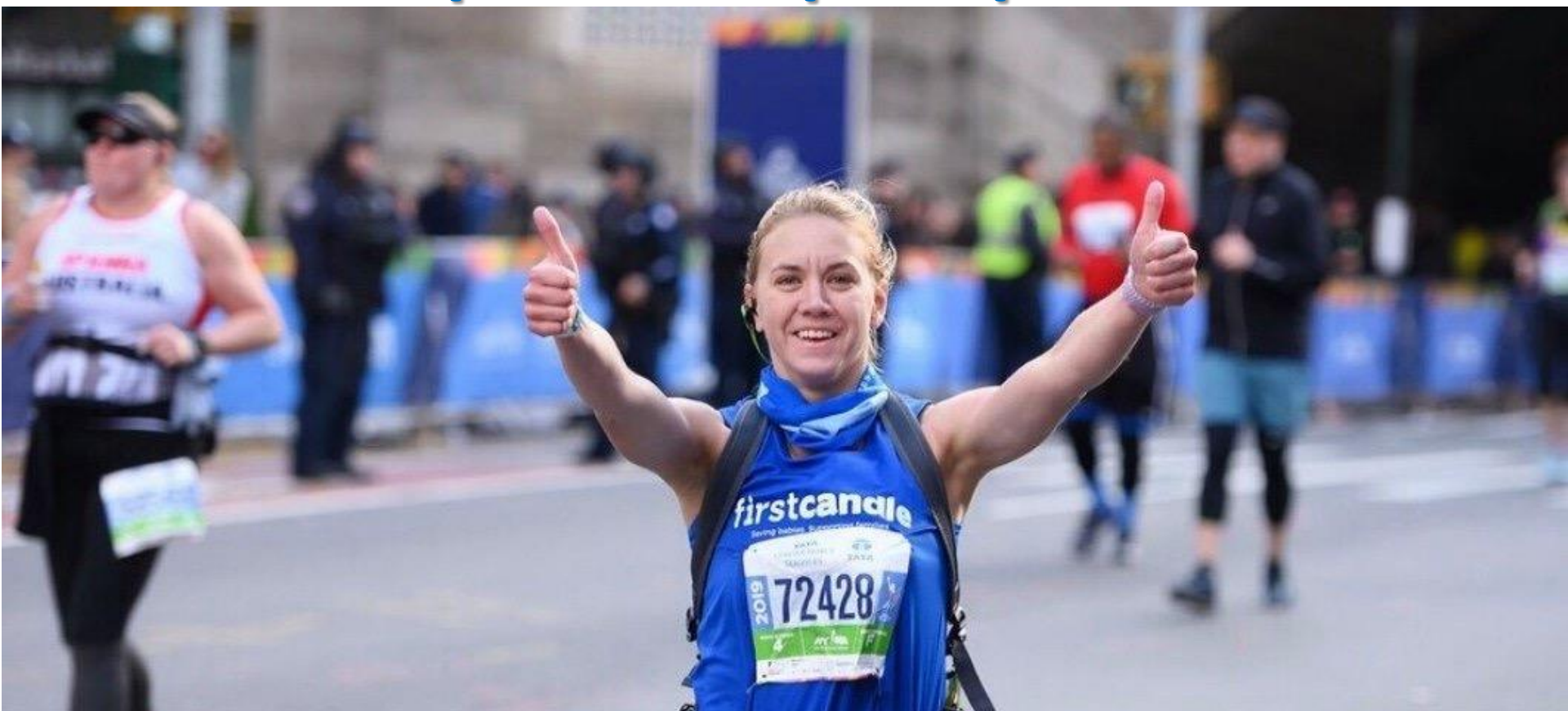


OFFICIAL CHARITY PARTNER
TCS NEW YORK CITY MARATHON

**first
candle**

Saving babies. Supporting families.

The 2024 TCS New York City Marathon Sponsorship Proposal



We're Running for their Lives

First Candle is proud to serve as an official charity partner of The 2024 TCS New York City Marathon! The TCS New York City Marathon, which will be held on Sunday, November 3rd, offers a unique and wide-reaching platform for 20 of our devoted charity runners to raise awareness and funds for Sudden Unexpected Infant Death (SUID).



- **First Candle is a 501(c)(3) committed to ending Sudden Unexpected Infant Death (SUID) while providing bereavement support to families who have lost a baby.**
- **We have a Gold ranking on Guide Star and a 3-star rating on Charity Navigator.**
- **With our 24-hour grief line, peer support training and bereavement materials we help over 500 families every year impacted by Sudden Unexpected Infant Death and stillbirth.**
- **Through our community-based programs we are training care providers on the new Safe Sleep guidelines and the impact of implicit bias and working directly with families to help them create safer sleep solutions, support breastfeeding and offer much-needed products to help create safe sleep environments.**





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**The New York City Marathon is the world's
largest and most popular marathon
which touches each of
New York City's five boroughs.**





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The New York City Marathon by the numbers:

26.2

**Miles of
marathon
course**

41.2

**Average age
of registered
runners**

33,000

**Number of
runners
Including those
that run for
charity**

1.5m

**Estimated
number of
spectators
along the
route**

650m

**Number of
homes race
coverage is
available
through ESPN
and WABC-TV**



Sponsorship Opportunities

Title Sponsor (\$7,500.00) 1 available

- Company name/logo will precede Team First Candle on all printed and online materials as Title Sponsor, including team race-day shirts.
- Pre-Race meal with Team First Candle on Saturday November 2 (2 people).
- Company name/logo on family & friend T-shirts (3 per runner) and on swag bag.
- Company logo will remain on First Candle website for one year as a proud sponsor.
- 4 social media mentions, with a weekly reach of 20,000 views.
- Spotlight feature in our e-mail blast (15,000 active subscribers).

Sponsorship Opportunities

Premier Sponsor (\$5,000.00)

- Company name/logo will be on all printed and online materials as a Premier Sponsor.
- Pre-Race meal with Team First Candle on Saturday November 2 (2 people).
- Company name/logo on runner's shirt and family & friend T-shirts (3 per runner).
- Logo on Team First Candle swag bag.
- Company logo will remain on First Candle website for one year as a proud sponsor.
- 4 Social media mentions, with a weekly reach of 20,000 views.

Sponsorship Opportunities

Gold Sponsor (\$2,500.00)

- Company name/logo will be on all printed and online materials as a sponsor.
- Company name/logo on runner's shirt and family & friend T-shirts (3 per runner).
- Logo on Team First Candle swag bag.
- Company logo will remain on First Candle website for one year as a proud sponsor.
- 2 Social media mentions, with a weekly reach of 20,000 views.

Sponsorship Opportunities

Angel Sponsor (\$1,000.00)

- Company name/logo will be on all printed and online materials as a sponsor.
- Company name/logo family & friend T-shirts (3 per runner).
- Logo on Team First Candle swag bag.
- Company logo will remain on First Candle website for one year as a proud sponsor.
- 2 Social media mentions, with a weekly reach of 20,000 views.

Sponsorship Opportunities

Friend (\$500.00)

- Company name/logo will be on all printed and online materials as a sponsor.
- Company name/logo family & friend T-shirts (3 per runner).
- Logo on Team First Candle swag bag.
- Company logo will remain on First Candle website for one year as a proud sponsor.



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You can make a difference.

Contact First Candle Development Director

Abby Lundy at abby@firstcandle.org

And help us in our goal of saving babies and supporting families.

