

**SUPPORT US AS
WE RUN THIS
NOVEMBER 3!**



OFFICIAL
CHARITY PARTNER

tcs

**NEW YORK CITY
MARATHON**

**2024
TCS New York City
Marathon
Sponsorship
Opportunities**

**first
candle**

Saving babies. Supporting families.

We're Running for Their Lives...

First Candle is a 40-year-old national nonprofit that addresses Sudden Unexpected Infant Death. Every year over 3,500 babies die from sleep-related causes.

We strive to improve birth outcomes and reduce the rates of infant mortality for all families by providing resources, support and education that is free of bias and respects the lived experiences of each person.

And for families who have experienced the death of a baby or a stillbirth we provide 1:1 grief counseling, peer-support and online groups.

We know that a healthy baby requires a healthy mother and so we advocate for maternal health equity and access to quality care for all birthing people.

Our team consists of 20 runners, most of whom have lost a child or sibling to SUID or stillbirth and are running to honor their memory.



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



26.2

miles of marathon
course

41.2

average age of
registered runners

33,000

number of runners,
includes those who
run for charities

1.5m

estimated number
of spectators along
the route

650m

number of homes
race coverage is
available in (ESBN
& WABC-TV)

Sponsorship Opportunities

TITLE SPONSOR - \$7,500 (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.
- 4 social media mentions, with a weekly reach of 20,000 views.
- Spotlight feature in our e-mail blast (15,000 active subscribers).



Premier Sponsorship Opportunities

Premier Sponsor (\$5,000)

- 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.



Gold Sponsorship Opportunities

Gold Sponsor (\$2,500)

- 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.

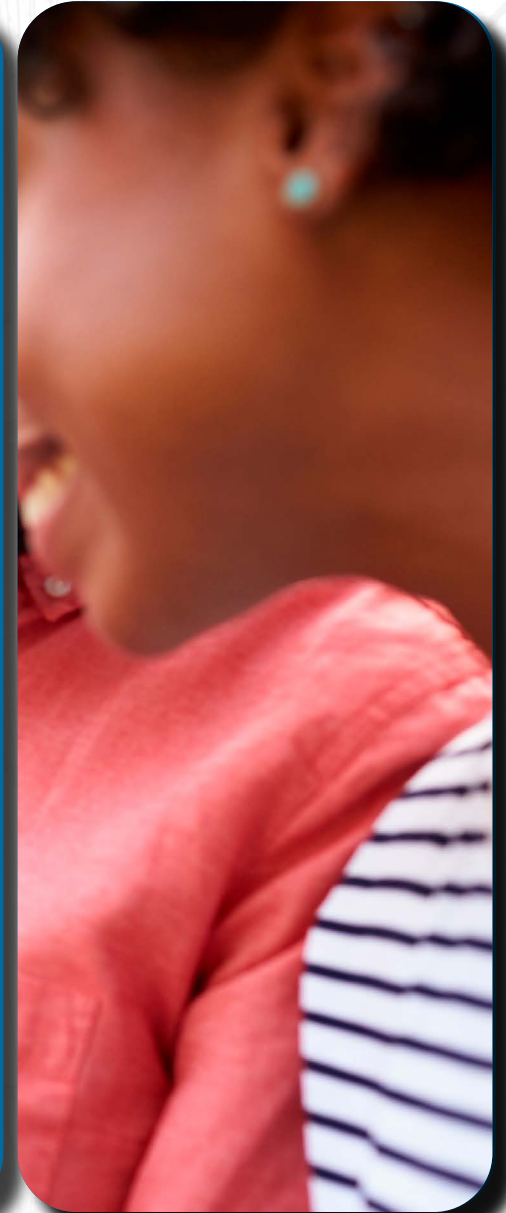


Angel Sponsorship Opportunities



Angel Sponsor (\$1,000)

- 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.



Friend Sponsorship Opportunities



Friend (\$500)

- 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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MARATHON

YOU CAN MAKE A DIFFERENCE



Contact First Candle Development Director
Abby Lundy at abby@firstcandle.org

HELP US IN OUR GOAL OF SAVING BABIES AND SUPPORTING FAMILIES.

firstcandle