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IT ALL STARTED WITH A CRAZY IDEA

In 2010, a group of do-gooders dropped their pants and ran through the D.C. cold to raise money to fund research to help end neurofibromatosis (NF), a rare genetic disorder that causes tumors to grow on or inside the body. In 2012, Cupid's Charity became a recognized 501(c)(3) non-profit, and we have made it our mission to:

**ACCELERATE THE DISCOVERY OF A CURE FOR NF BY
INSPIRING A LOYAL COMMUNITY OF SUPPORTERS TO DO
GOOD YEAR-ROUND THROUGH BOUNDARY-PUSHING
EXPERIENCES.**





CUPID'S UNDIE RUN "BRIEF" 10-YEAR HISTORY

Cupid's Undie Run has become an international fundraising phenomenon raising \$16.9M to date. First things first, participants register to attend an event in one of our various city locations. They may start or join an existing team, or maybe come solo. Cupid's provides each participant with tools, an easy to use dashboard and helpful hints to start their fundraising journey.

When Cupid's Undie Run day finally arrives (YAY!), participants partake in a pre-run party, casually jog a 1-mile(ish) course, then return to the party to celebrate everyone's efforts...all in their undies, robes, costumes, whatever! 100% of net proceeds from Cupid's Undie Run go towards funding NF research through our partner, the Children's Tumor Foundation.

NEUROFIBROMATOSIS (NF) AFFECTS

ONE IN 3000 BIRTHS

WHAT IS NF?



NF IS A RARE GENETIC DISORDER THAT CAUSES TUMORS TO GROW ON NERVES THROUGHOUT THE BODY.

3 TYPES

OF NEUROFIBROMATOSIS

NF1 • NF2 • SCHWANNOMATOSIS



50%

HALF OF ALL NF CASES OCCUR IN FAMILIES WITH NO HISTORY OF NF

NF IS NOT CONTAGIOUS

You are born with it

NF IS NOT PICKY

It affects all genders and races equally

NF IS NOT CONSISTENT

Its symptoms can be wildly different person to person

THERE IS NO CURE YET



100% OF NET PROCEEDS GOES TOWARDS NEUROFIBROMATOSIS RESEARCH THROUGH THE CHILDREN'S TUMOR FOUNDATION.

The Children's Tumor Foundation (CTF) and Cupid's Charity are both 501 (c)(3) non-profit organizations. CTF prides itself on its 4-Star Charity Navigator rating, spending 80% of its revenue on programs and research. The Children's Tumor Foundation was established in 1978 as the first grassroots organization dedicated to finding treatments for NF. Today CTF is a highly recognized national non profit foundation, and a model for innovative research endeavors.

CHILDREN'S TUMOR FOUNDATION WAS AWARDED CHARITY NAVIGATOR'S HIGHEST RATING OF 4 STARS BECAUSE OF THEIR EFFICIENCY OF OPERATION.

CTF's point of pride is in the NF clinical trials that will result in approved treatments for patients. The Foundation's collaborative research initiatives have generated 116 preclinical studies that have led to 16 clinical trials, including one that is in registration phase, the last step before submission for FDA approval. These remarkable results are directly linked to CTF's dedication to team research, open data sharing, and partnership among all stakeholders, from patients to researchers to doctors to industry.

LEARN MORE AT WWW.CTF.ORG





CUPID'S UNDIE RUN

2018 RUN STATS

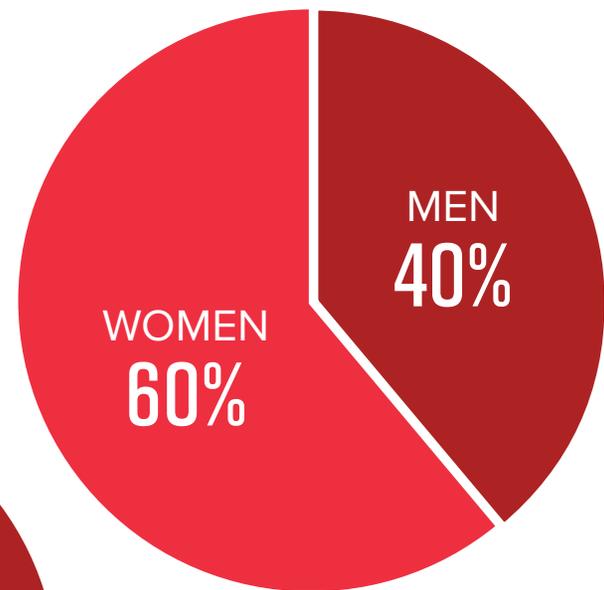
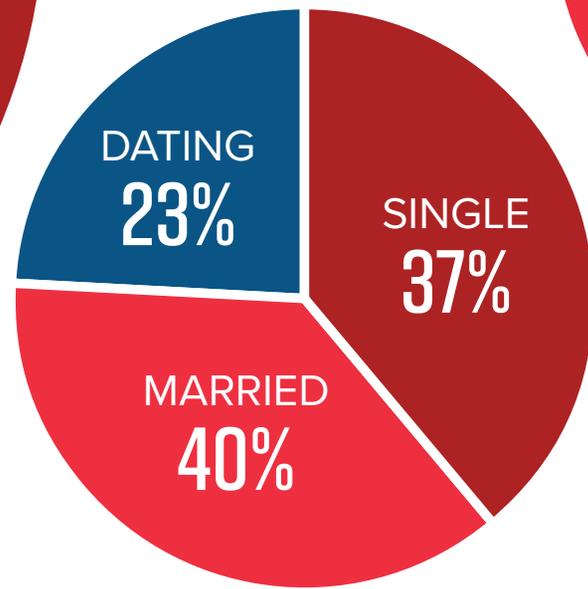
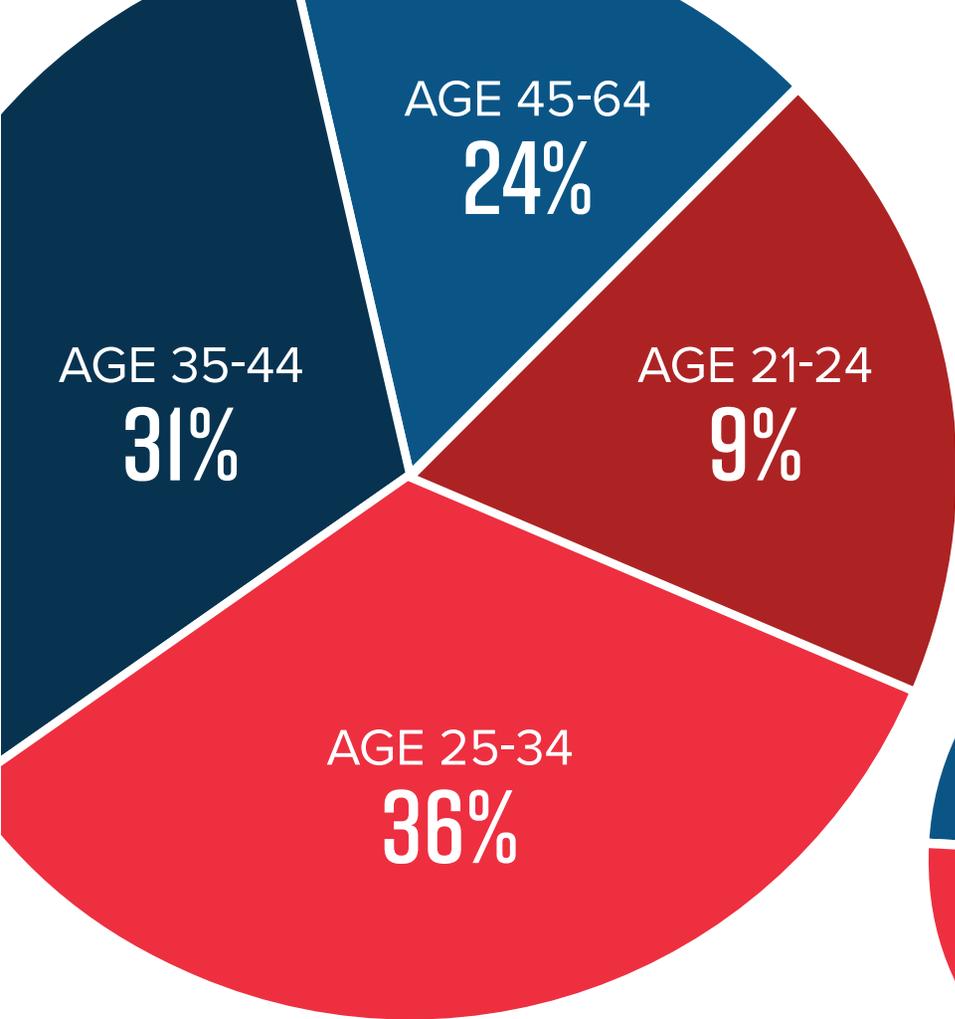
Raised: \$2.3 Million
Attendees: 11,000
Press Impressions: 270 Million

2019 CUPID'S UNDIS RUN CITIES

Atlanta, GA
Austin, TX
Baltimore, MD
Boise, ID
Boston, MA
Buffalo, NY
Charleston, SC
Charlotte, NC
Cheyenne, WY
Chicago, IL
Cincinnati, OH
Cleveland, OH

Dallas, TX
Dayton, OH
Denver, CO
Detroit, MI
Greenville, SC
Indianapolis, IN
Jacksonville, FL
Knoxville, TN
Los Angeles, CA
Miami, FL
Minneapolis, MN
Nashville, TN
New York City, NY

Orlando, FL
Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA
Raleigh, NC
Seattle, WA
San Francisco, CA
Spokane, WA
St. Louis, MO
St. Petersburg, FL
Virginia Beach, VA
Washington, DC



CUPIDS.ORG / OCT 1, 2017-MAR 31, 2018

TRAFFIC

VISITS: 695K
VIEWS: 1.5M

MOBILE

70%

AVERAGE AGE

35

SOCIAL

FACEBOOK: 101K LIKES
INSTAGRAM: 6.5K FOLLOWERS

OUR PARTICIPANTS DO MORE THAN JUST OUR UNDIR RUN

101,000+ and growing fans of the
Cupid's Undie Run



CYCLING EVENTS
14%



HALF MARATHON
34%



MUDDER/OBSTACLE
48%



CROSSFIT
8%



TRIATHLON
8%



YOGA
10%



5K
91%

WE LIVE BY OUR VALUES

(AND WANT PARTNERS WHO DO TOO!)

INNOVATE & CO-CREATE

Creativity is our middle name, and we will never settle for ordinary. We push ourselves out of our comfort zones just as much as we push boundaries with thrill-anthropic experiences.

LEAD WITH LOVE

We fight the injustice of NF with love and inspire loyalty in our community by creating extraordinary moments.

ATTITUDE IS EVERYTHING

Positivity is the most powerful tool we have in our fight against NF. Rather than letting the hard parts of life get us down, we actively look for opportunities to smile, have fun, and create thrilling experiences with our community.

CUPID'S UNDIE RUN OFFERS A UNIQUE OPPORTUNITY FOR OUR PARTNERS.

PASSIONATE PARTICIPANTS

Our fun-loving, do-good participants are passionate about all things Cupid's... especially our partnering brands (i.e. you).

ALL EYES ON US

It's a time of year when there are less events happening, so no fear about your marketing or charitable dollars going to waste with yet another ride, walk, gala or 5k that everyone quickly forgets anyway.

SOCIALLY VIRAL

Who doesn't love pics of people running around in their undies? Photos from Cupid's Undie Run live in infamy on Facebook profiles year-round. Why not get your brand prominently placed alongside the fun?

CREATIVITY IS ENCOURAGED

Have a CRAZY idea for a partnership? We're all ears. We literally invented thrill-anthropy, a word that we believe best defines our movement - doing good while having an absolute blast. So bring your ideas, we can't wait!

IT'S FOR THE KIDS

Cupid's isn't just a fun event, we're doing tremendous amounts of fundraising for one of the most worthwhile causes out there. All donations to Cupid's Undie Run and the Children's Tumor Foundation are 100% tax-deductible.

YOU WON'T BE A SPONSOR, YOU WILL BE PART OF THE CUPID'S FAMILY

Cupid's Undie Run is a unique event that attracts considerable attention through motivating individuals from all walks of life. It can be said that nothing draws a crowd like a crowd, and nothing draws a big crowd like people in their underwear. This means a lot of eyes and ears.

From national-level partner to mom-and-pop shop, Cupid's wants to build a package that works for you. This can be seen through unique on-site experiences, a matching gift structure, the creation of a corporate fundraising team, or a combination of ideas.

NATIONAL PARTNERSHIPS

PRESENTING - \$100,000+

- Event title to read: Cupid's Undie Run presented by: [Your Brand]
- Category exclusivity for 2019
- First right of refusal for future Cupid's Undie Run
- Company name and logo incorporated as 'Presented by' name for all advertising and promotional purposes, including all print, email & web advertising, radio & TV spots or interviews, and posters/postcards including the step & repeat
- Opportunity for on-site event presence in all cities
- Logo placement on all emails & Facebook cover image
- Premium placement on all signage in all cities
- Custom named event section (ex: the [Your Brand] Start Line)
- Twenty (20) VIP wristbands
- Whatever your heart desires... within reason ;-)
- PLUS everything listed within "Cupid's Champion" partnership level

contact for sponsorship information: sponsorships@cupids.org

NATIONAL PARTNERSHIPS

MAJOR - \$50,000+

- Category exclusivity for 2019
- First right of refusal for future Cupid's Undie Run
- Company name and logo incorporated for all advertising and promotional purposes, including all print, email & web advertising, radio & TV spots or interviews, and posters/postcards including the step & repeat
- Opportunity for on-site event presence in all cities
- Premium placement on all signage in all cities
- Logo placement on all emails
- Ten (10) VIP wristbands
- Whatever your heart desires... within reason ;-)
- PLUS everything listed within "Cupid's Champion" partnership level

contact for sponsorship information: sponsorships@cupids.org

LOCAL PARTNERSHIPS

CUPID'S CHAMPION - \$5,000+

- Logo prominently showcased within the city website page
- Partner-provided banner to be displayed on-site at event*
- Opportunity for a digital coupon or special offer to all participants in sponsored city
- Opportunity for on-site presence during the event
- Opportunity for one (1) sponsor e-blast to all event participants in sponsored city
- Sponsor mention during the awards and event 'Thank You' email
- Social media inclusion leading up to and during the event
- Six (6) VIP wristbands for event participation

*If partner cannot attend the event, arrangements will be made to receive partner's banner. Size restrictions apply.

contact for sponsorship information: sponsorships@cupids.org

LOCAL PARTNERSHIPS

CUPID'S BFF - \$2,500+

- Logo inclusion within the city website page
- Partner-provided banner to be displayed on-site at event*
- Opportunity for a digital coupon or special offer to all participants in sponsored city
- Opportunity for on-site presence during the event
- Social media inclusion leading up to and during the event
- Three (3) VIP wristbands for event participation

*If partner cannot attend the event, arrangements will be made to receive partner's banner. Size restrictions apply.

CUPID'S FRIEND - \$500+

- Logo inclusion within the city website page
- Social media inclusion leading up to and during the event

contact for sponsorship information: sponsorships@cupids.org

RECENT PARTNERS

HERE ARE JUST A FEW OF OUR RECENT PARTNERS

Nothing unites a group like the opportunity to have fun and do good all at the same time. We gratefully acknowledge all our past and present sponsors who enable Cupid's Undie Run to thrive.



**Quicken
Loans**



sidebar



CYCLEBAR



Interim
HEALTH CARE®
HOME CARE



Tito's  *Handmade*
VODKA

balance gym
TRAIN FOR SPORT. TRAIN FOR LIFE!



WE MAKE HEADLINES

“VALENTINE’S DAY WILL SOON
BE SYNONYMOUS WITH
CUPID’S UNLIE RUN!”

- CNN

“THE ONLY RACE I’VE EVER RUN
THAT’S MATTERED.”

- PETER SAGAL, RUNNER’S MAGAZINE & NPR

VOTED:
“BEST WINTER EVENT”

- THE WASHINGTON POST



**ARE YOU READY TO
TAKE YOUR PANTS OFF
FOR CHARITY?**

