WE TAKE OUR PANTS OFF FOR CHARITY.

CUPID’S PARTNERSHIPS
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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 and awareness for neurofibromatosis (NF). NF is a rare genetic disorder that causes tumors to grow on or inside the body and it affects 1 in 3000. Since then, Cupid’s Undie Run has become an international fundraising phenomenon raising over $22M to date. More than 122,000 undie runners have participated in our 300 events so far, and nearly 280,000 donations have been made to support this mission:

ACCELERATE THE DISCOVERY OF A CURE FOR NF BY INSPIRING A LOYAL COMMUNITY OF SUPPORTERS TO DO GOOD YEAR-ROUND THROUGH BOUNDARY-PUSHING EXPERIENCES.
Neurofibromatosis (NF) is a rare genetic disorder that causes tumors to grow on nerves throughout the body.

What is NF?

Neurofibromatosis (NF) is a rare genetic disorder that causes tumors to grow on nerves throughout the body.

• NF1
• NF2
• Schwannomatosis

Half of all NF cases occur in families with no history of NF. NF affects 1 in every 3,000 births, which is about 2.5 million people worldwide. Anyone can be born with it and affects everyone differently. NF can lead to blindness, deafness, bone abnormalities, disfigurement, learning challenges, disabling pain, or cancer. There is no cure yet.

The Children’s Tumor Foundation’s mission is to drive research, expand knowledge, and advance care for the NF community.
**CUPID’S UNDIE RUN IS...**

1) THE LARGEST PANTLESS PARTY AND MILE(ISH) RUN IN THE NATION

2) A CHARITY FUNDRAISING EVENT FUNDING RESEARCH FOR NEUROFIBROMATOSIS (NF)

3) COMING TO CITIES ALL ACROSS THE U.S. EACH FEBRUARY!

Why *run in our undies?* We bare it all and run in our undies to raise money and awareness for neurofibromatosis (NF) research!

- ATLANTA, GA
- AUSTIN, TX
- BALTIMORE, MD
- BOISE, ID
- BUFFALO, NY
- CHARLESTON, SC
- CHICAGO, IL
- CINCINNATI, OH
- CLEVELAND, OH
- DENVER, CO
- DETROIT, MI
- JACKSONVILLE, FL
- KANSAS CITY, MO
- LOS ANGELES, CA
- MINNEAPOLIS, MN
- NASHVILLE, TN
- NEW YORK, NY
- ORLANDO, FL
- PHILADELPHIA, PA
- PHOENIX, AZ
- PITTSBURGH, PA
- RALEIGH – DURHAM, NC
- RENO, NV
- SAN FRANCISCO BAY AREA, CA
- ST. LOUIS, MO
- ST. PETERSBURG, FL
- VIRGINIA BEACH, VA
- WASHINGTON, D.C.
- WILMINGTON, DE
CUPIDS.ORG / OCTOBER - MARCH

TRAFFIC
VISITS: 745K
VIEWS: 1.8M

MOBILE
86%

AVERAGE AGE
40

SOCIAL
FACEBOOK: 101K FANS
INSTAGRAM: 7.3K FOLLOWERS

OVER 430k unique visitors

AGE 18-24 7%
AGE 25-34 35%
AGE 35-44 26%
AGE 45-65+ 32%

MARRIED 40%
SINGLE 37%
DATING 23%

WOMEN 56%
MEN 44%

86% mobile
average age 40
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. We actively look for opportunities to smile, have fun, and create thrilling experiences with our community.

RECENT PARTNERS

iFit  YETI  sidebar  pact  Quicken Loans  Tito's Handmade Vodka  DCW.e
Fathead  onelife  Interim Healthcare  CHI  Chipotle Mexican Grill  BOMBAS  balance gym
Clear Channel Outdoor  Monster  iHeartMedia  Barclays  Hello Fresh  Jack Daniel's  Tennessee Apples  goPuff
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 fewer events happening, so no fear about your marketing or charitable dollars going to waste with yet another unremarkable ride, walk, or chicken dinner gala.

IT’S FOR THE KIDS
Cupid’s isn’t just a helluva lotta fun, we’re a campaign of the Children’s Tumor Foundation which is a 501(c)(3). Doing tremendous amounts of fundraising for one of the most worthwhile causes out there. All donations to Cupid’s Undie Run are 100% tax-deductible.

SOCIALLY VIRAL
Who doesn’t love pics of people running around in their undies? Photos from Cupid’s Undie Run live in infamy on social 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 ready for it. 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!

YOU WILL BE PART OF THE CUPID’S FAMILY
Nothing draws a crowd like a crowd and nothing draws a big crowd like people running in their underwear. Cupid’s Undie Run is a unique event that turns a lot of heads.
Get "EXPOSURE"

Anyone interested in registering will immediately see your company name and logo on the website!

Your linkable logo could be the first thing each participant sees when logging into their fundraising dashboard on desktop, mobile and on our Cupid’s Undie Run App!

Fundraising to earn swag (think T-shirts, water bottles, socks, jackets, vests, and even undies) is sweet but having your logo potentially placed on that swag is even sweeter.

Add your logo with a link to your website to the footer of our emails. Want to share a promo code with our undie runners? You can do that too!

Contests, giveaways, sponsored content...we’ve got over 100k followers waiting to hear from you.

Step and repeats, banners, VIP areas, award ceremony mentions... So many ways you can activate on site.

Our virtual swag bag is waiting for your coupon code!

Want something you don’t see? Chances are we can do it. There are endless customizable opportunities to connect with our followers and participants, just ask!
## NATIONAL OPPORTUNITIES

### PRE-EVENT BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PRESENTING</th>
<th>MAJOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo prominently showcased on cupids.org with direct link to your website</td>
<td></td>
<td></td>
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<tr>
<td>Company name and logo incorporated in advertising and promotional materials, including print, email, social media &amp; web advertising, radio &amp; TV interviews, and posters/postcards</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity for dedicated email to all event participants in all cities</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Linkable logo prominently showcased on our Cupid’s Undie Run App</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity for dedicated promotion and notification on App</td>
<td>ALL EVENTS</td>
<td>10 EVENTS</td>
</tr>
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### ON-SITE BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PRESENTING</th>
<th>MAJOR</th>
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</thead>
<tbody>
<tr>
<td>Opportunity for customizable on-site activation at multiple events</td>
<td>10 EVENTS</td>
<td>5 EVENTS</td>
</tr>
<tr>
<td>VIP wristbands in 4 cities of your choosing</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Premium placement on step &amp; repeat banner</td>
<td></td>
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<tr>
<td>Opportunity for custom named event section (ex: the [Your Brand] Start Line)</td>
<td></td>
<td></td>
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<tr>
<td>Partner banner to be displayed on-site at event</td>
<td>ALL EVENTS</td>
<td>15 EVENTS</td>
</tr>
<tr>
<td>Opportunity for brand representative to speak at event</td>
<td>ALL EVENTS</td>
<td>15 EVENTS</td>
</tr>
<tr>
<td>Sampling opportunities</td>
<td>ALL EVENTS</td>
<td>15 EVENTS</td>
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### POST-EVENT BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>PRESENTING</th>
<th>MAJOR</th>
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<tbody>
<tr>
<td>Partner mention in post-event ‘Thank You’ email to participants in all cities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity for dedicated post-event email to all participants in all cities</td>
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<td></td>
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<tr>
<td>Category exclusivity</td>
<td></td>
<td></td>
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<tr>
<td>First right of refusal for future Cupid’s Undie Run within your business category</td>
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<tr>
<td>Opportunity for dedicated promotion and notification on Cupid’s Undie Run App</td>
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<td></td>
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<tr>
<td>Whatever your heart desires...within reason 😊</td>
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Looking for something you don’t see here? Email us at sponsorship@cupids.org
## LOCAL OPPORTUNITIES

### PRE-EVENT BENEFITS
- Logo included within the city website page with direct link to your website
- Logo included within city website page
- Social media inclusion leading up to & during the event
- Inclusion in email to all event participants in partner city
- Linkable logo prominently showcased on our Cupid’s App
- Opportunity for promotion and notification on Cupid’s App

### ON-SITE BENEFITS
- Opportunity for on-site presence during the event
- VIP wristbands for event participation: 20 10 5
- Partner-provided banner to be displayed on-site at event
- Partner mention during awards ceremony
- Placement on step & repeat banner in partner city
- Opportunity for brand representative to speak at event
- Sampling opportunities

### POST-EVENT BENEFITS
- Partner mention in post-event ‘Thank You’ email
- Opportunity for a digital coupon or special offer to all participants in sponsored city
- Category Exclusivity
- Opportunity for promotion and notification on Cupid’s App

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<th>RIDE OR DIE $10,000</th>
<th>MARRAIGE MATERIAL $5,000</th>
<th>GOING STEADY $2,500</th>
<th>FRIEND ZONE $500</th>
<th>'SWIPE RIGHT STRICTLY SAMPLING# MEDIA</th>
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<tbody>
<tr>
<td>DEDICATED</td>
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<td>SHARED</td>
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**Interested? Please contact sponsorship@cupids.org**

*These are specialty partnerships*
WE MAKE HEADLINES

“VALENTINE’S DAY WILL SOON BE SYNONYMOUS WITH CUPID’S UNDIE 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?

CONTACT: SPONSORSHIP@CUPIDS.ORG