



**WE TAKE  
OUR PANTS OFF  
FOR CHARITY.**



**CUPID'S PARTNERSHIPS**

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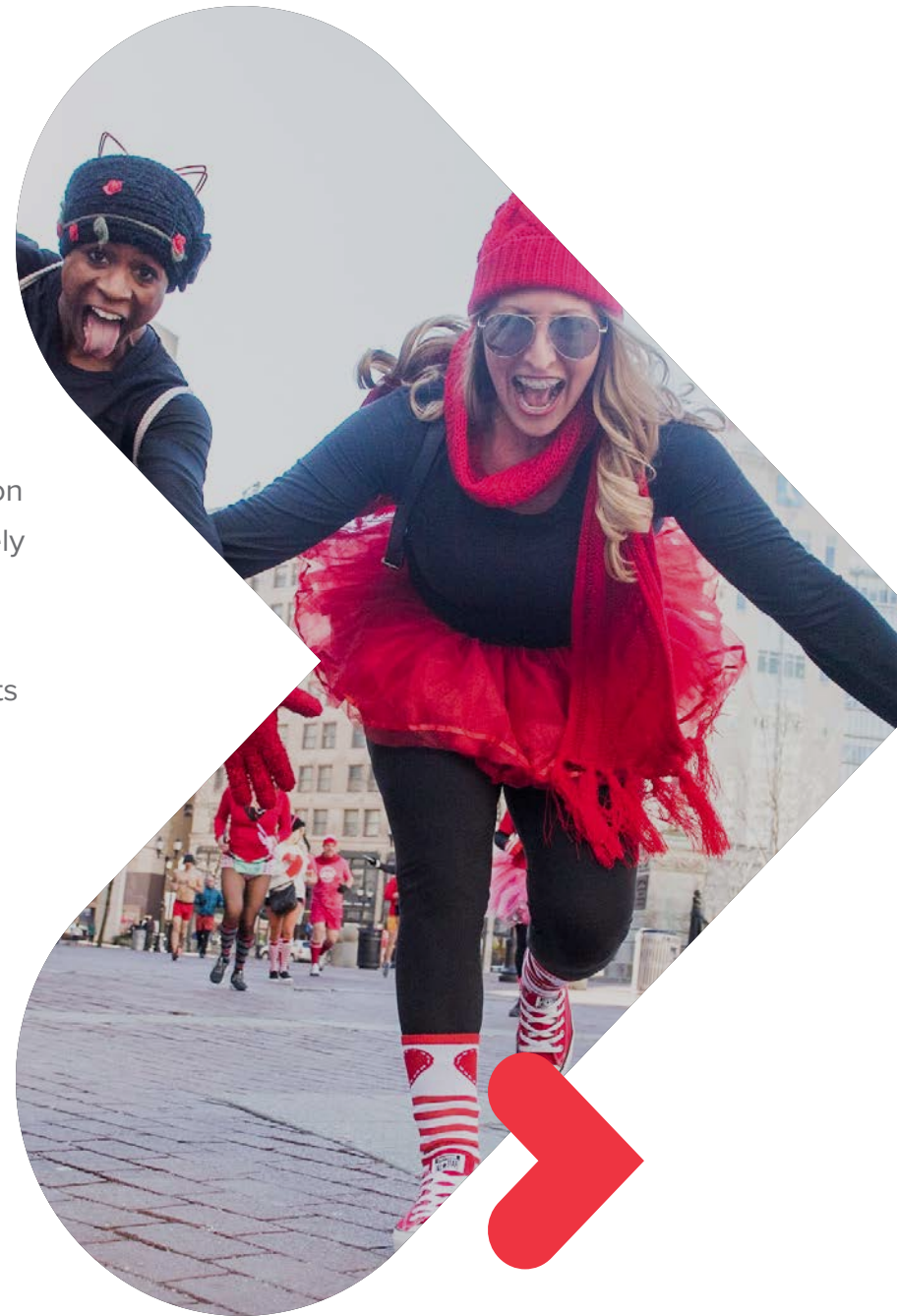


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# IT ALL STARTED WITH A CRAZY IDEA

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 group of genetic conditions that cause tumors to grow on nerves throughout the body. Some type of NF occurs in approximately 1 in 2,000 births. Since then, Cupid's Undie Run has become an international fundraising phenomenon raising over \$23.7M to date. More than 130,000 undie runners have participated in our 265 events so far, and close to 300,000 donations have been made to support our 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.**



# 100% OF OUR NET PROCEEDS BENEFIT THE CHILDREN'S TUMOR FOUNDATION

## WHAT IS NF?

NF REFERS TO A GROUP OF GENETIC CONDITIONS THAT CAUSE TUMORS TO GROW ON NERVES THROUGHOUT THE BODY.

NF includes neurofibromatosis type 1 (NF1) and all types of schwannomatosis (SWN), including NF2-related schwannomatosis (NF2), formerly known as neurofibromatosis type 2.

NF AFFECTS  
ONE IN  
2000  
BIRTHS



**50%**

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

## 3 TYPES

OF NEUROFIBROMATOSIS

NF1 • NF2 • SCHWANNOMATOSIS



# CUPID'S UNDIE RUN IS...

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

2) A CHARITY FUNDRAISING EVENT WITH 100% OF NET PROCEEDS FUNDING  
NEUROFIBROMATOSIS (NF) RESEARCH

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

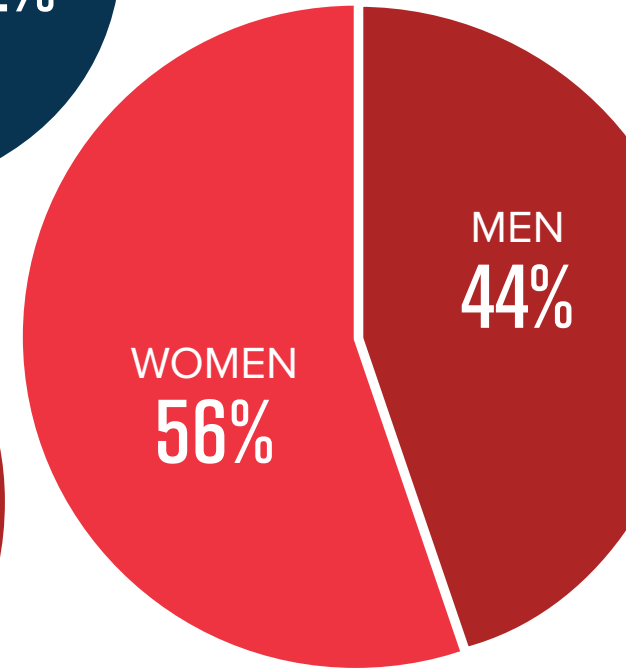
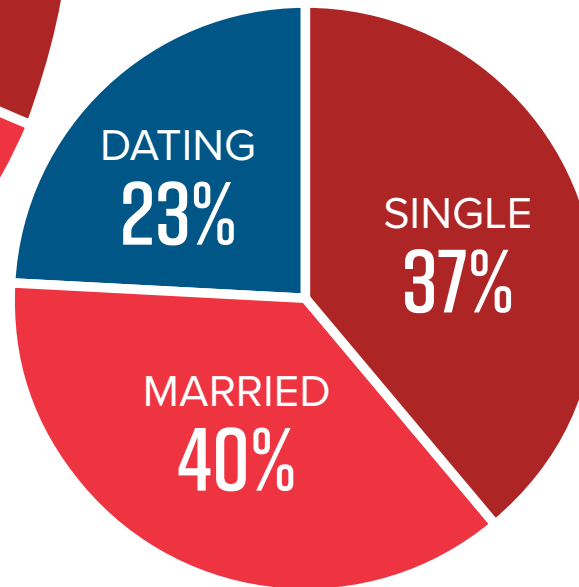
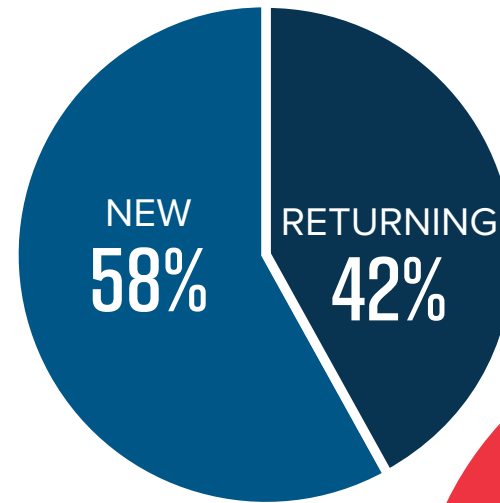
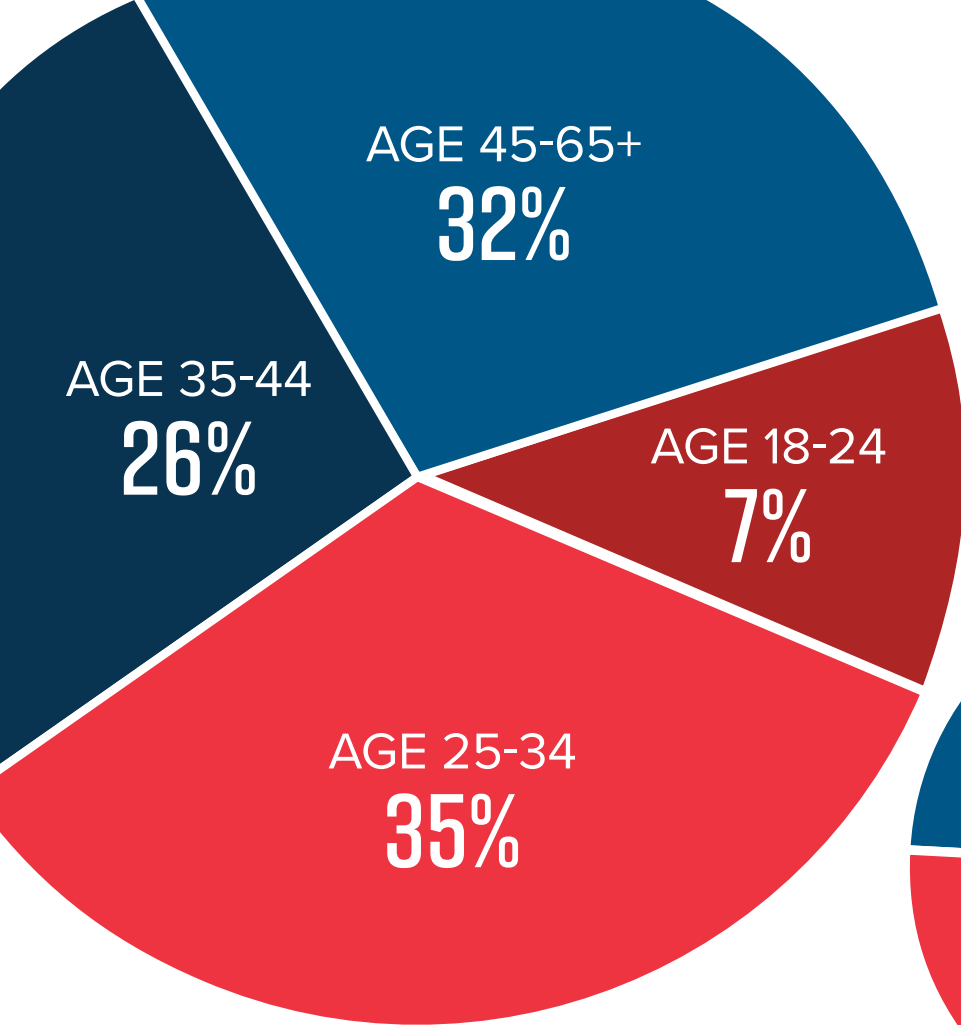
*Why run in our undies?* We run in our undies because those affected by NF can't cover up their tumors. They can't put on clothes to feel more comfortable, so why should we?

ATLANTA, GA  
AUSTIN, TX  
BALTIMORE, MD  
BOISE, ID  
BOSTON, MA  
BUFFALO, NY  
CHARLESTON, SC  
CHICAGO, IL  
CINCINNATI, OH  
CLEVELAND, OH

DALLAS, TX  
DENVER, CO  
DETROIT, MI  
JACKSONVILLE, FL  
KANSAS CITY, KS  
LOS ANGELES, CA  
MINNEAPOLIS, MN  
NASHVILLE, TN  
NEW YORK CITY, 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, DC  
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

# 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.

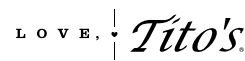
## LEAD WITH LOVE

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



# 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"

9



## REGISTRATION

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



## DASHBOARD

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!



## FUNDRAISE

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.



## EMAIL

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!



## SOCIAL MEDIA

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



## EVENT

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



## FOLLOW UP

Our virtual swag bag is waiting for your coupon code!

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*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

	PRESENTING \$50,000	MAJOR \$25,000
<b>PRE-EVENT BENEFITS</b>		
Logo prominently showcased on cupids.org with direct link to your website	➤	➤
Company name and logo incorporated in advertising and promotional materials, including print, email, social media & web advertising, radio & TV interviews, and posters/postcards	➤	➤
Opportunity for dedicated email to all event participants in all cities	3	1
Linkable logo prominently showcased on our Cupid's Undie Run App	➤	➤
Opportunity for dedicated promotion and notification on App	ALL EVENTS	10 EVENTS
<b>ON-SITE BENEFITS</b>		
Opportunity for customizable on-site activation at multiple events	10 EVENTS	5 EVENTS
VIP wristbands in 4 cities of your choosing	20	10
Premium placement on step & repeat banner	➤	
Opportunity for custom named event section (ex: the [Your Brand] Start Line)	➤	➤
Partner banner to be displayed on-site at event	ALL EVENTS	15 EVENTS
Opportunity for brand representative to speak at event	ALL EVENTS	15 EVENTS
Sampling opportunities	ALL EVENTS	15 EVENTS
<b>POST-EVENT BENEFITS</b>		
Partner mention in post-event 'Thank You' email to participants in all cities	➤	➤
Opportunity for dedicated post-event email to all participants in all cities	➤	
Category exclusivity	➤	➤
First right of refusal for future Cupid's Undie Run within your business category	➤	
Whatever your heart desires...within reason 😊	➤	

Looking for something you don't see here? Email us at [sponsorship@cupids.org](mailto:sponsorship@cupids.org)

# LOCAL OPPORTUNITIES

	RIDE OR DIE \$10,000	MARRAIGE MATERIAL \$5,000	GOING STEADY \$2,500	FRIEND ZONE \$500	*SWIPE RIGHT (STRICTLY SAMPLING)	*MEDIA
<b>PRE-EVENT BENEFITS</b>						
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	1 DEDICATED	1 SHARED				
Linkable logo prominently showcased in our Cupid's App	➤	➤	➤			
Opportunity for promotion & notification on Cupid's App	1 DEDICATED					
<b>ON-SITE BENEFITS</b>						
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	➤				➤	
<b>POST-EVENT BENEFITS</b>						
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 & notification on Cupid's App	1 DEDICATED					

Interested? Please contact [sponsorship@cupids.org](mailto:sponsorship@cupids.org)

*\*These are specialty partnerships*

# 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

 Clear Channel

 Associated Press



**Bloomberg**

**BuzzFeed**

**GLAMOUR**



THE  
HUFFINGTON  
POST



**YAHOO!**  
NEWS

The  
New York  
Times





**BUSINESS  
INSIDER**

**SELF**







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

**CONTACT: [SPONSORSHIP@CUPIDS.ORG](mailto:SPONSORSHIP@CUPIDS.ORG)**