

September

Childhood Cancer Awareness Month



2026 Sponsorship Opportunities

Together, We Can Change What's Possible for Kids Facing Cancer



Each year, more than 200 children are newly diagnosed with cancer at Lurie Children's. These kids are counting on us to find cures, improve treatments, and give them the promise of a healthier future.

As the largest pediatric cancer program in Illinois, Lurie Children's is committed not only to treating cancer, but to advancing the research, therapies and support systems that allow children to survive and thrive long after treatment ends.

That's why **Childhood Cancer Awareness Month** is such a critical moment. It's our most focused opportunity each year to rally our community, accelerate fundraising and invite corporate leaders to stand with us in advancing care and cures.

Throughout the month of September, we mobilize patients, families, caregivers, donors and corporate partners through storytelling, multichannel fundraising campaigns, digital engagement and a signature community event, all to support the Center for Cancer and Blood Disorders. It's a coordinated, high-impact fundraising and awareness campaign designed to drive both immediate support and long-term investment in pediatric cancer research and care.

Childhood Cancer Awareness Month offers a unique opportunity for sponsors to make a visible, meaningful impact in the fight against cancer while expanding their reach and facilitating their connection with thousands of families, advocates, employees and community members.

LURIE CHILDREN'S **RACE** AGAINST CANCER



**Thursday, September 17
at Diversey Harbor**

*Our signature Childhood Cancer Awareness
Month community event.*

Anchoring the month of impact is **Lurie Children's Race Against Cancer**, our signature cancer fundraising event. The Race Against Cancer brings together families, corporate teams, caregivers and advocates in a powerful show of unity and hope, while providing unique recognition opportunities for corporate sponsors.

Core event elements include a 5k run or optional 1 mile walk along the Chicago lakefront, the Run for Gus Kids' Dash for our youngest participants, a motivation station and other moments of impact, and a vibrant and inspiring post-race celebration. Participants fundraise in support of Lurie Children's Center for Cancer and Blood Disorders to help power the care and cures kids need now.



**Estimated
Impressions***

Paid Media

22MM

Email

500,000

Organic
Social Media

35,000

Web

230,000

Event Attendees

1,000+

*Impression estimates are based
on the highest-visibility
sponsorship opportunities.



Sponsorship Opportunities

Behind every breakthrough is the investment that made it possible.

Through your support of Childhood Cancer Awareness Month and Lurie Children's Race Against Cancer, your company demonstrates a strong commitment to advancing pediatric cancer care while amplifying visibility, engagement, and community impact.

A partnership with Lurie Children's in support of Childhood Cancer Month and the Race Against Cancer means your company:

Supports the full scope of our month-long awareness and fundraising efforts, accelerating breakthroughs in research and cancer care

Aligns your brand with the leading pediatric cancer program in Illinois

Receives high-impact visibility across digital, social, media and community channels leading up to and throughout the month of September

Is recognized and celebrated at **Lurie Children's Race Against Cancer**, the signature community event of the month

Connects to an engaged audience of families, employees, donors and other corporate partners

Together, we can change what's possible for kids facing cancer.



Benefits

	Presenting \$100,000	Platinum \$50,000	Diamond \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Number Available	1	2	3	1	4	Many
Premier Benefits	Name incorporated into the event name and used in each event first reference and featured in Childhood Cancer Awareness Month communications	Custom on-site activation at the Race Against Cancer or during Childhood Cancer Awareness Month	Signature sponsorship of one engagement element at the Race Against Cancer	Signature sponsor of the Race Against Cancer mile markers	Sponsor one of the following: registration tent, volunteer tent, media tent, or water stations	

The Race Against Cancer

Logo and sponsorship level on website with reciprocal link						
Logo on e-marketing						
Logo on in-hospital marketing						
Logo on display and social digital ads						
Complimentary registration entries	Unlimited	50	30	20	10	
Logo inclusion on event signage and t-Shirt						
Check presentation on race day						
Tent with custom signage and item distribution opportunity paired with a private team picnic with food and water						
Recognition in speaking program						
Company representative invited to speak in program						
Complimentary team (up to 20 participants) in Lurie Children's Corporate Cup						

Childhood Cancer Awareness Month Added Benefits

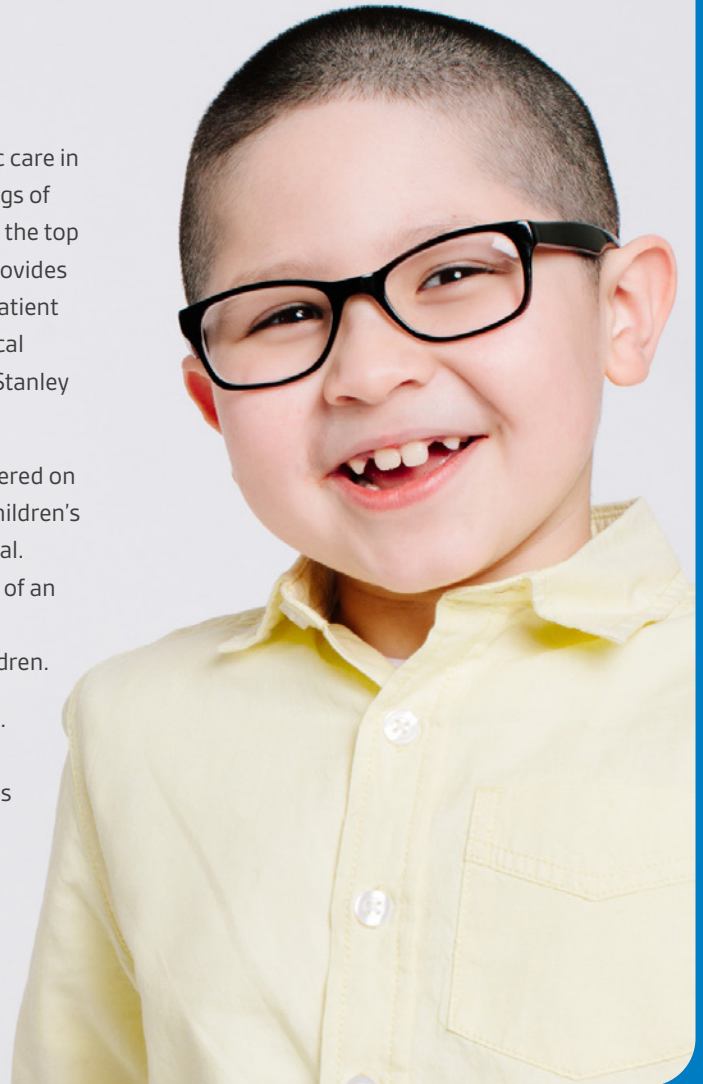
Logo and sponsorship level on website with reciprocal link						
Highlight company involvement on hospital employee digital screens		Limited	Limited			
Volunteer opportunity at Lurie Children's or an in-hospital activation						
Recognition as a sponsor in emails to hospital staff and donors						
Comprehensive matching opportunity						

About Lurie Children's

Lurie Children's provides some of the highest quality pediatric care in the country. In the 2025-26 U.S. News & World Report rankings of the Best Children's Hospitals, Lurie Children's continues to be the top hospital in Illinois, ranking in 11 specialties. Lurie Children's provides superior pediatric care in a state-of-the-art hospital and outpatient centers that offer the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute.

Lurie Children's is unique because our mission is entirely centered on children. With fewer than 30 independent, research-driven children's hospitals in the U.S., our existence has never been more critical. Unlike adult hospitals, which increasingly prioritize the needs of an aging population, we dedicate all our resources—whether in research, bed space, or medical expertise—exclusively to children.

Our commitment to children's health drives everything we do. But we can't do it alone. As a nonprofit medical center, your support is crucial in helping us continue to provide world-class care, maintain an environment uniquely designed for children and support families when they need it the most. When you choose to support Lurie Children's, you're investing in a future where every child has access to the best possible care.



Become a Sponsor Today

To learn more about sponsorship opportunities contact Ted McCartan at
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