

WE WALK *together*
TO END CANCER FOR ALL



Support City of Hope's mission to make hope a reality for all touched by cancer while **uniting your team and communities** to make a **lasting impact**.

About **City of Hope**

City of Hope® is one of the largest cancer research and treatment organizations in the United States with its National Medical Center named Top 10 in the nation for cancer by U.S. News & World Report. City of Hope's growing national system includes its Los Angeles campus, a network of clinical care locations across Southern California, a new cancer center in Orange County, California, and cancer treatment centers and outpatient facilities in the Atlanta, Chicago and Phoenix areas.

About **Walk for Hope**

Walk for Hope is City of Hope's largest public-facing event and peer-to-peer fundraising campaign, uniting those with a personal connection to cancer in a shared mission to end cancer for all. It is celebrated across the United States with events at City of Hope's locations in Southern California and near Chicago, Atlanta and Phoenix, with a new location for 2026, Las Vegas.

Contact us to learn more.

Email walkforhope@coh.org.

Together, we will help more people live longer, better, healthier lives.

Make hope happen today.

cityofhope.org/walkforhope

COMMIT TO MAKING A DIFFERENCE

Reach and Community

In 2025, more than 20K walkers participated, including more than 1,000 teams, 700 volunteers and nearly 60 corporate partners, raising \$3.5M with over 100M+ impressions delivered.

Defining Your Impact

Walk for Hope fundraising supports breakthroughs in cancer research, individualized cancer care programs and increased access to quality care and treatment

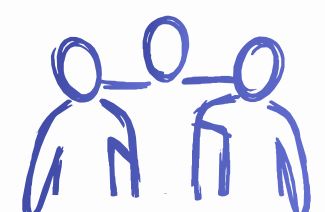
Partnership Opportunities



Brand
Visibility



Employee
Engagement



Community
Impact

2026 Event Lineup & Key Dates

Chicago | Saturday, October 3

Las Vegas | Saturday, October 24

Atlanta | Saturday, November 7

Phoenix | Saturday, November 7

Los Angeles | Sunday, November 8

Orange County | Sunday, November 8

Sponsorship Levels

National and Local Sponsorships are available, with opportunities to customize your partnership. Presenting, Platinum, Gold, Silver, Bronze and Community Sponsorships are available starting at \$2,500.

RATE *sheet*

100% of net proceeds raised by Walk for Hope support City of Hope® cancer research and life-giving care.



NATIONAL SPONSORSHIPS

PRESENTING SPONSOR: \$250,000

(Only 1 available)

Exclusivity

- Category Exclusivity

Pre-Event / Marketing Benefits

- Walk for Hope Logo Lock Up
- Inclusion on all event materials
- Featured in a Walk for Hope Mission Video
- 2 On-Site Events (Team Kick Off, T-Shirt Pick Up)
- Logo featured on Walk for Hope Landing Page
- Logo on Local Window Clings (3 sites)*
- Logo on Local Walk for Hope Posters (all sites)*
- Social Posts*

Walk Day Benefits

- Event Presence at Six Sites — Los Angeles, Orange County, Chicago, Atlanta, Phoenix, Las Vegas (Team Tent or Sampling Tent)
- Custom Sponsor Activation at all sites
- Logo on Front and Back of T-Shirt
- Standalone Recognition on Digital Signage
- 25 VIP Tent Access w/ Breakfast
- 10 Reserved Parking Spots (where available)
- Logo on Stage Banners
- Logo on Start/Finish Arch (3-year commitment required)

PLATINUM SPONSOR: \$100,000

(Only 5 available)

Pre-Event / Marketing Benefits

- Featured in a Walk for Hope Mission Video
- 2 On-Site Events (Team Kick Off, T-Shirt Pick Up)
- Logo featured on Walk for Hope Landing Page
- Logo on Local Window Clings (3 sites)*
- Logo on Local Walk for Hope Posters (all sites)*
- Social Posts*

Walk Day Benefits

- Event Presence at Six Sites — Los Angeles, Orange County, Chicago, Atlanta, Phoenix, Las Vegas (Team Tent or Sampling Tent)
- Custom Sponsor Activation at all sites
- Logo on Back of T-Shirt
- Standalone Recognition on Digital Signage
- 10 VIP Tent Access w/ Breakfast
- 4 Reserved Parking Spots (where available)
- Logo on Stage Banners

* Deadline-sensitive benefit

GOLD SPONSOR: \$50,000

(Only 10 available)

Pre-Event / Marketing Benefits

- 1 On-Site Event (Team Kick Off or T-Shirt Pick Up)
- Logo featured on Walk for Hope Landing Page
- Logo on Local Window Clings (3 sites)*
- Social Posts*

Walk Day Benefits

- Event Presence at Six Sites — Los Angeles, Orange County, Chicago, Atlanta, Phoenix, Las Vegas (Team Tent or Sampling Tent)
- Custom Sponsor Activation at all sites
- Logo on Back of T-Shirt
- Standalone Recognition on Digital Signage
- 4 VIP Tent Access w/ Breakfast
- 2 Reserved Parking Spots (where available)
- Logo on Stage Banners

SILVER: \$25,000

(Unlimited sponsorships)

Pre-Event / Marketing Benefits

- Small Logo Featured on Walk for Hope Landing Page.

Walk Day Benefits

- Event Presence at Any 3 Sites — Choice between Los Angeles, Orange County, Chicago, Atlanta, Phoenix, or Las Vegas.
- COH Designed Brand Activation Opportunities
- Name on Back of T-Shirt
- Grouped Recognition on Digital Signage
- 2 VIP Tent Access w/ Breakfast
- 1 Reserved Parking Spot (where available)

BRONZE: \$15,000

(Unlimited sponsorships)

Pre-Event / Marketing Benefits

Small Logo Featured on Walk for Hope Landing Page.

Walk Day Benefits

- Event Presence at 1 SoCal site or 2 CAP Sites.
SoCal Sites: Los Angeles and Orange County
CAP Sites: Atlanta, Chicago, Phoenix, and Las Vegas
- COH Designed Brand Activation Opportunities
- Name on Back of T-Shirt
- Grouped Recognition on Digital Signage
- 2 VIP Tent Access w/ Breakfast

RATE *sheet*

100% of net proceeds raised by Walk for Hope support City of Hope® cancer research and life-giving care.



□ COMMUNITY: \$10,000

(Unlimited sponsorships)

Pre-Event / Marketing Benefits

- Name Recognition on Walk for Hope Landing Page

Walk Day Benefits

- Event Presence at 2 CAP Events or 1 SoCal Event (Team Tent or Sampling Tent)

SoCal site: Los Angeles or Orange County

CAP Sites: Atlanta, Chicago, Phoenix, and Las Vegas

- Grouped Recognition on Digital Signage
- 2 VIP Tent Access w/ Breakfast

LOCAL SPONSORSHIPS

Targeted at a single Walk for Hope event location.

□ LOCAL PRESENTING: \$50,000

(1 per market)

Pre-Event / Marketing Benefits

- Logo Featured on Walk for Hope Landing Page
- Featured in a Walk for Hope Mission Video
- 2 On-Site Events (Kick Off, T-Shirt Pick Up)
- Logo on Window Clings — 1 site, CAP markets only*
- Logo on Walk for Hope Posters — 1 site*
- Social Posts*

Walk Day Benefits

- Event Presence at 1 Event — Any Site (Team Tent or Sampling Tent)
- Custom Sponsor Activation at Event
- Logo on Back of T-Shirt
- Standalone Recognition on Digital Signage
- 10 VIP Tent Access w/ Breakfast
- 4 Reserved Parking (where available)
- Logo on Stage Banners

□ LOCAL SILVER: \$25,000

(Unlimited)

Pre-Event / Marketing Benefits

- Small Logo on Walk for Hope Landing Page
- Social Posts*

Walk Day Benefits

- Event Presence at 1 Event — Any Site (Team Tent or Sampling Tent)
- City of Hope Designed Brand Activation Opportunity
- Name on Back of T-Shirt
- Grouped Recognition on Digital Signage — All Sites
- 2 VIP Tent Access w/ Breakfast
- 1 Reserved Parking (where available)

□ LOCAL BRONZE: \$15,000

(Unlimited)

Pre-Event / Marketing Benefits

- Small Logo on Walk for Hope Landing Page

Walk Day Benefits

- Event Presence at 1 Event — Any Site (Team Tent or Sampling Tent)
- City of Hope Designed Brand Activation Opportunity
- Name on Back of T-Shirt
- Grouped Recognition on Digital Signage — 1 site
- 2 VIP Tent Access w/ Breakfast

□ LOCAL COMMUNITY: \$10,000

(Unlimited)

Walk Day Benefits

- Event Presence at 1 Event — Any Site (Team Tent or Sampling Tent)
- Name Only on Landing Page
- Grouped Recognition on Digital Signage — 1 site
- 2 VIP Tent Access w/ Breakfast

* Deadline-sensitive benefit

RATE *sheet*

100% of net proceeds raised by Walk for Hope support
City of Hope® cancer research and life-giving care.



□ LOCAL ADVOCATE: \$5,000

(Unlimited)

Walk Day Benefits

- Event Presence at 1 Event — Excludes LA (Team Tent or Sampling Tent)
- Grouped Recognition on Digital Signage — 1 site
- Recognition on Walk for Hope Website

□ TEAM SPONSORSHIP: \$2,500

(Unlimited)

- Applies \$2,500 to a team's fundraising of your choosing
- Name visible in team fundraising lists (unless requested to be anonymous)
- Increases overall team fundraising to secure higher team rankings

Scan the QR code
To learn more



Or visit cityofhope.org/walkforhope

* Deadline-sensitive benefit

