



**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 Washington, D.C. in the middle of winter to raise money and awareness for neurofibromatosis (NF). NF is a genetic disorder that causes tumours to grow on or inside the body and it affects 1 in 2500. Since then, Cupid's Undie Run has become an international fundraising phenomenon raising over \$21.7M to date. More than 116,000 undie runners have participated in our 265 events so far, and nearly 250,000 donations have been made to accelerate the discover of a cure for NF by inspiring a loyal community of supporters to do good year-round boundary pushing experiences.

**THE TUMOUR FOUNDATION OF BC  
IS BRINGING THE CUPID'S UNDIE RUN TO  
VANCOUVER -FEBRUARY 2024!**

.The Tumour Foundation of BC is a charitable organization that has been supporting families affected by NF since 1984.

[WWW.TUMOURFOUNDATION.CA](http://WWW.TUMOURFOUNDATION.CA)



# WHAT IS NF?

NEUROFIBROMATOSIS (NF) IS A GENETIC DISORDER THAT CAUSES TUMOURS TO GROW ON NERVES THROUGHOUT THE BODY.

NF is a genetic disorder that causes tumours to grow on nerves throughout the body and may lead to blindness, deafness, bone abnormalities, disfigurement, learning disabilities, disabling pain, and cancer.

NF affects all populations, ethnicities, and genders equally. There is no cure yet, but a number of promising NF clinical trials are under way.



**50%**

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

NF AFFECTS

**1 IN 2500**

BIRTHS

**3 TYPES**

OF NEUROFIBROMATOSIS

NF1 · NF2 · SCHWANNOMATOSIS



# CUPID'S UNDIE RUN IS...

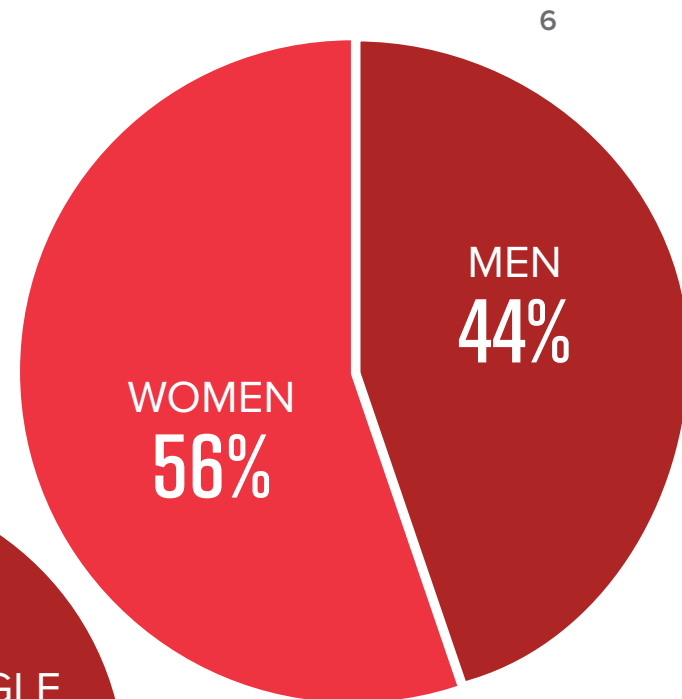
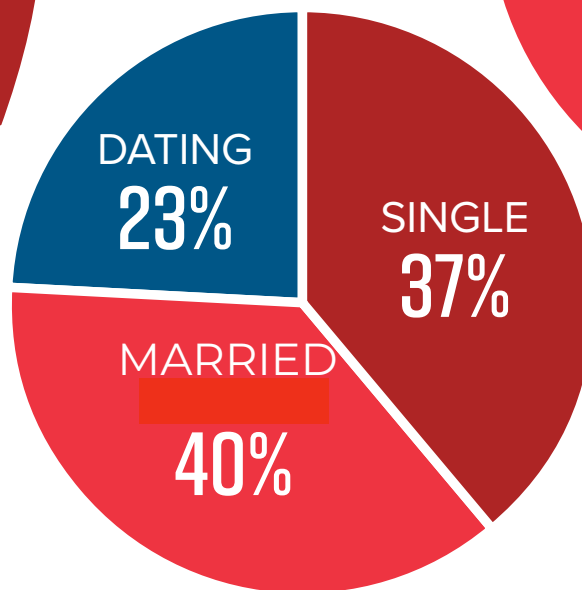
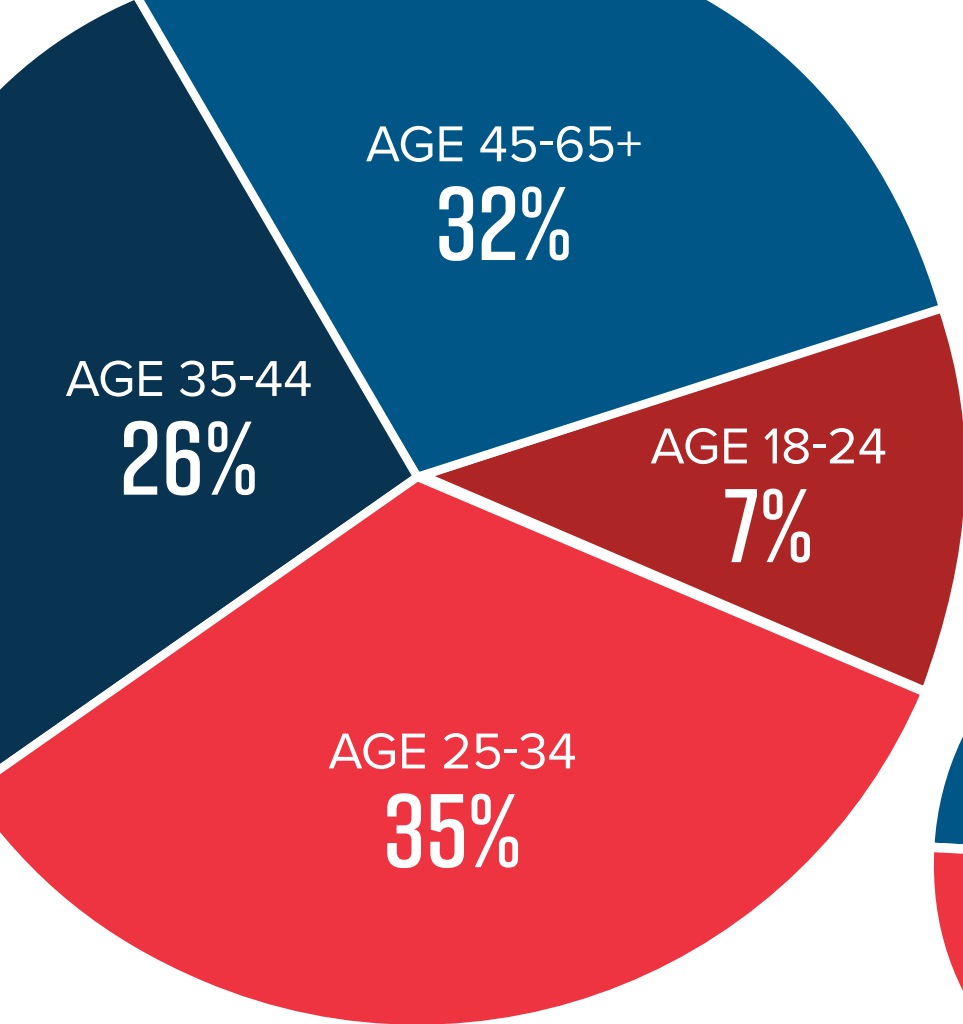
- 1) THE LARGEST PANTLESS PARTY AND MILE(ISH) RUN IN THE US- AND WE'RE BRINGING IT TO BC.
- 2) A CHARITY FUNDRAISING EVENT WITH 100% OF NET PROCEEDS FUNDING NF RESEARCH
- 3) COMING TO VANCOUVER, CANADA THIS FEBRUARY!

*Why run in our undies?* We run in our undies because those affected by NF can't cover up their tumours. 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  
CHARLOTTE, NC  
CHICAGO, IL  
CINCINNATI, OH  
CLEVELAND, OH  
DALLAS, TX

DAYTON, OH  
DENVER, CO  
DETROIT, MI  
INDIANAPOLIS, IN  
JACKSONVILLE, FL  
KANSAS CITY, KS  
KNOXVILLE, TN  
LOS ANGELES, CA  
MADISON, WI  
MINNEAPOLIS, MN  
NASHVILLE, TN  
NEW YORK CITY, NY  
ORLANDO, FL

PHILADELPHIA, PA  
PITTSBURGH, PA  
PORTLAND, OR  
RENO, NV  
SAN FRANCISCO BAY AREA, CA  
SEATTLE, WA  
ST. LOUIS, MO  
ST. PETERSBURG, FL  
TUSCALOOSA, AL  
VIRGINIA BEACH, VA  
WASHINGTON, DC  
WILMINGTON, DE  
VANCOUVER, CANADA



CUPIDS.ORG / OCTOBER - MARCH

TRAFFIC

VISITS: 745K  
VIEWS: 1.8M

MOBILE

86%

AVERAGE AGE

40

SOCIAL

FACEBOOK: 101K FANS  
INSTAGRAM: 7.3K FOLLOWERS



# 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

All donations to the 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"

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## REGISTRATION

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



## DASHBOARD

Your linkable logo will be the first thing each participant sees when logging into their fundraising dashboard!



## 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!



# LOCAL OPPORTUNITIES

	RIDE OR DIE \$10,000	MARRIAGE MATERIAL \$5,000	GOING STEADY \$2,500	FRIEND ZONE \$500	*SWIPE RIGHT (STRICTLY SAMPLING)	*MEDIA
<b>PRE-EVENT BENEFITS</b>						
Logo included within the <b>TFBC</b> website page with direct link to your website	➤	➤				
Logo included within 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				
<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	➤	➤	➤		➤	
<b>Sampling Opportunities</b>	➤				➤	
Opportunity for brand representative to speak at event	➤					
<b>POST-EVENT BENEFITS</b>						
Partner mention in post-event 'Thank You' email	➤	➤	➤	➤		➤
Opportunity for a digital coupon or special offer to all participants	➤	➤	➤		➤	➤
Category Exclusivity	➤					

Interested? Please contact [runcupids@tumourfoundation.ca](mailto:runcupids@tumourfoundation.ca)

*\*These are specialty partnerships*

# CUPID'S MADE HEADLINES IN THE U.S.

**WITH YOUR HELP WE CAN MAKE HEADLINES IN CANADA THIS FEBRUARY!**

"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

The  
New York  
Times

**AP** Associated Press

**travel**  
CHANNEL

**Bloomberg**

**BuzzFeed**

**GLAMOUR**

**n p r**

THE  
HUFFINGTON  
POST

**YAHOO!**  
NEWS

**SELF**

**FOX**

**CNN**

BUSINESS  
INSIDER

  
TODAY

**abc**

  
NBC

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

**CONTACT: [RUNCUPIDS@TUMOURFOUNDATION.CA](mailto:RUNCUPIDS@TUMOURFOUNDATION.CA)**