

**Expect Miracles**  
**FOUNDATION**  
Financial Services Against Cancer



2026  
**DISTANCE  
CHALLENGE  
SPONSORSHIPS**

Go Further Together



**Do good and be seen doing good. Power a global health and wellness initiative that turns miles into miracles to leave cancer behind. With your company involved, we can go further together!**

# Welcome

Dear Friends and Partners,

I'm grateful you're considering sponsoring the 2026 EMF Distance Challenge.

Expect Miracles Foundation is a Boston-based nonprofit that rallies the financial services industry to invest in life-saving cancer research and support the financial and emotional health of people impacted by cancer. We launched the Distance Challenge in 2020 to inspire supporters to see how far they can go to support the cancer community. For eight days, individuals, teams, and companies walk, run, bike, or move in any way they choose while setting fundraising and distance goals.

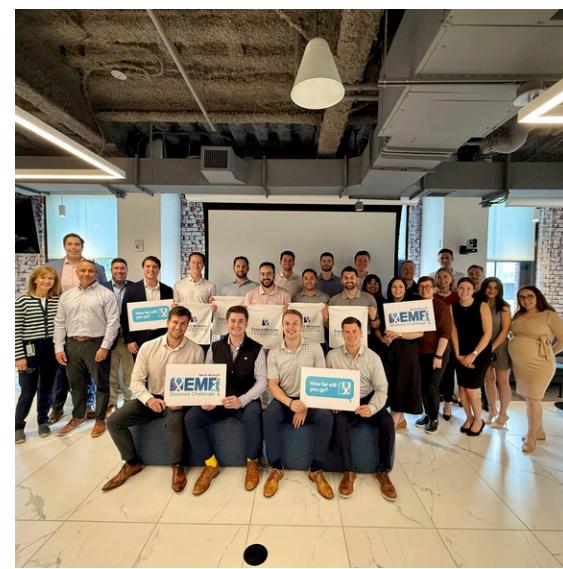
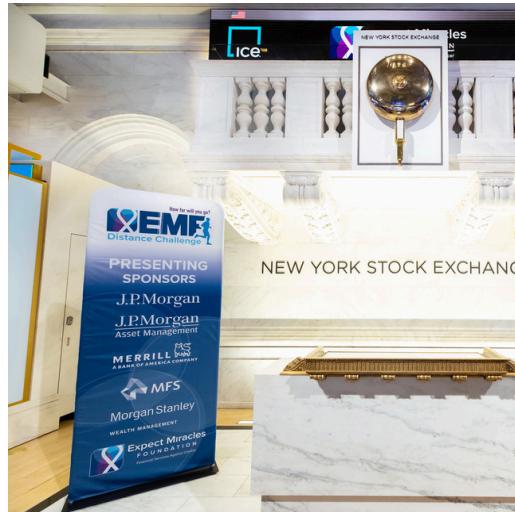
Today, it is our largest annual fundraiser and a global move-athon that builds community and fuels impact. In 2025, more than 2,000 participants from 21 countries logged 43,000 miles and raised \$1.3 million.

Sponsoring the EMF Distance Challenge is an opportunity to align your brand with purpose, engage your employees, build teamwork, and help fund critical cancer research and financial assistance grants. I invite you to review the opportunities ahead and join us in turning miles into miracles.

With gratitude,

*Maggie*

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# About +

**What?** EMF Distance Challenge is an 8 day move-athon!

**How?** You can run, walk, bike, or do any activity that gets you moving.

**When?** EMF Distance Challenge takes place from May 12 to May 19, 2026.

**Where?** EMF Distance Challenge is global and virtual so you can go the distance at home, at the office, while on vacation, really anywhere. And we host We host Warm-Up Parties in Boston and NYC, and the Awards are presented on the Floor of the New York Stock Exchange in New York City.

**Why?**

- Promote employee well-being
- Enhance team building
- Unite all levels and locations of your organization in a shared, purposeful mission
- Make a difference in the fight against cancer

**The Goal?** To unite the financial services industry to go further together in bringing hope to the cancer community. Prizes are awarded to the top individual, team, and company for fundraising and mileage.



# Sponsorship Opportunities

## \$50,000 Presenting

### **Positioning**

- Exclusive title rights: “EMF Distance Challenge presented by [Company Name]”
- Top-tier branding across campaign and event footprint

### **Impact**

- Sponsor dollars allocated to your organization

### **Brand Visibility**

- Primary logo placement on Distance Challenge homepage
- Primary logo placement on event t-shirts
- Primary logo placement in Distance Challenge email campaigns

### **Mobile App, SMS, & Social Media**

- Featured placement in the app
- Dedicated push notification to participants
- Dedicated text message feature (SMS)
- Dedicated social media feature

### **In-Person Activation**

- Digital + physical branding onsite at Awards Ceremony at NYSE
- Speaking role during Awards Ceremony program at NYSE
- 8 Awards Ceremony tickets
- Branding at NYC + Boston Warm-Up Events

### **Participant Engagement**

- 150 complimentary Distance Challenge entries

### **Team Support**

- EMF-hosted internal team kickoff (Onsite and/or virtual)
- EMF concierge team page build

## \$30,000 Leaderboard

### **Positioning**

- Logo on Distance Challenge Leaderboards (most visited webpage)

### **Impact**

- Sponsor dollars allocated to your organization

### **Brand Visibility**

- Logo on Distance Challenge homepage
- Logo on event t-shirts
- Logo in Distance Challenge email campaigns

### **Mobile App & Social Media**

- Logo placement in app
- Dedicated app disruption/takeover screen (exclusive to this tier)
- Dedicated social media feature

### **In-Person Activation**

- Logo onsite at Awards Ceremony at NYSE
- Verbal recognition during program Awards Ceremony at NYSE
- 6 Awards Ceremony tickets
- Branding at NYC + Boston Warm-Up Events

### **Participant Engagement**

- 100 complimentary Distance Challenge entries

### **Team Support**

- EMF-hosted internal team kickoff (Onsite and/or virtual)
- EMF concierge team page build

## \$15,000 Cornerstone

### **Positioning**

- Logo on the Distance Challenge Fundraising Toolkit
- Dedicated email spotlight featuring the Fundraising Toolkit

### **Impact**

- Sponsor dollars allocated to your organization

### **Brand Visibility**

- Logo on Distance Challenge homepage
- Logo on event t-shirts
- Logo in Distance Challenge email campaigns

### **Mobile App & Social Media**

- Logo placement in app
- Dedicated social media feature

### **In-Person Activation**

- Logo onsite at Awards Ceremony at NYSE
- Verbal recognition during program Awards Ceremony at NYSE
- 4 Awards Ceremony tickets
- Branding at NYC + Boston Warm-Up Events

### **Participant Engagement**

- 75 complimentary Distance Challenge entries

### **Team Support**

- EMF-hosted internal team kickoff (virtual or NYC/Boston)
- EMF concierge team page build

# Sponsorship Opportunities

## \$7,500 Pedal

### Impact

- Sponsor dollars allocated to a fundraising page of your choice (Organization, Team, or Individual)

### Brand Visibility

- Logo on event webpage
- Logo in event email campaigns
- Name on event t-shirts

### Participant Engagement

- 30 complimentary Distance Challenge entries

### Social Media

- Social media mention

### Team Support

- EMF-hosted internal team kickoff (virtual or NYC/Boston)
- EMF concierge team page build

## \$5,000 Laces

### Impact

- Sponsor dollars allocated to a fundraising page of your choice (Organization, Team, or Individual)

### Brand Visibility

- Logo on event webpage
- Logo in event email campaigns

### Participant Engagement

- 20 complimentary Distance Challenge entries

### Social Media

- Social media mention

### Team Support

- EMF-hosted internal team kickoff (virtual or NYC/Boston)
- EMF concierge team page build

## \$3,000 Clock

### Impact

- Sponsor dollars allocated to a fundraising page of your choice (Organization, Team, or Individual)

### Brand Visibility

- Name on event webpage

### Participant Engagement

- 10 complimentary Distance Challenge entries

### Team Support

- EMF-hosted internal team kickoff (virtual or NYC/Boston)
- EMF concierge team page build





## Distance Challenge Sponsorships at a Glance

Presenting **\$50,000**: Naming + most prominent logo placement, 150 entries

Leaderboard **\$30,000**: Owning competition visibility (Leaderboards), 100 entries

Cornerstone **\$15,000**: Owning resources/content (Fundraising Toolkit), 75 entries

Pedal **\$7,500**: Participation-forward visibility, 30 entries

Laces **\$5,000**: Core supporter, 20 entries

Clock **\$3,000**: Entry-level supporter, 10 entries

Expect Miracles Foundation 89 South Street | Suite 701 | Boston, MA 02111

Expect Miracles Foundation (EMF) rallies the financial services industry and beyond to invest in life-saving cancer research while advancing the financial and emotional health of people impacted by cancer.

[www.expectmiraclesfoundation.org](http://www.expectmiraclesfoundation.org) | [www.emfdistancechallenge.org](http://www.emfdistancechallenge.org)