Expect Miracles
FOUNDATION
Financial Services Against Cancer

2027

DISTANCE CHALLENGE SPONSORSHIPS

Go Further Together

EMF Distance Challenge

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 2027 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 2026, more than 2,000 participants from 21 countries logged 47,000 miles and raised $1.8 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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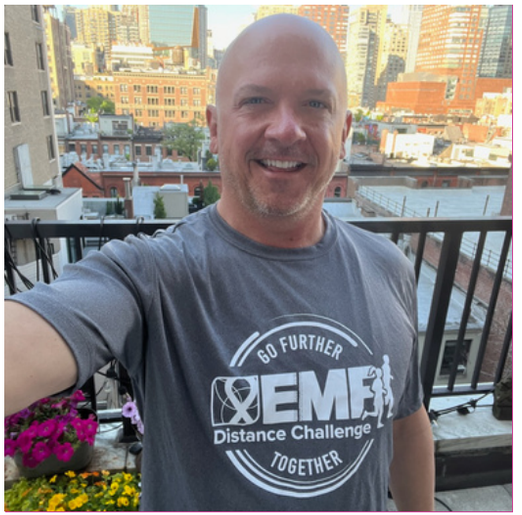

About

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 11 to May 18, 2027.

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?

Raise $2M+ to unite the financial services industry to go further together in bringing hope to the cancer community.

Signature

EVENTS

Marketing and benefits extend beyond the Virtual EMF Distance Challenge encompassing branding and activation at three Signature Events.

EMF Distance Challenge Warm-Up Parties
Boston, MA and New York, NY
May, 2027

Warm-Up Parties in Boston and New York bring together 200 participants across two cities to network and celebrate before the Distance Challenge begins!

Impact Celebration at NYSE
New York, NY
May, 2027

The Distance Challenge culminates with EMF's Impact Celebration at the New York Stock Exchange, bringing together 250 participants, fundraisers, donors, and sponsors to celebrate their collective impact and recognize the year's top individuals, teams, and firms.

Sponsorship Opportunities

$50,000 Presenting

- 150 Distance Challenge participant entries
- 8 tickets to the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Exclusive title rights: "EMF Distance Challenge presented by [Company Name]"
- Digital and onsite branding at the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Speaking role during the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Branding at NYC and Boston Warm-Up Events
- Primary logo placement on event t-shirts
- Sponsorship dollars credited to a fundraising page(s) of your choice

Digital | EMF Website

- Primary logo placement on Distance Challenge homepage
- Primary logo placement in Distance Challenge email campaigns
- Featured logo placement in the Distance Challenge app
- Dedicated app push notification to participants
- Dedicated text message (SMS) feature
- Dedicated social media feature

Team Support

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

$30,000 Leaderboard

- 100 Distance Challenge participant entries
- 6 tickets to the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Digital and onsite branding at the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Verbal recognition during the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Branding at NYC and Boston Warm-Up Events
- Logo on event t-shirts
- Sponsorship dollars credited to a fundraising page(s) of your choice

Digital | EMF Website

- Logo on Distance Challenge homepage
- Logo on Distance Challenge Leaderboards (top visited webpage)
- Logo in Distance Challenge email campaigns
- Logo placement in the Distance Challenge app
- Exclusive app disruption screen
- Dedicated social media feature

Team Support

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

$15,000 Cornerstone

- 75 Distance Challenge participant entries
- 4 tickets to the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Digital and onsite branding at the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Verbal recognition during the Distance Challenge Awards Ceremony hosted at EMF's Impact Celebration on the floor of the NYSE
- Branding at NYC and Boston Warm-Up Events
- Logo on event t-shirts
- Logo on the Distance Challenge Fundraising Toolkit page
- Sponsorship dollars credited to a fundraising page(s) of your choice

Digital | EMF Website

- Logo on Distance Challenge homepage
- Logo in Distance Challenge email campaigns
- Logo placement in the Distance Challenge app
- Dedicated social media feature
- Dedicated email spotlight featuring the Fundraising Toolkit

Team Support

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

Sponsorship Opportunities

$7,500 Pedal

- 30 Distance Challenge participant entries
- Company name on event t-shirts
- Sponsorship dollars credited to a fundraising page(s) of your choice

Digital | EMF Website
- Logo on event webpage
- Logo in event email campaigns
- Social media mention

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

$5,000 Laces

- 20 Distance Challenge participant entries
- Sponsorship dollars credited to a fundraising page(s) of your choice

Digital | EMF Website
- Logo on event webpage
- Logo in event email campaigns
- Social media mention

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

$3,000 Clock

- 10 Distance Challenge entries
- Sponsorship dollars credited to a fundraising page(s) of your choice

Digital | EMF Website
- Company name on event webpage

Team Support
- EMF-hosted internal team kickoff meeting (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 | www.emfdistancechallenge.org