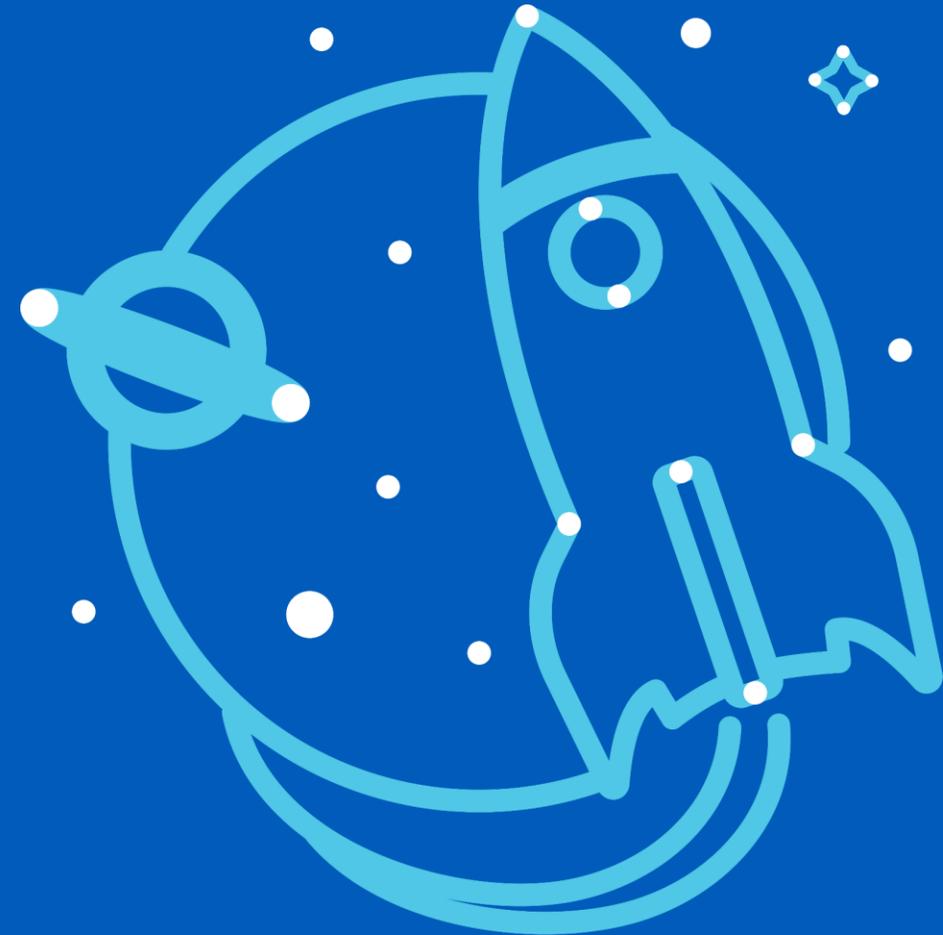


THE BLAST

Saturday, March 28, 2026 | Panther Island Pavilion



No one walks alone.

The Blast is more than a walk – it's a chance to show kids battling cancer that their community supports them on their journey. The event also gives corporations an opportunity to partner with a leading institution in the fight against childhood cancer. It's a powerful way to raise brand awareness among community members who walk to show patients, their families and the world that at Cook Children's, no one walks alone.



#1

cancer is the leading cause of death by disease in children under 15 in the United States

2 out of 3

childhood cancer patients will have long-lasting conditions from treatment

230

active research studies and clinical trials happening at Cook Children's

275

new patients treated for cancer each year at Cook Children's

100%

of every donation to The Blast funds research for a cure and care for children battling cancer at Cook Children's



Partner with purpose

Partnership with The Blast offers engagement opportunities for your employees and their families, as well as significant exposure for your brand's alignment with a trusted leader in pediatric health.

A few ways your partnership means greater engagement for your employees:

- Promote your Blast team to encourage participation and team-building
- Make The Blast a part of your company wellness goals
- Create leadership opportunities through an event committee
- Increase employee morale and retention through strong philanthropic relationships

Partnership stats



2,200+ event participants
with 20% growth year over year



3,224 average
email audience



105,570 social media impressions and
2,146 engagements on organic content



Over **1.3 million**
social media impressions
on sponsored content



Walk for Marlee



Age: 7

Diagnosis: Neuroblastoma

At 3 years old, Marlee was diagnosed with neuroblastoma after frequent fevers and illness sent her family on a quest for answers. She immediately began chemotherapy, but her cancer didn't respond to standard treatment. Now 7 years old, immunotherapy and stem cell treatments are helping her fight the disease. Marlee's family participates in The Blast to help

raise the funds that bring new treatment options and research trials to Cook Children's. Marlee's mom Lani shared, "It's inspiring that people take time out of their weekends to celebrate these kids and all they've been through. I love that support for Marlee. I know she feels it." Your support shows kids like Marlee that they'll never walk alone.

Opportunities at a glance

Packages are fully customizable to meet your needs. Partnership benefits are subject to change depending on your confirmation date and printing deadlines.

	Premier \$50,000	Principle \$25,000	Presenting \$15,000	Supporting \$7,500	Friend \$5,000
Company Engagement					
Event-day tent for participants	✓	✓			
In-person or virtual kick-off with The Blast team members	✓	✓	✓		
Complimentary walk participant registrations	50	25	15	10	5
T-shirt delivery for participants	✓	✓	✓	✓	✓
Customized team home page, flyer and staff support for duration of the event year	✓	✓	✓	✓	✓
Thank you video from Cook Children's for each participant	✓	✓	✓	✓	✓
Brand Exposure					
Inclusion on The Blast event collateral	✓				
Inclusion during event program	✓				
Inclusion on The Blast email communications	All	1 Email			
Designated sponsor of event activation	✓	✓	✓		
Recognition on The Blast T-shirt	✓	✓	✓	✓	
Recognition on The Blast website	✓	✓	✓	✓	✓
Inclusion on thank-you social media post	✓	✓	✓	✓	✓
Mention during pre-walk announcements	✓	✓	✓	✓	✓
Recognition on event-day partners sign	Logo	Logo	Logo	Name	Name



Event activations include:



Team Zone



Kid Zone



Walk Route



Fuel Zone



Tribute Walk



Entertainment



Star Club

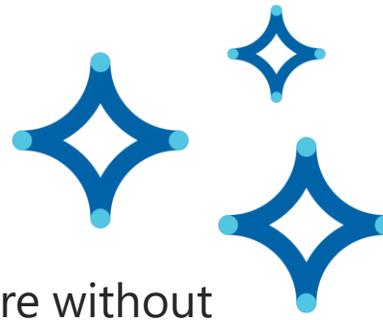


Water Zone



Start & Finish Line

Your impact



At Cook Children's, we believe we can create a future without childhood cancer. These are some areas funded by The Blast:

- **Specialized treatment** and state of the art equipment for out-of-this world care
- **Support for survivors** who often deal with the effects of chemotherapy and cancer for the rest of their lives
- **Emergency assistance** grants to qualifying families to take care of unexpected costs or barriers to treatment
- **Training and education** because our team members are dedicated to being the ones to find the next cures
- **Innovative approaches** in everything from pain management and physical therapy to grief support and programs for adolescents and young adults
- **Moments of magic** that provide childhood joy to patients fighting this battle



Partner with us

Our team looks forward to partnering with you. Every step we take together makes a difference for children fighting cancer.



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