

24 Foundation Partnership Opportunities



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For partnership opportunities, please
contact Tabithia Engle at
tabithia@24foundation.org.

ABOUT **24** Foundation

Established in 2001 by one man cycling for 24 hours, 24 Foundation celebrates survivorship, the impact of peer-to-peer fundraising, and the enduring spirit of our participants and supporters. With a shared commitment to cancer navigation and survivorship for everyone, 24 Foundation has raised over \$31 million to further its mission within our local community.

We exist for one simple purpose: To inspire and engage our community to make an immediate and lasting impact on the lives of people affected by cancer.

DONATE: Join us in bringing hope and healing to those at the heart of our mission. Every donation makes a difference in changing the course of cancer. Your support is vital in creating a brighter future for those affected.

PARTICIPATE: Whether you attend one of our events, volunteer, or join one of our boards, your involvement has an immediate impact on the lives of those facing a cancer diagnosis. We believe that simply showing up helps create meaningful change.

PARTNER: Our partnership programs are designed to build meaningful connections and empower businesses to make a significant, measurable impact within their community. When you choose to become a funding partner, you are investing in the Charlotte community by helping offset the cost of our events. This means more of the money raised by participants goes directly to the cancer community. All funding levels can be customized to suit your needs.

Cancer Navigation Services • Survivorship for all



**More than \$31M
raised since 2001**



**Thousands of participants
and attendees**



**Countless lived
impacted**

24 hours of booty®



July 24 - 25, 2026
The Booty Loop
Myers Park
Neighborhood

The Event That Started It All!

24 Foundation's signature annual event, **24 Hours of Booty**, is more than a ride or a walk—it's a celebration. A celebration of survivorship. A celebration of community. A celebration of the spirit our participants embody every single day.

Over the course of 24 hours, riders and walkers commit to doing as much—or as little—as they like. It's not a race. Miles don't matter. What matters is the experience, the connection, and the triumph.

When your company partners with us, you're not just supporting an event—**you're showing up for the cancer community**. With more than 1,000 participants, hundreds of spectators, and over 200 dedicated volunteers, 24 Hours of Booty is the destination for purpose-driven partnership and social good.



24 hours of booty®

Partnership Opportunities



Diamond: \$50,000

- Partner provided participant gift bag insert/item
- Company logo on printed materials
- Company logo printed on event t-shirt
- Event signage (8x3 banners and yard signs)
- Company Logo/Link on 24 website
- Public service announcements during event
- Dedicated Company feature in social media post
- Sponsor tags on social media channels
- Logo included on event start truss
- Naming rights to agreed-upon event area
- Sponsor spotlight in monthly newsletter
- Invitation to speak at annual events & opening ceremonies
- Formal press release
- Interview with Media Partners as they become available
- Recognition in 24 Foundation Annual Impact Report
- Hotel accommodations for 2 representatives
- Priority team-building volunteer opportunities at 24 Foundation events and programs
- Lunch and Learn with 24 Foundation Founder and leadership
- Invitation to all other 24 Foundation signature events - 4 tickets to 24,000 Meter Row, Dam to Dam, VIP Tickets to Bourbon for Booty
- 10x10 Expo booth in Bootyville during 24 Hours of Booty staffed by Sponsor
- 20x20 Team tent located in campground of 24 Hours of Booty
- Waived participant registration fee - 15 (fundraising minimum still applies)



Platinum: \$25,000

- Partner provided participant gift bag insert/item
- Company logo on printed materials
- Company logo printed on event t-shirt
- Event signage (8x3 banners and yard signs)
- Company Logo/Link on 24 website
- Public service announcements during event
- Dedicated Company feature in social media post
- Sponsor tags on social media channels
- Logo included on event start truss
- Naming rights to agreed-upon event area
- Sponsor spotlight in monthly newsletter
- Formal press release
- Interview with Media Partners as they become available
- Recognition in 24 Foundation Annual Impact Report
- Priority team-building volunteer opportunities at 24 Foundation events and programs
- Lunch and Learn with 24 Foundation Founder and leadership
- Invitation to all 24 Foundation signature events - 2 tickets to 24,000 Meter Row, Dam to Dam, VIP Tickets to Bourbon for Booty
- 10x10 Expo booth in Bootyville during 24 Hours of Booty staffed by Sponsor
- 20x20 Team tent located in camping ground of 24 Hours of Booty
- Waived participant registration fee - 10 (fundraising minimum still applies)

24 hours of booty®

Partnership Opportunities



Gold: \$10,000

- Partner provided participant gift bag insert/item
- Company logo on printed materials
- Company logo printed on event t-shirt
- Event signage (8x3 banners and yard signs)
- Company Logo/Link on 24 website
- Public service announcements during event
- Dedicated Company feature in social media post
- Sponsor tags on social media channels
- Logo included on event start truss system
- Sponsor spotlight in monthly newsletter
- Recognition in 24 Foundation Annual Impact Report
- Priority team-building volunteer opportunities at 24 Foundation events and programs
- Invitation to all 24 Foundation signature events - 1 ticket to 24,000 Meter Row, Dam to Dam, VIP Tickets to Bourbon for Booty
- 10x10 Expo booth in Bootyville during 24 Hours of Booty staffed by Sponsor



Silver: \$5,000

- Partner provided participant gift bag insert/item
- Company logo on printed materials
- Company logo printed on event t-shirt
- Event signage (8x3 banners and yard signs)
- Company Logo/Link on 24 website
- Sponsor tags on social media channels
- Logo included on event start truss system
- Sponsor spotlight in monthly newsletter
- Recognition in 24 Foundation Annual Impact Report
- Priority team-building volunteer opportunities at 24 Foundation events and programs
- 10x10 Expo booth in Bootyville during 24 Hours of Booty staffed by Sponsor

24 Foundation



24 hours of booty®

Partnership Opportunities



Bronze: \$2,500

- Partner provided participant gift bag insert/item
- Company logo on printed materials
- Company logo printed on event t-shirt
- Event signage - 4 yard signs
- Company Logo/Link on 24 website
- Sponsor tags on social media channels
- Logo included on event start truss system
- Recognition in 24 Foundation Annual Impact Report
- Priority team-building volunteer opportunities at 24 Foundation events and programs
- 10x10 Expo booth in Bootyville during
- 24 Hours of Booty staffed by Sponsor



Partner: \$1,000

- Partner provided participant gift bag insert/item
- Company logo on printed materials
- Company logo printed on event t-shirt
- Event signage - 2 yard signs
- Company Logo/Link on 24 website
- Sponsor tags on social media channels
- Company name text included on event start truss system
- Recognition in 24 Foundation Annual Impact Report
- Priority team-building volunteer opportunities at 24 Foundation events and programs



24,000

METER ROW



March 7, 2026
Sugar Creek Brewing
Charlotte, NC

Join us for an unforgettable, high-energy event honoring and remembering all who face the cancer journey.

The **24,000 Meter Row** is dedicated to the pain and suffering that people all over the world endure while fighting cancer. With nearly 200 participants and attendees, the **24,000 Meter Row** is the perfect opportunity to connect with fellow supporters.

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24foundation.org

24,000

METER ROW

Partnership Opportunities



Presenting: \$5,000

- Naming Rights for event: 24,000 Meter Row Presented By:
- Company name listed on event website
- Opportunity for expo space at event
- Mention in a minimum of 3 emails to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Logo inclusion on event t-shirt
- Sponsor tags on social media channels
- (3) Complimentary event registrations (teams of two or four)
- Opportunity to speak at event
- VIP tour for 10 with food & beverage tasting at Sugar Creek Brewing



MICHELLE'S
MIGHTY MISSION



Gold: \$2,500

- Company name listed on event website
- Opportunity for expo space at event
- Mention in a minimum of 3 emails to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Company logo with link to corporate website featured on the event website
- Sponsor tags on social media channels
- (2) Complimentary event registrations (teams of two or four)



Silver: \$1,000

- Company name listed on event website
- Opportunity for expo space at event
- Mention in a minimum of 2 emails to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Company logo with link to corporate website featured on the event website
- Sponsor tags on social media channels
- (1) Complimentary event registration (teams of two or four)



Bronze: \$500

- Company name listed on event website
- Opportunity for expo space at event
- Mention in a minimum of 1 email to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Company logo with link to corporate website featured on the event website
- Sponsor tags on social media channels



DAM TO DAM

June 2026

Catawba River & Lake Wylie

Dam to Dam is a one-of-a-kind 24-mile standup paddleboard adventure that takes you from Mountain Island Lake Dam to Lake Wylie Dam, finishing with a well-earned post-paddle celebration.

Over the course of this 11-hour journey, participants experience an unforgettable mix of camaraderie, challenge, and serenity on the water. It's a test of both body and mind—equal parts rewarding and restorative. Whether you're a cancer survivor, a caregiver, or someone who simply wants to make a difference, Dam to Dam promises an experience that's as inspiring as it is unforgettable.



DAM TO DAM

Partnership Opportunities



Presenting: \$5,000

- Naming Rights for event: Dam to Dam Presented By:
- Opportunity for expo space at event — post-paddle celebration
- Mention in a minimum of 3 emails to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Logo inclusion on event t-shirt
- Company logo with link to corporate website featured on the event website
- Dedicated Sponsor Spotlight on social media channels
- Media opportunities (live and/or taped interview with our media partner)
- (2) Complimentary event registrations
- Opportunity to speak at event



Gold: \$2,500

- Opportunity for expo space at event post-paddle celebration
- Mention in a minimum of 2 emails to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Company logo with a link to corporate website featured on the event website
- Sponsor Tags on social media channels
- Select Sponsor Category (Choice of One)
- Boat Sponsor (2 available)
- Lunch Sponsor
- Jet Ski Sponsor (2 available)
- Sunscreen sponsor



Bronze: \$500

- Logo on event signage such as yard signs, posters, and other marketing materials
- Sponsor tags on social media channels
- Company logo with link to corporate website featured on the event website



Silver: \$1,000

- Mention in a minimum of 1 emails to participants, donors, sponsors
- Logo on event signage such as yard signs, posters, and other marketing materials
- Logo inclusion on event banners
- Sponsor tags on social media channels
- Company logo with a link to corporate website featured on the event website



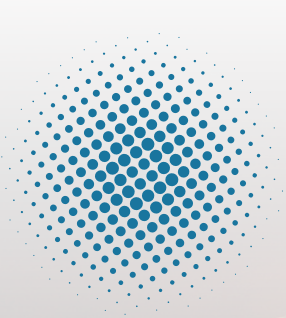
BOURBON FOR BOOTY

2026 WINE + WHISKEY CLT, NC

October 2026
Charlotte, NC

Bourbon for Booty is an exceptional evening of curated bourbons, whiskeys, wines, and chef-prepared food pairings while supporting the local cancer community.

Whether you are new to bourbon, whiskey, and wine, or an experienced collector, Bourbon for Booty is an exclusive, must-do event. The evening also includes a live and silent auction of extraordinary and unique items and experiences and live music. Bourbon for Booty is the perfect evening for hosting clients and/or interacting with corporate decision-makers in numerous industries.



BOURBON FOR BOOTY

Partnership Opportunities



Presenting: \$5,000

- Naming rights to the event: Bourbon for Booty - Presented By:
- Company name/logo listed on event website with link
- Logo inclusion on event signage, tasting glass and tasting card
- 4 Complimentary VIP Tickets
- 4 Complimentary General Admission Tickets
- Opportunity to speak at the event
- Dedicated Company feature in social media



Gold: \$2,500

- Company name/logo listed on event website with link
- Logo inclusion on signage and tasting card
- 2 Complimentary VIP Tickets
- 2 Complimentary General Admission Tickets
- Dedicated Company feature in social media post
- Sponsor tags on social media channels



Silver: \$1,000

- Company name/logo listed on event website with link
- Logo inclusion on event signage
- 4 Complimentary General Admission Tickets
- Sponsor tags on social media channels



Bronze: \$500

- Company name/logo listed on event website with link
- Logo inclusion on event signage
- Sponsor tags on social media channels

24 Foundation



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Menu of all Partnership Levels

	24,000 Meter Row March 7, 2026	Dam to Dam 24-Mile Paddle June 2026	24 Hours of Booty July 24-25, 2026	Bourbon for Booty October 2026
Partner	N/A	N/A	\$1,000	N/A
Bronze	\$500	\$500	\$2,500	\$500
Silver	\$1,000	\$1,000	\$5,000	\$1,000
Gold	\$2,500	\$2,500	\$10,000	\$2,500
Platinum	N/A	N/A	\$25,000	N/A
Diamond	N/A	N/A	\$50,000	N/A
Presenting	\$5,000	\$5,000	SOLD	\$5,000



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Join us in changing the course of cancer.



24 Foundation offers a wide variety of ways for partners to help support our mission. You'll make an immediate impact in the lives of those living with a cancer diagnosis while gaining valuable brand exposure and experience. Let 24 Foundation be your partner for social good.



For partnership opportunities, please contact Tabithia Engle at tabithia@24foundation.org.



Facebook:
7K+ Followers



Instagram:
3K+ Followers



YouTube:
23K+ Subscribers



Stay in the Loop:
Scan the QR code to sign up for our newsletter.



24 Foundation
www.24foundation.org

contactus@24foundation.org