

2025 Partnership Opportunities



Become a sponsor today!
Contact Jessie Hayes to learn more
jhayes@ulmanfoundation.org / 646-573-6964



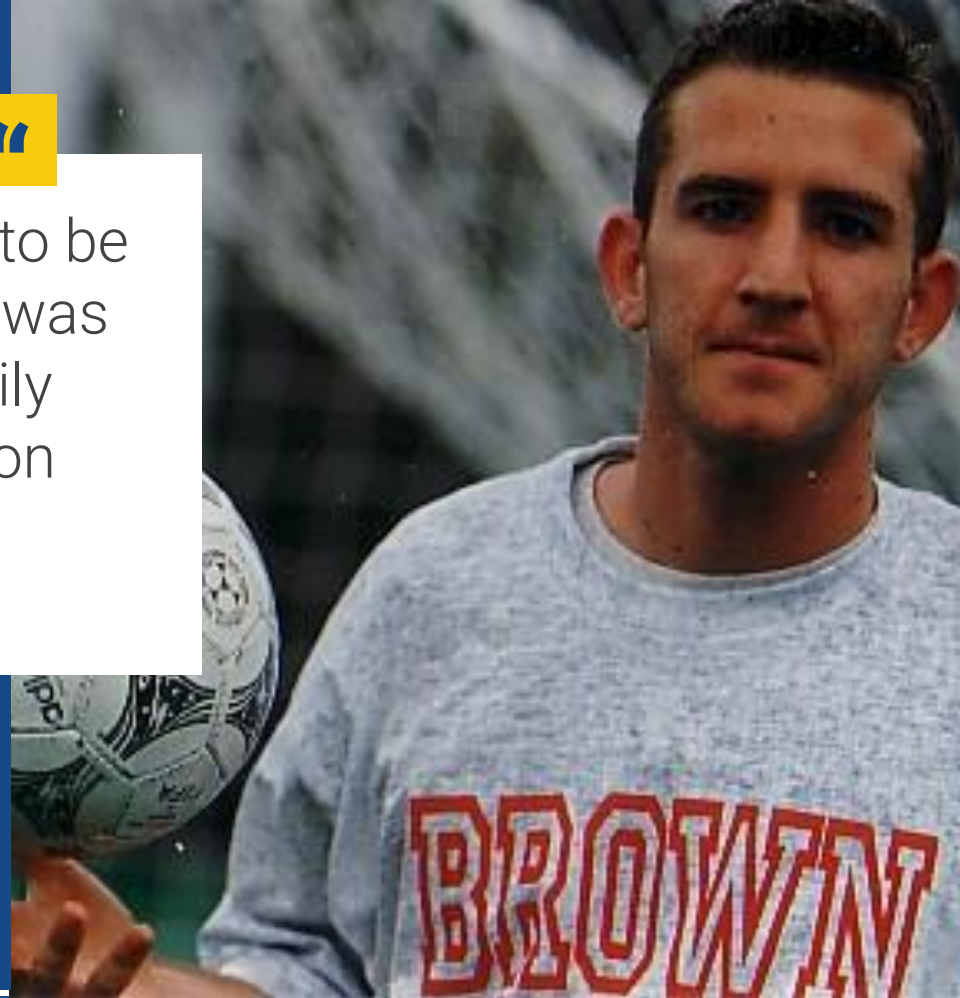


At a time when I was supposed to be discovering my independence, I was suddenly pulled back to my family and I was incredibly dependent on those around me.

Doug Ulman, Co-Founder

Doug was diagnosed with cancer in college at age 19 as a sophomore at Brown University. By the time he graduated, he was a 3-time cancer survivor.

In 1997, Doug Ulman & his family founded the organization to fill a void that exists in health care services.

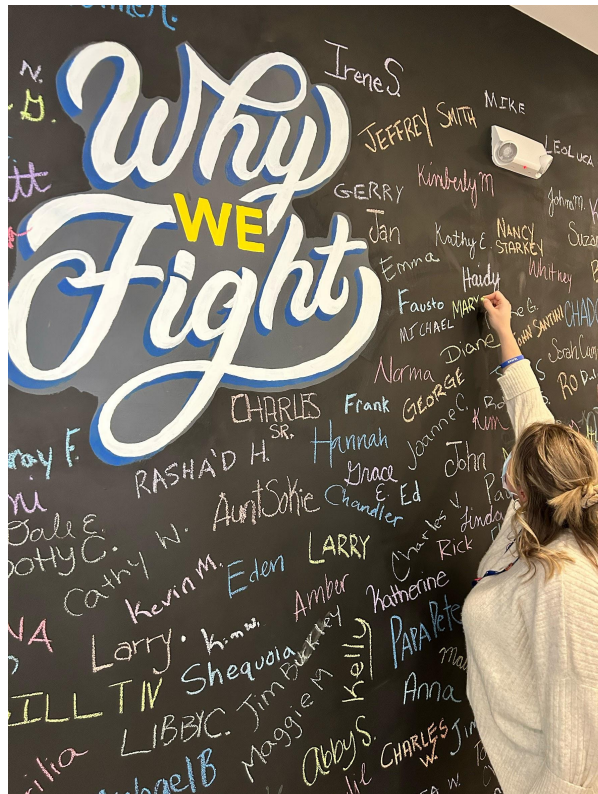


Ulman Foundation works to change lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

We believe that people, perspective, and teamwork matter.

While the mission is simple, the work is difficult and requires support from our vast community of supporters, patients, funders, and community leaders, like you.





YOUNG ADULTS NEED YOUR SUPPORT

Today cancer is the leading disease killer among 20 to 39-year-olds.

Despite advances in early detection, treatment, and prevention, **there's been no improvement within the last 30 years in survival rates for this particular age group.**

The gap between the survival rates of young adults and those of cancer patients in other age groups is widening.



89,000

young adults are diagnosed with cancer every year.

Our Programs Reduce Unique Challenges of an AYA Cancer

By 2027, our programs will reach 90% of adolescent and young adults (AYA) impacted by cancer in the D.C., Maryland, and Virginia (DMV) area.

Ulman programs ensure that no one faces cancer alone and patients will have the life-saving, wraparound services that will not only complement but reduce barriers to care and support during treatment.



Social Isolation



Financial Toxicity



Stress & Anxiety



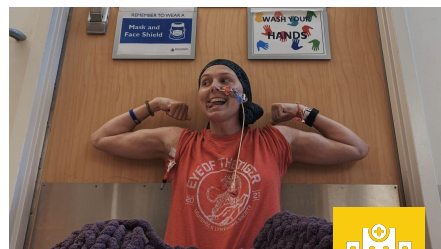
Compliance to Treatment



Access to Care



“Meeting patients
& families where
they are”



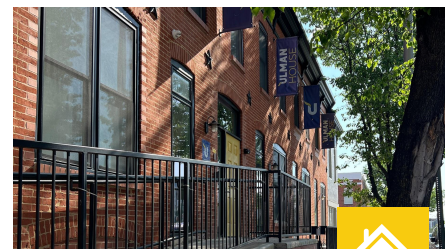
Hospital



Workplace



Community



Ulman House



OUR MISSION

Ulman is an organization that welcomes partnerships and consistently goes deeper to help better our overall community while advancing our mission.

Ulman has built a community of support from local grassroots efforts to national partnerships with large corporations that mutually benefit from our collaborative efforts.



Ways to Get Involved



SPONSOR



PROGRAM SUPPORT



VOLUNTEER



EXPERIENCE



DO IT YOUR WAY



Volunteer to Cook a Meal at Ulman House



Sponsor Cancer to 5K Program



Ride in Cycle to Inspire



Host a Team Step Challenge

Sponsor and attend Blue Jeans & Bow Ties Ball



Donate a Silent Auction Item



Run the Baltimore Running Festival



Sponsor a Family in the Holiday Gift Drive



Renew Your Support

SPONSORSHIP

Ulman offers many signature, high-visibility and well-attended fundraising events throughout the year that directly support our clients and engages, not only the community but also other corporations and organizations.



Year Round Opportunities



Event & Program Opportunities

Blue Jeans & Bow Ties Ball
Cycle to Inspire
Marathons
Cancer to 5K

YEAR ROUND OPPORTUNITIES

Cornerstone Partner

\$100,000 - LIMITED TO ONE SPONSOR



- Presenting sponsor of Blue Jeans and Bow Ties Ball (\$50,000 value)
- Presenting sponsor of Cancer to 5K Program (\$15,000 value)
- Title Sponsor of Ulman House for calendar year with prominent recognition at entrance to house and throughout house (\$75,000 value)
- Logo listed on the Ulman Foundation website as a Cornerstone Partner with photo, logo, and link to your website
- Prominent recognition in newsletters (monthly)
- Prominent recognition and feature in our annual report
- Social media recognition on Instagram, Facebook, and LinkedIn four times per year
- A written press release will be sent to local media outlets
- Custom brick on our Legacy Walkway
- The use of our community room at Ulman House for meetings, celebrations, client cultivation, etc.
- Four Team Engagement/Volunteer Opportunities throughout the year

Pillar Partner

\$75,000 - LIMITED TO TWO PARTNERS



- Presenting sponsor of signature event: Cycle to Inspire, Baltimore Running Festival or Ulman Marathons (up to \$15,000 value)
- Premium Denim sponsorship at Blue Jeans and Bow Ties Ball (\$25,000 level)
- Gold sponsorship of Cancer to 5K Program (\$7,500 value)
- Sponsor of one level of Ulman House (Living Space, Entertainment Level) with prominent recognition at this level and within rooms on this level
- Logo listed on the Ulman Foundation website as a Pillar Partner
- Website spotlight with photo, logo, and link to your website
- Recognition in electronic newsletters (monthly)
- Recognition in our annual report
- Social media recognition twice per year
- Custom brick on our Legacy Walkway
- A written press release will be sent to local media outlets
- The use of our community room at Ulman House for meetings, celebrations, client cultivation, etc.
- Three Team Engagement/Volunteer Opportunities throughout the year

YEAR ROUND OPPORTUNITIES

Mission Partner

\$50,000 - LIMITED TO 10 PARTNERS



- Sponsor of one suite at Ulman House for the 2024 calendar year. Prominent recognition within that suite or sponsorship of Support Groups/Where YA Meets for 2024 year.
- Premium Denim sponsorship at Blue Jeans and Bow Ties Ball (\$25,000 level)
- Logo recognition at other major events - Cancer to 5K, Key to Keys, Ulman Marathons
- Listed on the Ulman Foundation website as a Mission Partner for one year
- Website spotlight with photo and logo, and link to your website
- Recognition in newsletters and at all events
- Recognition in our annual report
- Social Media recognition twice per year
- Custom brick on our Legacy Walkway
- A written press release will be sent to local media channels
- The use of our community room at Ulman House for meetings, celebrations, client cultivation, etc.
- Two Team Engagement/Volunteer Opportunities throughout the year



[illegible]

-
- A man and a woman are sitting on a dark grey couch, smiling broadly. They are holding a large, glossy, blue and yellow 'U' shaped object. The man is on the left, wearing a grey sweater and blue jeans. The woman is on the right, wearing a grey top and blue jeans. Behind them are three framed pictures on the wall.

Sustaining Partner

\$10,000

- Reserved table for 8 at the Blue Jeans & Bow Ties Ball
- Listed on the Ulman Foundation website as a Sustaining Partner for one year
- Your company logo will be placed on our website
- Recognition in newsletters and annual report
- Custom brick on our Legacy Walkway
- The use of our community room at Ulman House for meetings, celebrations, client cultivation, etc.



YEAR ROUND OPPORTUNITIES

Supporting Partner

\$7,500

- Reserved seats for four at the Blue Jeans & Bow Ties Ball
- Listed on the Ulman Foundation website as a Supporting Partner for one year
- Recognition in newsletters and annual report
- Custom brick on our Legacy Walkway
- The use of our community room at Ulman House for meetings, celebrations, client cultivation, etc.





Blue Jeans & Bow Ties Ball

Presenting Sponsorship

\$50,000

- Recognition as the Presenting Sponsor
- Four premium reserved tables (32 seats total)
- Speaking Opportunity from stage
- Prominent signage and high-visibility branding throughout the event
- Logo placement with a direct link on the event homepage and online auction platform
- Opportunity to include a branded promotional gift for attendees
- Featured in all digital and print promotional materials
- Acknowledgment on stage during the event program

IMPACT: Fully funds the patient navigation services and support of 200 patients for the duration of their treatment.



Blue Jeans & Bow Ties Ball

Premium Denim Sponsorship

\$30,000

- Recognition as a Premium Denim Sponsor
- Two reserved tables (16 seats total) at the Blue Jeans & Bow Ties Ball
- Exclusive sponsorship of a key event feature (e.g., Bar, Auction, Registration – based on availability)
- Prominent signage and branding throughout venue
- Logo placement with a direct link on the event homepage and online auction platform
- Opportunity to include a branded promotional gift for attendees
- Inclusion in all digital and print promotions before and after the event
- Acknowledgment during the event program

IMPACT: Covers the cost of fully operating Ulman House for one month.

Blue Jeans & Bow Ties Ball

Bootcut Sponsorship

\$12,000



- Reserved table for 10
- Exclusive sponsorship of a key event feature (e.g., Bar, Auction, Registration – based on availability)
- Logo placement with a direct link on the event homepage and online auction platform
- Opportunity to include a branded promotional gift for attendees
- Inclusion in digital and print promotional materials
- Recognition on stage and event signage

IMPACT: Covers the duration of stay for 28 guests & caregivers at Ulman House.



Blue Jeans & Bow Ties Ball

Vintage Sponsorship

\$7,500

- Reserved table for 10
- Logo placement with a direct link on the event homepage
- Inclusion in pre- and post-event digital and print promotions
- Logo displayed on the online auction platform
- Recognition on stage and event signage
- Opportunity to include a branded promotional gift for attendees

IMPACT: Funds 30 support groups or meet ups for young adult cancer patients, caregivers and survivors.



Blue Jeans & Bow Ties Ball

Stonewash Sponsorship

\$6,000

- Reserved table for 8
- Logo placement with a direct link on the event homepage
- Inclusion in pre- and post-event promotional materials
- Logo displayed on the online auction platform
- Recognition on stage and event signage
- Opportunity to include a branded promotional gift for attendees

IMPACT: Provides hope to build a family for 30 young adult cancer patients through fertility preservation services.

Blue Jeans & Bow Ties Ball

Flare Sponsorship

\$3,500



- Reserved seating for 4
- Logo placement with a direct link on the event homepage
- Logo displayed on the online auction platform
- Recognition on event signage
- Opportunity to include a branded promotional gift for attendees

IMPACT: Covers 2 months of utilities for Ulman House

Blue Jeans & Bow Ties Ball

Capri Sponsorship

\$2,000

- Reserved seating for 2
- Company name with a direct link on the event homepage
- Logo displayed on the online auction platform
- Opportunity to include a branded promotional gift for attendees

IMPACT: Provides 28 meals for every guest of Ulman House.

Sponsorships Available from \$1,000 - \$10,000

Cycle to Inspire Sponsorships

PRESENTING SPONSOR ASSETS BELOW:

- Recognition as Presenting Sponsor in all press releases and media coverage
- Speaking opportunity during the opening and closing ceremonies
- Registration for 5 riders (or cover 5 survivors)
- Social media recognition
- Logo on event website





Sponsorships Available from \$1,500 - \$10,000

Baltimore Running Festival

PRESENTING SPONSOR ASSETS BELOW:

- Recognition as Presenting Sponsor in all press releases and media coverage
- Speaking opportunity at celebratory dinner and after party
- Ability to acquire up to 10 bibs
- Logo on all incentives provided to runners
- Social media recognition
- Logo on event website
- Opportunity to provide giveaways for runners



Sponsorships Available from \$1,500 - \$10,000

Ulman Marathons

PRESENTING SPONSOR ASSETS BELOW:

- Recognition as Presenting Sponsor in all press releases and media coverage
- Speaking opportunity at celebratory luncheon or dinner or any events related to marathon teams
- Ability to acquire up to 3 bibs for races as available
- Logo on all incentives provided to runners
- Social media recognition
- Logo on event website
- Opportunity to provide giveaways for runners

Sponsorships Available from \$1,500 - \$10,000

Cancer to 5K Sponsorships

PRESENTING SPONSOR ASSETS BELOW:

- Recognition as Presenting Sponsor in all press releases and media coverage
- Speaking opportunity during any practices and final race
 - 18 locations across the county!
- Registration for unlimited runners on any team, in any location.
- Logo on front and back of runner t shirt
- Social media recognition
- Logo on event website
- Opportunity to provide giveaways for runners and coaches



Volunteer



ULMAN HOUSE

Corporate teams come together to prepare meals for Ulman House guests.



SKILLS & SERVICES

Business and organizations have the opportunity to make an impact in our ability to serve our community by providing complimentary services.

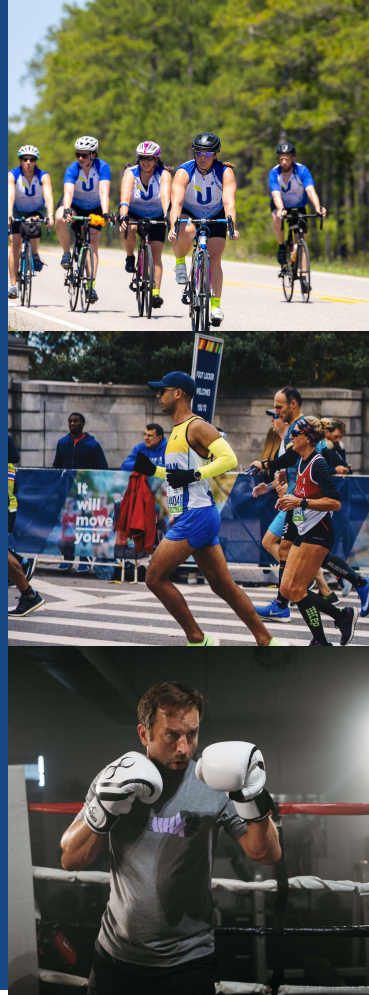


EVENT SUPPORT

Donating time as a team to volunteer at an event is a great way to show your support with members of the Ulman community.

Participate

Supporting team members to register in one of Ulman's "support through sport" activities not only provides them with the opportunity to become mentally stronger and physically healthier, but also demonstrates the commitment your company has to serving the community while supporting young adults and their loved ones impacted by cancer.



RIDE IN KEY TO KEYS

A team of riders spend a week trekking from Baltimore, Maryland to Key West, Florida

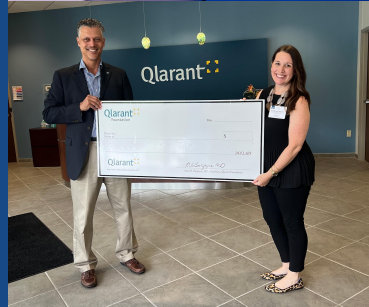
RUN THE NEW YORK CITY MARATHON

Runners have the opportunity to participate in the world's largest marathon.

BOX IN HAYMAKERS FOR HOPE

Once selected, boxers spend 12 weeks training for this high-intensity boxing tournament.

Ulman Program Support



AUCTION ITEMS

Donate an item, service, or experience to be featured in the silent or live auction at the Blue Jeans and Bow Ties Ball.

CORPORATE MATCHING

Offering to match donations made by employees allows support to go even further.

HOLIDAY GIFT DRIVE

Businesses are paired with Ulman patients who are facing cancer during the holiday season and are invited to provide them with gifts for their family.

Do It Your Way

Fundraising as a team can have a meaningful impact in strengthening relationships among staff members while making a difference in the lives of the AYA cancer community. There are countless ways your team can get involved!



TEAM ACTIVITIES

- Create a step challenge
- Organize a raffle
- Host a bake sale
- The sky's the limit!

GIVE BACK EVENTS

- Choose a time where a portion of sales goes to the Ulman Foundation
- Organize your own event or tournament



SPOTLIGHT: ATS Step Challenge

Virginia-based, employee-owned Defense contractor, ATS, partnered with Ulman Foundation as part of their Pillars program for a run/walk challenge, encouraging employees to get out, exercise, and fundraise in a competitive but fun way, for “a cause that is all too familiar to so many people, including ATS employees.”

OUR IMPACT

When you support Ulman Foundation you are giving adolescents and young adults the chance to take their future back from cancer.

Ulman Foundation has not only been a changemaker for young adults impacted by cancer, but also a leader to improve and support the community at large too.



OUR PROGRAMS

The Ulman Foundation offers life-changing services for young adults and their loved ones impacted by cancer. We invest in direct services that have the biggest impact for our patients' psychosocial support.



**Patient &
Community Navigation**



Cancer to 5K



Ulman House



Support Groups

Patient & Community Navigation

Ulman helps fill the void in AYA care through our Patient & Community Navigation Program by providing personalized support for in-house and community-based patients, working in partnership with their medical care teams to holistically address the patient's unique needs.



1:1 Support

Connecting patients with peers and essential psychosocial resources.



Resource Referrals

Accessing support programs, free housing, financial assistance, and institutional resources.



AYA Specific Education

Providing insights on cancer-related issues, fertility, and what to expect.

OUR PROGRAMS

ULMAN HOUSE

Located at the epicenter of the country's best cancer treatment centers, Ulman House offers free housing at our hospitality home in East Baltimore for patients traveling to the area for treatment.

**\$1.7
Million**

saved in lodging fees for the families staying at Ulman House since opening in 2019

1,472 Nights

of lodging were provided to young adults and caregivers in 2023

\$338,560

annual savings for Ulman House guests





It is impossible to overstate what living at Ulman House has meant to us over the past two months

as my daughter underwent a bone marrow transplant at Johns Hopkins. The facility itself is modern, fresh, and cheerful. Many food items are available, and everyone looks forward to groups coming in to cook and dine with us. The staff provides a balance of fun and empathy. [...] **Perhaps the greatest value is the community that develops among the families who are all going through difficult and uncharted waters together. We are so grateful to be forever a part of the Ulman family.**

- Donita Hill, 2023 Ulman House Guest

Your investment makes this possible.

Cancer to 5K

Patients and survivors across Maryland and the United States are redefining their lives after cancer through Ulman's Cancer to 5K program, a "support group in motion" for cancer survivors of any age or treatment status over a 12-week period.



Support Groups

Ulman offers many ways to connect with other patients, survivors, caregivers, and loved ones to find peace, community, and comfort, no matter where they are in their cancer journey.



In-Person and
Virtual Meetings



Where YA Meet



ATO Project



LEARN MORE ABOUT OUR MISSION

Your Support Saves Lives. Ulman Foundation programs and resources make life-saving treatment accessible.

[**WATCH >**](#)

Ulman Foundation Patient & Survivor Services. Dive in to explore the ways we meet families where they are.

[**EXPLORE >**](#)

Learn more about our 2023 impact at a glance.

[**READ >**](#)



Become a sponsor today! Contact Jessie Hayes to learn more
jhayes@ulmanfoundation.org/ 646-573-6964



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