

**TAP CANCER OUT**

**SPONSORSHIPS**

# PARTNERSHIP OVERVIEW

Greetings!

Thank you for considering a sponsorship gift in support of a Tap Cancer Out competitor! As a 501(c)(3) non profit with best-in-class charity status, we will be excellent stewards of your gift as we mobilize the jiu-jitsu community in the fight against cancer.

This deck is intended to serve as a resource for companies and foundations interested in making a donation to either a Tap Cancer Out competitor or one of our regional tournaments directly. The contents provide an overview of our mission, events, impact, and how we acknowledge and celebrate our regional sponsors. I'm happy to speak with any potential sponsor to review partnership activations and impact.

For gifts of \$10,000 or more, please reach out to me directly to discuss more elaborate activations, including challenge matches and investments in TCO infrastructure and capacity building needs.

With gratitude,

Ray Shedd  
Director of Partnerships  
Tap Cancer Out





THIS IS

 **PLAY**

**Click to play a brief video  
about Tap Cancer Out!**



## **MISSION**

To motivate and empower the Brazilian jiu-jitsu community to raise awareness and funds for cancer fighting organizations.

## **VISION**

To give every grappler the opportunity to fight for those in the fight of their lives.



**TAP CANCER OUT**

## **CANCER WILL AFFECT US ALL...**

Either directly or through the experience of a loved one.

In 2024, roughly two million people will be diagnosed with cancer in the US alone. Addressing this “emperor of maladies” requires increased investments in cancer research, early detection services, and psychosocial supportive care.

It remains an unspeakable privilege to generate significant funds and awareness to aid in this noble effort.



**TAP CANCER OUT**

# OUR IMPACT IS TWOFOLD:

## WE HOST EVENTS THAT GIVE BRAZILIAN JIU-JITSU PRACTITIONERS AN OUTLET FOR ACTIVISM.

We act as a place where they can not only make an impact in the fight against cancer through the sport that they love, but truly fight for those in the fight of their lives.

A Tap Cancer Out event is a celebration, where practitioners come together as a community to appreciate what they've accomplished.

It's also a place to honor, a place to cope, a place to tell stories, and place to remember. Competitors often take their medals home and give them to those who they've fought for, even if they're not with us anymore.

It may look like other BJJ events on the surface, but it's unlike any other BJJ event in the world.



# EVENTS



TAP CANCER OUT

# NATIONWIDE TOURNAMENTS

Tap Cancer Out hosts 20 tournaments in key geographies across the US, welcoming more than 8,500 competitors with thousands more spectators, volunteers, and donors. TCO tournaments are welcoming and inclusive, with many athletes competing for the first time. Equally inspiring, half of TCO competitors are under the age of 16, providing them with a meaningful experience and sense of community that will nurture their participation in the sport.



## WINTER TOUR

SAN DIEGO, CA  
PHOENIX, AZ  
JACKSONVILLE, FL  
COLUMBUS, OH

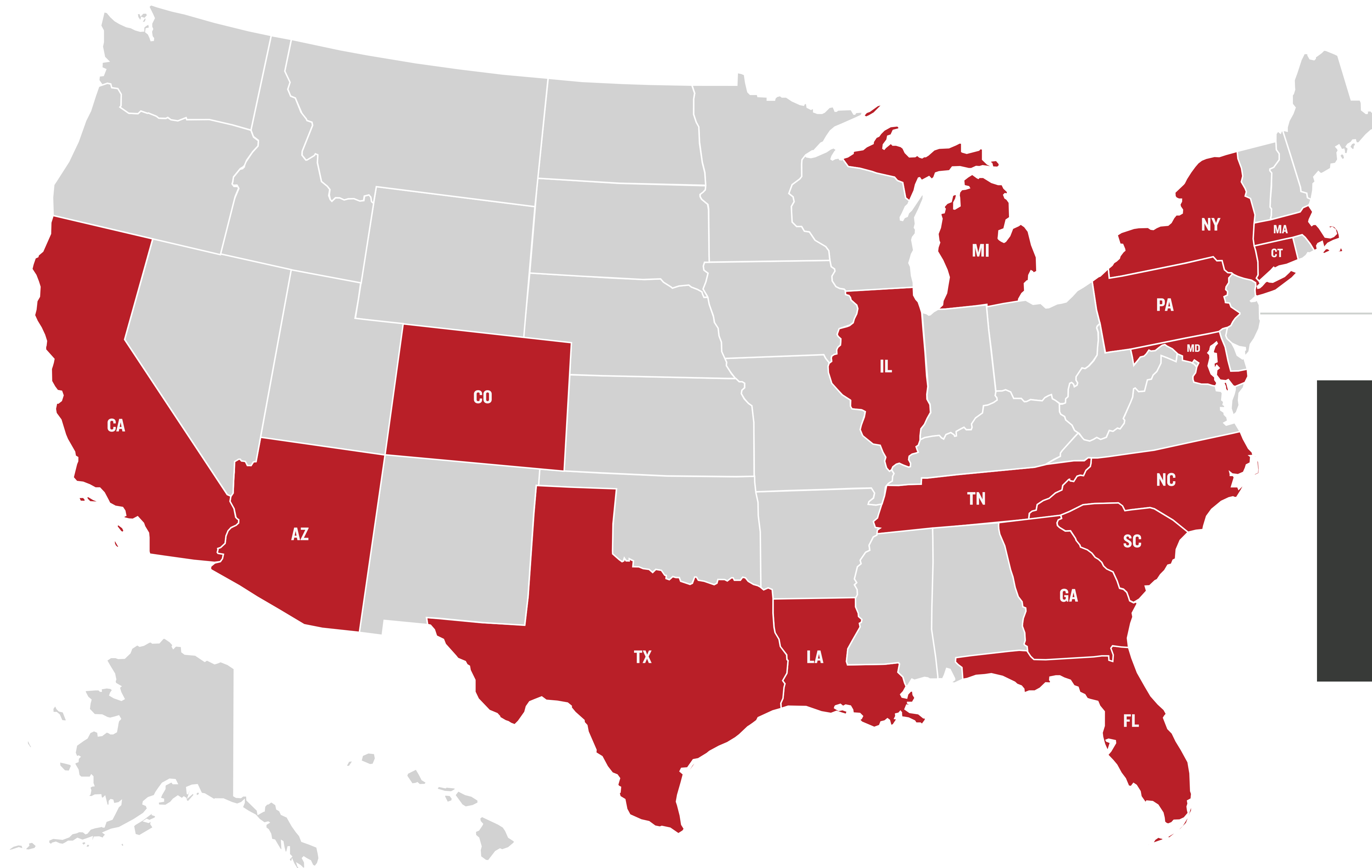
## SPRING TOUR

BALTIMORE, MD  
ATLANTA, GA  
CHARLOTTE, NC  
DALLAS-FORT WORTH, TX  
SAN ANTONIO, TX  
DENVER, CO  
DETROIT, MI  
NEW HAVEN, CT

## FALL TOUR

RALEIGH, NC  
AUSTIN, TX  
OKLAHOMA CITY, OK  
NASHVILLE, TN  
CHICAGO, IL  
WINTER HAVEN, FL  
LONG ISLAND, NY  
PHILADELPHIA, PA  
DANVERS, MA





**TCO BJJ OPEN  
TOURNAMENTS  
SPAN 17 STATES  
ACROSS THE  
COUNTRY**

# GLOBAL GRAPPLING DAY

Taking place annually in mid-December, TCO's Global Grappling Day is a day of giving and impact where grapplers from around the world will slap, bump, and roll in honor of those who are in the fight for their lives. Turnkey and scalable, Global Grappling Day can be adopted by any BJJ academy or group of practitioners - from the most accomplished training centers to garage gyms or even those training on their own.



**DECEMBER 14<sup>TH</sup>, 2024**

**ONE DAY. ONE ROUND. ONE HOUR.**  
*Fighting for those in the fight of their lives*

## AT A GLANCE

(since 2020)

- 1,154 Fundraisers
- 11,000+ Donations
- \$889,229 Raised in 4 years
- \$805 Avg Raised / Fundraiser
- 266 Hosting Academies
- 7 Participating Countries

# IMPACT

GETTING TO KNOW



TAP CANCER OUT

# OUR 2024 BENEFICIARY ORGANIZATIONS:

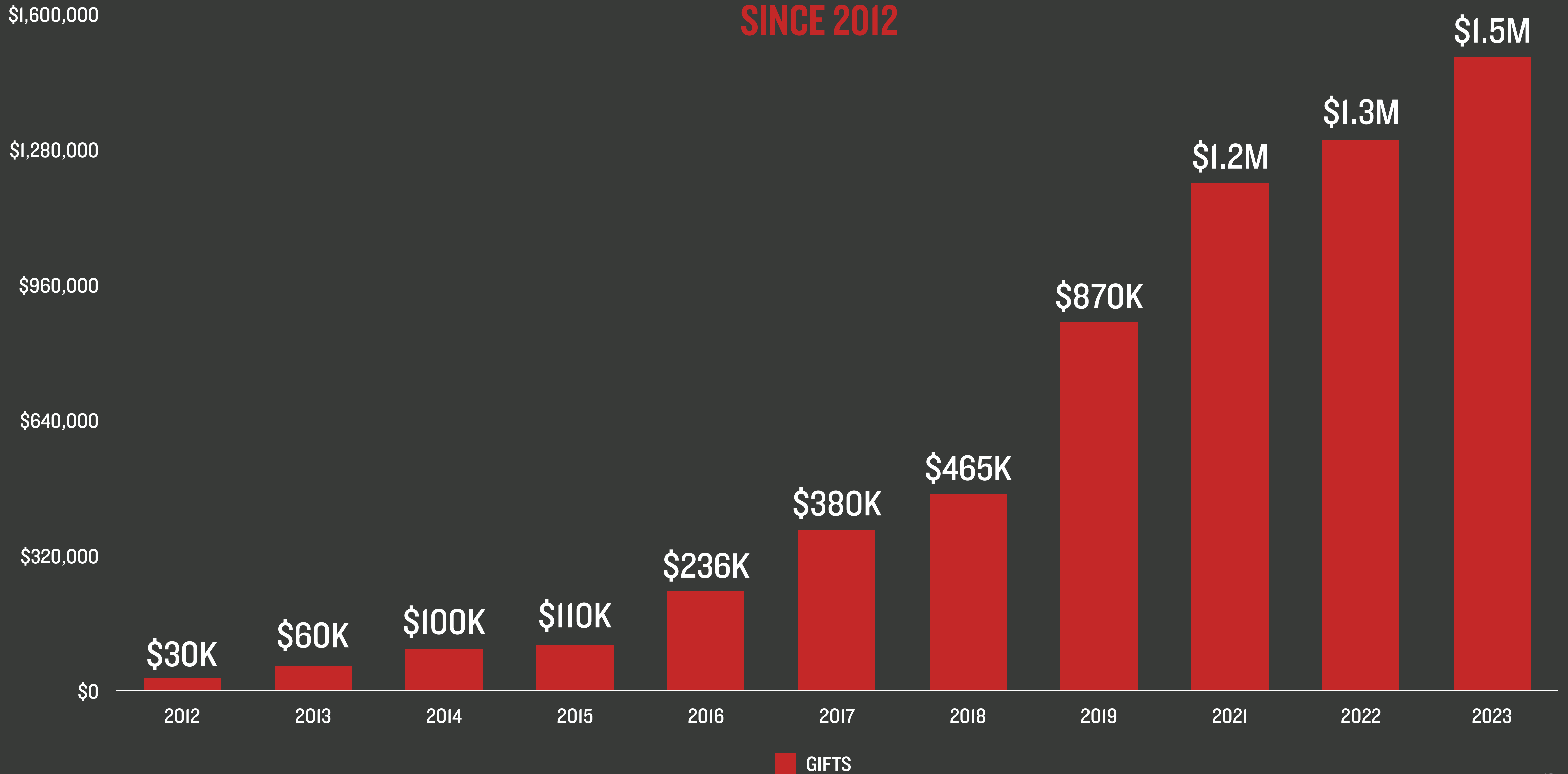
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We've committed to funding **\$1,500,000** in grants, family support, experiences, and special projects to our beneficiaries in 2024!

# YEARLY BENEFICIARY GIFTS

SINCE 2012



# PARTNERSHIP

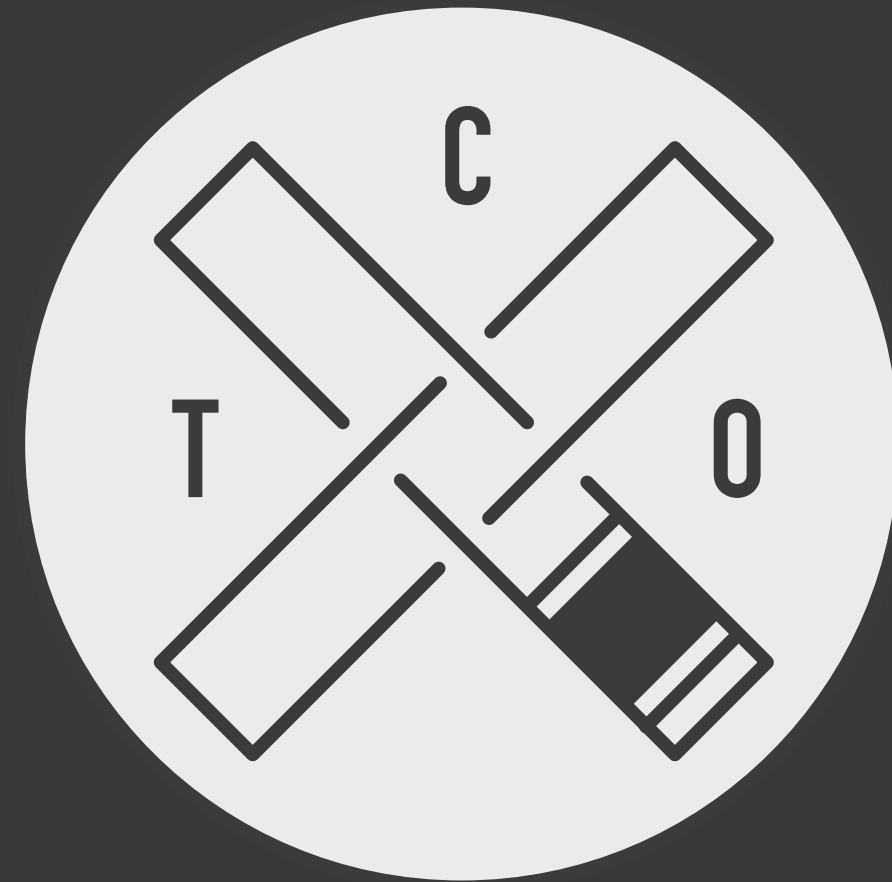
**ACTIVATIONS**



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# SPONSORSHIP MATRIX

Sponsorship Amount	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Custom Activation (cause-marketing, e-commerce, content creation, etc)	X				
Honorable Mention at regional TCO Event (during pre and post event announcements)	X	X	X		
Logo Inclusion on TCO Website and E-Comms	X	X	X	X	
Logo Inclusion on Virtual Wall of Honor (Social Media)	X	X	X	X	X



**CONTACT:**

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