



5th Annual



SHARSHERET

West Coast Dash

5K | 10K | Family Fun Race
Sunday, October 25, 2026

EVENT SPONSORSHIP

- national and local -

For more information:

Jessica Jablon
Director, West Region
jjablon@sharsheret.org

SHARSHERET.ORG

SUPPORT SHARSHERET IN 2026

Join us at the beach and
across the country!

WHAT IS THE SHARSHERET WEST COAST DASH?

On Sunday, October 25, 2026, Sharsheret will gather over 1,200 cancer thrivers, caregivers, and friends for our 5th Annual Sharsheret West Coast Dash at Dockweiler Beach in Playa del Rey, CA. Our run/walk will include a 5K, 10K, Family Fun Race, Virtual Option and Race Festival. The event will be made up of individuals and teams led by volunteer leaders, patients, synagogues and schools representing the diverse religious and geographic reach of the Southern California community.

2025 WEST COAST DASH DEMOGRAPHICS

- 1,200+ Attendees
- 59 Teams (Synagogues, Schools, Hospitals, Individuals)
- 69% over 18 years old
- 61% Female
- Majority of participants from Los Angeles County and Orange County
- 10,000 subscribers received 33 eblasts
- 26,000 West Coast Dash page views
- 7,500 postcards mailed
- Sponsors recognized on our national social media (10K+ followers)
- Select eblasts going to over 80,000 email addresses

BECOME A SPONSOR – LOCALLY AND NATIONALLY

Sharsheret will be holding SEVEN events throughout the year, among our regional offices located in Chicago, Israel, Long Island, Los Angeles, New York City, South Florida, and Teaneck, NJ. As a National “Coast to Coast Benefits” sponsor, you will receive prominent recognition at events, dependent on the sponsorship level selected. Recognition may include your name on invitations, programs and related event materials both in print and online with exposure to thousands across the country.

WHERE THE MONEY GOES

Your company will join fellow sponsors in advancing Sharsheret’s daily work improving the lives of thousands of women, men and families facing breast cancer and ovarian cancer at every stage—before, during, and after diagnosis through personalized support and saving lives through educational outreach.

2026 RACE GRAND MARSHALS



Healthcare Hero Grand Marshal

Dr. Debra Mund is a Diagnostic Radiologist and Breast Imaging Specialist at Providence Saint John's Health Center, where she has practiced since 2005, and serves as adjunct faculty at the Saint John's Cancer Institute. She and her husband, Scott, live in Beverlywood and are the proud parents of four children and grandparents to three grandchildren. A longtime supporter of Sharsheret, Dr. Mund joined the West Region Advisory Committee in 2022 after many years of speaking in educational roles, and she also serves on the Board of Trustees for Genesis, an educational foundation. She is dedicated to combining her passion for health, education, and community service in her professional and volunteer work.



Community Hero Grand Marshals

Lisa and Josh Hofheimer will be recognized on race day for their inspiring efforts on behalf of the Sharsheret, cancer, and Los Angeles communities.

Lisa Hofheimer is a private foundation consultant and serves as Executive Director of the Lee Liberman Foundation, which supports nonprofits working to bolster social cohesion and counter polarization. She previously served as Finance Director of the Rosenthal Charitable Trust in Los Angeles and began her career in investment banking, executing private placements for institutions investing in emerging markets.

Josh Hofheimer is a partner in Sidley Austin LLP's Technology and Life Sciences Transactions practice, a member of the firm's Global Life Sciences Leadership Council, and co-leader of Sidley's Global Agribusiness and Food industry group. Previously, Josh served as CEO and Managing Director of Hexima Limited (ASX:HXL), Australia's first publicly listed ag-biotech company, and throughout his career has been an advocate for women's rights and women's health.

Diagnosed with breast cancer as a young mom of two in 2002, Lisa met Sharsheret's founder, Rochelle Shoretz A"H, in the first year of the organization and volunteered as one of the first peer supporters for other women who were diagnosed. Lisa served as the founding Co-Chair of Sharsheret's California Community Advisory Committee when Sharsheret opened on the West Coast in 2016. Drawing from their own experience as a survivor and caregiver, Lisa and Josh have served as innovative leaders and trusted advisors for Sharsheret locally and nationally over the past 24 years.

2026 RACE GRAND MARSHALS



Young Leader Grand Marshals

Close friends **Adena Frenkel** and **Nessia Gottlieb** are passionate community builders and longtime supporters of Sharsheret. Through their creativity and dedication, they have brought generations together to educate and raise awareness by co-chairing Sharsheret events such as Family Fun Days, Pink Parties, tie-dye kit fun, and babka baking experiences.

In addition to their work with Sharsheret, Adena works as a celebrity stylist and personal shopper and Nessia as an attorney. Their shared passion for service led them to previously serve as PTA Presidents at Gindi Maimonides Academy. Their reach extends across a wide span of local causes, including involvement in various local nonprofits and in their respective synagogues.

Their commitment to connection and impact makes them fitting recipients of the inaugural Sharsheret West Young Leader Award.

Join us across the country!

2026 CALENDAR

Midwest Benefit

March 18, 2026 in Skokie, IL

Honorees: Ariella Robinson, Sari Winick, Dr. Carol Ellman

New Jersey Tristate Benefit

July 15, 2026 in Rockleigh, NJ

Honorees: Aliza Bochner, Dr. Oren Lerman, Elisa Weitschner

Long Island Tristate Benefit

July 16, 2026 in Cedarhurst, NY

Honorees: Charlene Aminoff, Julia Makowski, Nikki Fuchs Mehl

Israel Benefit and Tennis Tournament

October 11, 2026 - Details TBA

West Coast Dash

October 25, 2026 at Dockweiler Beach in Playa del Rey, CA

Honorees: Josh and Lisa Hofheimer, Dr. Debra Mund, Adena Frenkel and Nessia Gottlieb

New York City Gala

November 17, 2026 - Details TBA

South Florida Benefit

December 13, 2026 - Details TBA



SHARSHERET

West Coast Dash

10K | 5K | FAMILY FUN RACE
SUNDAY, OCTOBER 11, 2026



GIVING AT GLANCE

	\$50,000 Underwriter Sponsor	\$25,000 Benefactor Sponsor	\$18,000 Champion Sponsor	\$10,000 Ambassador Sponsor	\$5,000 Patron Sponsor	\$2,500 Gold Supporter
Race entries for your team to our West Coast Dash	25	15	12	8	5	2
Acknowledgement during opening program	x	x				
Booth(s) with central placement at event festival	2	2	1			
Booth with preferred placement at event festival				1	1	1
SIGNAGE						
Step and repeat recognition	x	x				
Logo included in printed race mailing sent to 7,500 households across LA	x	x	x			
Stage banner recognition	x	x	x	x		
Finish line banner recognition	x	x	x	x		
Start line banner recognition					x	
Mile Marker sign recognition						x
Logo featured by sponsor level on jumbotron throughout event	x	x	x	x	x	x
RACE GEAR						
Logo featured on race bibs	x					
Logo recognition on back side of race t-shirts by sponsorship level	x	x	x	x	x	x
ONLINE						
Self-tape a short congratulatory video message** shared on social media	x					
Contribute a digital ad for the event website	x	x				
Acknowledgement and recognition in post-wrap video shared with thousands nationwide	x	x				
Acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn	x	x	x	x	x	
Logo recognition on the event website	x	x	x	x	x	x
A LA CARTE MENU						
Exclusive West Coast Dash Giveaway with your logo (1 available)	\$ 10,000					
Yard Sign Sponsor (1 available)	\$ 7,500					
Kids' Zone Naming Sponsor (1 available)	\$ 3,600					
Water Station Sponsor (2 available)	\$ 2,500					

**Video message must be approved by Sharsheret.

FOR MORE INFORMATION, INCLUDING NATIONAL SPONSORSHIP OPPORTUNITIES, CONTACT JESSICA JABLON AT JJABLON@SHARSHERET.ORG

NEW RECOGNITION OPPORTUNITIES IN 2026

Stage Print Recognition
Available starting at \$10,000+

Sponsors' Logos Featured on
Jumbotron (All Giving Levels)



Exclusive West Coast Dash
Giveaway with your Logo
\$10,000
(1 available)

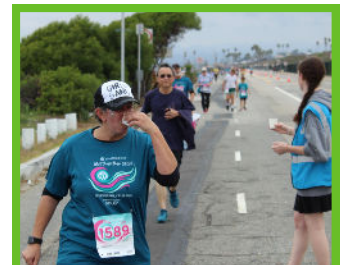


A LA CARTE MENU

Yard Sign Sponsor
Your logo on 100 West Coast Dash
signs placed in front yards all over
Beverlywood and Los Angeles
\$7,500
(1 available)

Kids' Zone Naming Sponsor
\$3,600
(1 available)

Water Station Sponsor
\$2,500
(2 available)





SPONSORSHIP OPPORTUNITIES

\$50,000 UNDERWRITER SPONSOR

West Coast Dash Benefits:

- 25 race entries for your team to our West Coast Dash
- Acknowledgement during opening program
- Step and repeat recognition
- Logo featured on race bibs
- Logo recognition on top level back side of race t-shirts
- Opportunity to contribute a digital ad for the event website
- Prominently placed signage at West Coast Dash event festival
- Logo displayed on stage banner
- Logo featured throughout the event on jumbotron
- Two booths with central placement at event festival
- Company's promotional card and informational brochure provided to each attendee
- Acknowledgement and recognition in post-event wrap video shared with thousands nationwide
- Logo included in printed race mailing sent to over 7,500 households across Southern California
- Acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefits:

- Self-tape a short congratulatory video message** shared on social media
- Opportunity to contribute a digital ad for national benefits website
- Prominently placed signage and logo on print and email invitations at two additional national Sharsheret events
- Logo on select national marketing materials sent to mailing list of 80,000 subscribers

**Prior to use, video message must be approved by Sharsheret





SPONSORSHIP OPPORTUNITIES

\$25,000 BENEFACTOR SPONSOR

West Coast Dash Benefits:

- 15 race entries for your team to our West Coast Dash
- Acknowledgement during opening program
- Step and repeat recognition
- Logo recognition on top level back side of race t-shirts
- Opportunity to contribute a digital ad for the event website
- Prominently placed signage at West Coast Dash event festival
- Logo displayed on stage banner
- Finish line banner recognition
- Logo featured throughout the event on jumbotron
- Two booths with central placement at event festival
- Company's promotional card and informational brochure provided to each attendee
- Acknowledgement and recognition in post-event wrap video shared with thousands nationwide
- Logo included in printed race mailing sent to over 7,500 households across Southern California
- Acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefits:

- Prominently placed signage and logo on print and email invitations at two additional national Sharsheret events
- Logo on select national marketing materials sent to mailing list of 80,000 subscribers





SPONSORSHIP OPPORTUNITIES

\$18,000 CHAMPION SPONSOR

West Coast Dash Benefits:

- 12 race entries for your team to our West Coast Dash
- Logo recognition on top level back side of race t-shirts
- Prominently placed signage at West Coast Dash event festival
- Logo displayed on stage banner
- Finish line banner recognition
- Logo featured throughout the event on jumbotron
- One booth with central placement at event festival
- Company's promotional card and informational brochure provided to each attendee
- Logo included in printed race mailing sent to over 7,500 households across Southern California
- Acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website

Additional National Benefit:

- Logo on select national marketing materials sent to mailing list of 80,000 subscribers





SPONSORSHIP OPPORTUNITIES

\$10,000 AMBASSADOR SPONSOR

West Coast Dash Benefits:

- 8 race entries for your team to our West Coast Dash
- Logo displayed on stage banner
- Logo featured throughout the event on jumbotron
- Finish line banner recognition
- Logo recognition on top level back side of race t-shirts
- One booth with preferred placement at event festival
- Acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website



Additional National Benefit:

- Logo on select national marketing materials sent to mailing list of 80,000

\$5,000 PATRON SPONSOR

West Coast Dash Benefits:

- 5 race entries for your team to our West Coast Dash
- Start line banner recognition
- Logo featured throughout the event on jumbotron
- Logo recognition on top level back side of race t-shirts
- One booth with preferred placement at event festival
- Acknowledgment in promotional social media posts including Facebook, Twitter, Instagram and LinkedIn
- Logo recognition on event website



Additional National Benefit:

- Logo on select national marketing materials sent to mailing list of 80,000



ADDITIONAL GIVING OPPORTUNITIES

\$2,500 GOLD SUPPORTER

West Coast Dash Benefits:

- 2 race entries for your team to our West Coast Dash
- Mile marker sign recognition
- Logo recognition on back of race t-shirts
- Logo featured throughout the event on jumbotron
- Logo recognition on event website
- One booth at event festival



\$300 VENDOR BOOTH

- Contact us for more information about vendor booth opportunities

FOR MORE INFORMATION:

Jessica Jablon, Director, West Region
jjablon@sharsheret.org





2022-25 SIGNAGE SAMPLES (SUBJECT TO CHANGE IN 2026)

FINISH LINE



STEP AND REPEAT



STARTING LINE



MILE MARKER (5K/10K)





2022-25 SIGNAGE SAMPLES

(SUBJECT TO CHANGE IN 2026)

2023 SHIRT

FRONT



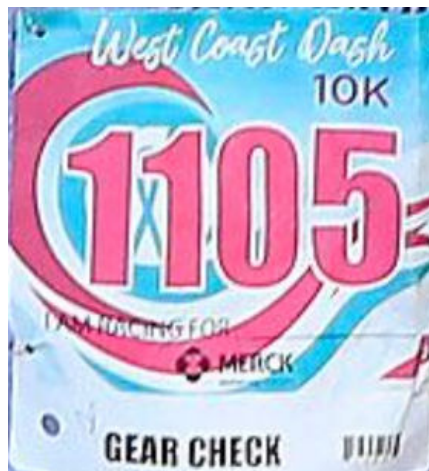
BACK



RACE BIB (5K)



RACE BIB (10K)



RACE BIB (FAMILY FUN RACE)

