



# HERORUN™

Sponsorship Overview

RUN  
AS A  
HERO  
IN HONOR  
OF OUR  
EVERYDAY  
HEROES

NOV. 1, 2025



Scan QR code for HeroRun Website





## About

Join Fairview Plaza and American Asset Corporation for the Seventh Annual HeroRun on Saturday, November 1st, 2025, to benefit Veterans Bridge Home!

Held in the heart of South Park, the race begins at 8 am at Fairview Plaza office buildings. The 5k course takes runners through scenic South Park neighborhoods while the 1k Fun Run keeps runners close to Fairview Road.

The festivities include music, activities, some live superheroes and the real heroes, members of all 5 branches of the U.S. Military.

## Making a Local Impact

HeroRun benefits the local charity, Veterans Bridge Home. Formally known as Charlotte Bridge Home, Veterans Bridge Home helps veterans successfully transition back to civilian life after military service by identifying their education, employment and healthcare needs and connecting them to available community, state and federal agencies.

Over the past nine years, HeroRun has donated over \$221,000 to this fantastic group and hope to top \$300,000 in total donations with the growth of HeroRun in 2025.

For information on registration, please visit [HeroRun.S2FEvents.com](https://HeroRun.S2FEvents.com)



## 1-Mile Fun Run and 5K

November 1, 2025 | 8AM

### Benefiting Veterans Bridge Home

No less than 50% of your sponsorship fee will go directly to Veterans Bridge Home

## Sponsorship Levels

### **\$8,000 Powered by Sponsorship**

Sponsor will receive booth space at race day village and prominent logo placement alongside Fairview Plaza on all print and digital materials, including the website, social media, newsletter, posters, rack cards, and banners. Also includes a 4'x10' Start/Finish banner, premier logo positioning on the event t-shirt, logo on race bibs and mile markers, PA recognition, (3) dedicated social media posts, and (25) race vouchers.

### **\$5,000 General Sponsorship**

Sponsor will receive booth space at race day village, logo feature on print promotions, banners, and event t-shirt. Inside the race village - a feature 4'x6' Start/Finish rail banner. Sponsorship includes (15) race vouchers and (2) dedicated social media promotional posts, and (10) mentions.

### **\$2,000 Captain Sponsorship**

Sponsor will receive booth space in the Race Day Village, logo feature on print promotions, banners, and event t-shirt. Sponsorship includes (10) race vouchers, (1) dedicated social media promotional post, and (8) social media mentions.

### **\$1,000 Lieutenant Sponsorship**

Sponsor will receive booth space in the Race Day Village, logo placement on print promotions, banners, and event t-shirt. Sponsorship also includes (5) race vouchers, (1) dedicated social media promotional post, and (5) social media mentions.

### **\$500 Cadet Sponsorship**

Sponsorship includes (2) race day vouchers, logo representation at race day village, a sponsor shout-out on Hero Run social media, and (3) additional mentions.

## **[CLICK HERE TO REGISTER](#)**

Sponsorship checks must be made out to Fairview Plaza.  
Mail to 5950 Fairview Road, Suite 800, Charlotte NC 28210

Please respond to AAC Marketing for participation by October 13th

Carmen Cousin  
AAC Marketing & Promotions  
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