



HERORUN™

Sponsorship Packet
Saturday, October 31st



HeroRun is more than a race.

It is a community event that brings together runners, walkers, families, businesses, and supporters to celebrate everyday heroes while raising critical support for veterans and military families through Veterans Bridge Home.

HeroRun has become a meaningful annual tradition in Charlotte, uniting the community around **service, connection, and impact.**

Held in the heart of SouthPark, HeroRun welcomes runners, walkers, families, military supporters, and corporate teams for a morning of fitness, fun, and purpose. HeroRun celebrates the people who serve, lead, and inspire us every day, from veterans and active-duty military to first responders, healthcare workers, teachers, coaches, parents, mentors, and neighbors.





Race Day Details

The 5K and 5K Ruck begin at Fairview Plaza and take participants through scenic SouthPark neighborhoods. The 1K Fun Run remains near Fairview Road, creating an accessible option for families and supporters of all ages.

Date:

Saturday, October 31, 2026

Time: 8:00 AM

Location:

Fairview Plaza

5950 Fairview Road

Charlotte, NC 28210

Registration Options:

5K

5K Ruck

1K Fun Run

Kids 1K Fun Run

Sleep In Supporter

Sponsor a Hero

Race day includes music, sponsor activations, family-friendly energy, community celebration, and the opportunity to honor heroes while making a local impact.





Making A Local Impact

HeroRun benefits Veterans Bridge Home, a Charlotte-based nonprofit dedicated to helping veterans and their families successfully transition home after military service.

Veterans Bridge Home connects veterans and military families to:

- **Employment support**
- **Housing resources**
- **Healthcare connections**
- **Education and benefits navigation**
- **Community support**



2025 Annual Impact



3,512

Households
Served

10,030

Services
Provided

3,849

Housing &
Shelter

1,656

Employment
Support
Requests

831

Mental &
Behavioral
Health Needs
Supported

808

Social
Enrichment
Needs Addressed

Veterans Bridge Home spans two states and 53 counties; its impact is felt across the Carolinas and beyond. Every number represents a story: a veteran finding stability, a family finding hope, a community growing stronger





Why Support Hero Run

For nine years, HeroRun has brought the Charlotte community together to support veterans and military families while honoring the people who make our lives and neighborhoods stronger every day.

Sponsoring HeroRun is an opportunity to align your organization with a well-established Charlotte community event while directly supporting veterans and military families through Veterans Bridge Home.

As a HeroRun sponsor, your organization will have the opportunity to:

- 1 Support a meaningful local cause that benefits veterans and military families.
- 2 Increase brand visibility through event marketing, social media, signage, shirts, and on-site recognition.
- 3 Engage employees and clients through a purpose-driven community event.
- 4 Strengthen your community presence by aligning with one of Charlotte's growing annual events.

A Sponsorship With Purpose

HeroRun sponsorship is more than logo placement. It is an opportunity to support local veterans, strengthen your brand in the community, and create a meaningful employee and client engagement experience.

Sponsorship Opportunities



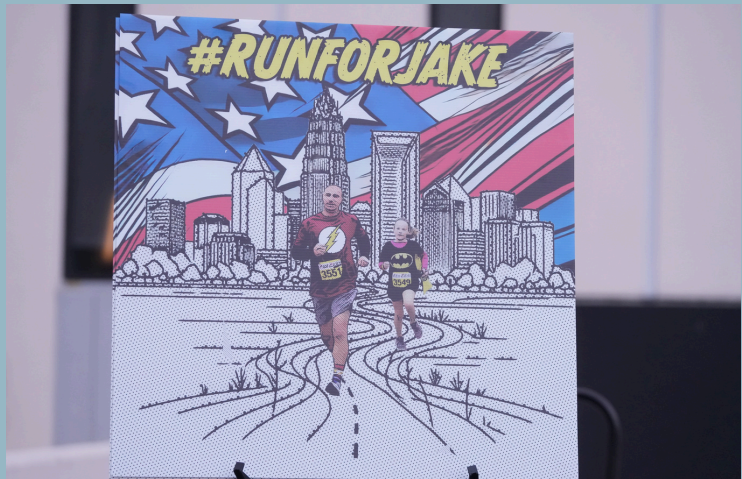
Sponsorship Benefits	Presenting \$8,000	Champion \$5,000	Impact \$2,000	Community \$1,000	Supporter \$500
Website Recognition					
Logo on Event T-Shirt					
Social Media Recognition					
PA Recognition on Race Day					
Race Day Village Booth Space					
Logo on Print advertisements					
Start/Finish Line Signage					
Radio Recognition					
Press Release Recognition					
Race Bib Logo					
Complimentary Race Vouchers	25	15	10	5	2

***Logo for print materials must be received by August 31st**

***Logo for t-shirt must be received by October 2nd.**

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







Partner With Us

[CLICK HERE TO REGISTER](#)

Contact: Carmen Cousin | ccousin@aacusa.com | (704) 605-4155

Mail sponsorship checks to:

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