



Canopy Housing Foundation

STRIDES FOR 5K RUN SHELTER WALK



October 17, 2026 | 8:30 AM
McAlpine Creek Park
Charlotte, NC
www.stridesforshelter5k.com



Making **Strides for Shelter** by funding housing needs in our Charlotte community

Strides for Shelter is presented by the Canopy Housing Foundation, the charitable arm of the Canopy Realtor® Association. The Foundation promotes affordable homeownership, provides funding to create housing opportunities, and encourages volunteerism and philanthropic activities among its 14,000+ Realtor® members.

Crisis Assistance Ministry will be our 2026 race beneficiary. Crisis Assistance Ministry serves as a vital lifeline for Mecklenburg County families in financial crisis, providing the essential support and advocacy they need to regain self-sufficiency. Proceeds from this year's race will directly fund a major transformation of their Free Store. This initiative will modernize the shopping environment—improving organization, layout, and flow—to ensure that families can access clothing, shoes, and household essentials with dignity and ease. By reducing congestion and creating a more welcoming, customer-centered space, these upgrades will provide a more supportive experience for our neighbors during their most challenging moments.

Throughout the nine year history of Strides for Shelter, the Canopy Housing Foundation has donated over \$242,000 to nine different beneficiary organizations who are addressing the needs of our unhoused neighbors.



COME JOIN US IN MAKING STRIDES FOR SHELTER ON OCTOBER 17th

Sponsorship Benefits



October 17, 2026 - McAlpine Creek Park, Charlotte, NC

SPONSORSHIP LEVEL *These sponsorships are not available to Realtor® firms.	Premier* (1) \$6,500	T-Shirt* (1) \$4,000	Drawstring Bag* (2) \$3,500	Photo Station* (1) \$3,500	Volunteer Hat (1) \$2500	Sleep-in & Virtual Race (1) \$2,000	Fun Run (1) \$1,750	Hot Beverage (1) \$ 1,500 SOLD	Finish Line* (1) \$3000
Exclusive Billing: Logo placed on top, larger and centered above all other sponsor logos on all printed and promotional materials.	●								
Logo on race bib worn by all participants.	●								
Company logo on photo station banner.				●					
Special recognition on race shirt as t-shirt sponsor.		●							
Recognition signs at finish line with the ability to make comments following race.									●
Sign to indicate sponsorship of hot beverage station.								●	
Logo on drawstring bags given to all race attendees			●						
Sponsorship signs at mile marker (3 available).									
Recognized with signage as Fun run sponsor with ability to start the Fun Run							●		
Logo on information, registrations, and email pertaining to virtual race participants.						●			
Logo on hats worn by 50+ race volunteers on race day.					●				
Logo displayed on outdoor banner on race day (\$1,500+ sponsorship levels).	●	●	●	●	●				
Poster & Rack Cards: Sponsorship must be committed by August 12. Logo (\$1,500+) or name (\$1,000) on all posters and rack cards distributed by race management company in running/ sportswear stores, gyms, restaurants and sponsor locations prior to the event.	●	●	●	●	●	●	●	●	●
Event T-Shirts: Sponsorship must be committed by September 16 to be included on shirt. Logo (\$1,500+) or name (Gold & Silver) printed on back of race t-shirts.	●	●	●	●	●	●	●	●	●
Facebook shout-outs on the Canopy Housing Foundation Facebook page prior to event.	●	●	●	●	●	●	●	●	●
Logo (Silver+) or name (Bronze) or name on event website.	●	●	●	●	●	●	●	●	●
Included in e-newsletters and e-blasts sent by the Association to membership of 15,000+.	●	●	●	●	●	●	●	●	●
Exhibition display table on day of race.	●	●	●	●	●	●	●	●	●
PA announcement on race day.	●	●	●	●	●	●	●	●	●
Goody bag inclusion. Items must be received by September 27 and compact in order to ship easily to virtual participants.	●	●	●	●	●	●	●	●	●
Complimentary race entries.	5	4	4	4	3	3	3	3	3
Complimentary race t-shirts.	5	4	4	3	3	3	2	2	3

Sponsorship Benefits

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SPONSORSHIP LEVEL *These sponsorships are not available to Realtor® firms.	Mile Marker (3 Available) \$1,750	Kids Zone (1) \$1,750	Gold \$1,000	Silver \$600	Bronze \$375				
Exclusive Billing: Logo placed on top, larger and centered above all other sponsor logos on all printed and promotional materials.									
Logo on race bib worn by all participants.									
Company logo on photo station banner.									
Special recognition on race shirt as t-shirt sponsor.									
Recognition signs at finish line with the ability to make comments following race.									
Sign to indicate sponsorship of hot beverage station.									
Logo on bib pin distributed to all registrants									
Sponsorship signs at mile marker (3 available).	●								
Sponsorship sign with logo in Kids Zone		●							
Recognized with signage as Fun run sponsor with ability to start the Fun Run									
Sticker with logo on all race packets received by all race participants.									
Logo displayed on outdoor banner on race day (\$1,500+ sponsorship levels).	●	●							
Poster & Rack Cards: Sponsorship must be committed by August 5. Logo (\$1,500+) or name (\$1,000) on all posters and rack cards distributed by race management company in running/ sportswear stores, gyms, restaurants and sponsor locations prior to the event.	●	●	●						
Event T-Shirts: Sponsorship must be committed by September 16 to be included on shirt. Logo (\$1,500+) or name (Gold & Silver) printed on back of race t-shirts.	●	●	●	●					
Facebook shout-outs on the Canopy Housing Foundation Facebook page prior to event.	●	●	●	●	●				
Logo (Silver+) or name (Bronze) or name on event website.	●	●	●	●	●				
Included in e-newsletters and e-blasts sent by the Association to membership of 15,000+.	●	●	●	●	●				
Exhibition display table on day of race.	●	●	●	●	●				
PA announcement on race day.	●	●	●	●	●				
Goody bag inclusion. Items must be received by September 27 and compact in order to ship easily to virtual participants.	●	●	●	●	●				
Complimentary race entries.	3	3	2	1	1				
Complimentary race t-shirts.	2	2	2	1	0				

2026 SPONSORSHIP AGREEMENT

Sponsorship Deadline: September 15, 2026

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

WEBSITE: _____



SPONSORSHIP LEVEL: Please circle one.

Premier	T-shirt	Drawstring Bag	Photo Station	Finish Line	Volunteer Hat	Virtual/Sleep-In
\$6,500	\$4,000	\$4,000	\$3,500	\$3,000	\$2,500	\$2,000
Fun Run	Hot Beverage	Mile Marker	Kids Zone	Gold	Silver	Bronze
\$1,750	\$1,500 - SOLD	\$1,750 3 Available	\$1,750	\$1,000	\$600	\$375

Please check the boxes below as indicated:

Would you like to have a display table on race day? We will provide one 6' table for each sponsor upon request. Sponsor to provide all table coverings, decoration and display materials. If table is requested and not used, sponsor will be billed for the cost of the table.

Would you like to include an item for our drawstring bags? (Literature will be discarded unless it specifically contains a coupon or special offer for participants.) Item must be compact in order to fit in flat envelope to mail to virtual participants. If yes, please provide specific details. **Items needed by September 27.**

Please return this form to sbaum@canopyrealtors.com

If applicable to your sponsorship level (\$1500+), please email logo by August 5 for inclusion on posters and rack cards.

Questions?

Contact Stacy Baum
704-940-3147 (o) | 704-808-0423 (m)
sbaum@canopyrealtors.com

Mailing Address:

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Charlotte, NC 28204



canopyhousingfoundation.org

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