



Canopy Housing Foundation

# STRIDES FOR 5K RUN SHELTER WALK



October 19, 2024 | 8:30 AM

McAlpine Creek Park  
Charlotte, NC

[www.stridesforshelter5k.com](http://www.stridesforshelter5k.com)

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

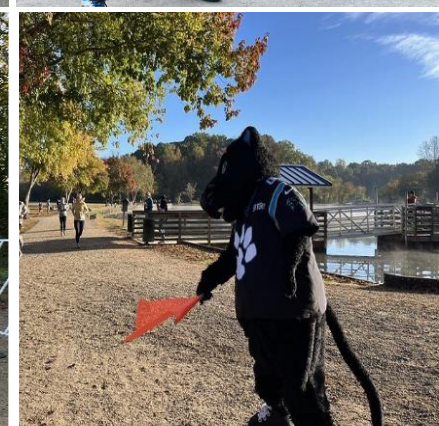
Strides for Shelter is presented by the Canopy Housing Foundation, the charitable arm of the Canopy Realtor® Association. The Foundation promotes affordable homeownership, provides funding to create housing opportunities, and encourages volunteerism and philanthropic activities among its 15,000+ Realtor® members. Strides for Shelter will take place on October 19, 2024, and will benefit Home Again Foundation.

Home Again Foundation, established in 2018, is dedicated to providing sustainable, affordable housing along with supportive services for the homeless and those who are at risk of becoming homeless.



Residents in their communities are automatically enrolled in supportive services based on an individualized self-sufficiency assessment and service plan. The rent for these units is at or below market value with all utilities included. The proceeds from this year's race will fund the construction of a fully furnished one-bedroom, one-bath cottage for a homeless veteran in Home Again's second development on a 2-acre site in Mecklenburg County.

Through Strides for Shelter, the Canopy Housing Foundation has donated over \$170,000 to seven different beneficiary organizations throughout the seven year history of the race.



# Sponsorship Benefits

October 19, 2024 | 8:30 a.m. | McAlpine Creek Park | Charlotte, NC



SPONSORSHIP LEVEL *These sponsorships are not available to Realtor® firms.	Premier* (1) \$6,500	T-Shirt* (1) \$4,000	Bib Pins*(2) \$4500	Photo Station* (1) \$3,000	Race Packet (1 of 2 Available) \$2,500	Virtual Race* (1) \$2,000-SOLD	Fun Run* (1) \$1,750	Hot Beverage* (1) \$1,750	Finish Line (1) \$1,500
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).									
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.						●			
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.	5	4	4	4	3	3	3	3	3
Complimentary race t-shirts.	5	4	4	3	3	3	2	2	2

# Sponsorship Benefits

October 19, 2024 | 8:30 a.m. | McAlpine Creek Park | Charlotte, NC



SPONSORSHIP LEVEL *These sponsorships are not available to Realtor® firms.	Mile Marker (2 of 3 Available) \$1,500	Kids Zone (1) \$1,500	Gold \$1,000	Silver \$550	Bronze \$350	-	-	-	-
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				

# 2024 SPONSORSHIP AGREEMENT

**Sponsorship Deadline: September 16, 2024**

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_



**October 19, 2024 | 8:30 a.m.**  
**McAlpine Creek Park | Charlotte, NC**

SPONSORSHIP LEVEL: Please circle one.

<b>Premier</b>	<b>Bib Pins</b>	<b>T-Shirt</b>	<b>Photo Station</b>	<b>Finish Line</b>	<b>Race Packet</b>	
\$6,500	TBD	\$4,000	\$3,000	\$3,000	\$2,500	
<b>Fun Run</b>	<b>Hot Beverage</b>	<b>Mile Marker</b>	<b>Kids Zone</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
\$1,750	\$1,750	\$1,500	\$1,500	\$1,000	\$550	\$350

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 offer in our goody bag (e.g., coupon, brochure, sample)? 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](mailto: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](mailto:sbaum@canopyrealtors.com)

Mailing Address: 1120 Pearl Park Way, Ste. 200  
Charlotte, NC 28204



[canopyhousingfoundation.org](http://canopyhousingfoundation.org)

The Canopy Housing Foundation is a 501(c)(3) entity; tax ID# 56-1609175. Financial information about this organization and its license are available from the State Licensing bureau at 919.807.2214. This license is not an endorsement by the state. For information regarding your donation, please consult your tax advisor.