

SPONSORSHIP PACKET



**SUNDAY
OCT 11
2026**



38TH ANNUAL WALK & FESTIVAL

JOIN US AS A SPONSOR



Breakthrough Research for Mental Illness

Research Is Hope

Our mission is to conquer mental illness by investing in groundbreaking scientific research and mental health initiatives.

The Foundation of Hope is the only nonprofit organization in North Carolina dedicated solely to funding scientific research for mental illnesses. At a time when mental health challenges are rising and research funding remains limited, our work fills a critical gap.

Since 1984, when founders Thad and Alice Eure turned their family's personal experience into a force for change, the Foundation of Hope has remained committed to advancing discovery and hope. We proudly fund innovative research

at the UNC Department of Psychiatry, supporting projects that seek to better understand the causes of mental illness and develop more effective, lasting treatments.

To date, the Foundation of Hope has awarded **210 research grants** totaling more than **\$10.7 million** in seed funding. That early investment has helped researchers secure **over \$272 million** in additional federal and private funding, multiplying the impact of every dollar raised.

Mental Illness Touches Us All

26%

of American adults
(70+ million people)
live with a
mental illness

1 IN 6

children ages 6-17
have a mental,
neurodevelopmental, or
behavioral disorder
Only 50% receive treatment

Nearly

43,000

Americans commit
suicide every year

Making a difference since 1984

One of the nation's largest community walks focused on the research and treatment of mental illness, the 38th annual Thad and Alice Eure Walk for Hope will be held at the Angus Barn on Sunday, **October 11, 2026**.

Massive Community Reach: Gain direct exposure to over 3,500 engaged participants and families who gather annually for the Triangle's premier fall event—a 38-year community tradition.

Unmatched Hospitality: Align your brand with a signature community event at the Angus Barn. Supporters enjoy a welcoming festival atmosphere on beautiful grounds, complete with a delicious burger lunch.

Lasting Brand Visibility: Secure your logo on the exclusive Walk for Hope t-shirt, a coveted community staple worn by thousands of supporters throughout the year.

All-Ages Engagement: Reach a diverse, all-ages crowd through live music, cold beer, bounce houses, and a petting zoo. Truly something for everyone!

PLEASE
JOIN US AS
A SPONSOR
FOR THE 2026
WALK FOR HOPE

By helping us produce the event, you also provide critical support for vital and life-changing research.

100% Fundraising Impact: Stand out as a community leader by supporting our unique model where 100% of walker-raised funds go directly to life-changing mental illness research.



Join us at the 38th Annual Walk for Hope & Festival at the Angus Barn on Oct 11, 2026

Walk for Hope Sponsorship Opportunities

Monetary sponsorships are essential to the success of our event.

SPONSORSHIP BENEFITS	LEADERS OF HOPE \$25,000+	PARTNERS OF HOPE \$15,000+	CIRCLE OF HOPE \$10,000+	FRIENDS OF HOPE \$5,000	AMBASSADORS OF HOPE \$2,500+	WALK BUDDIES \$1,000+
*Logo or name on the back of 40,000 Walk for Hope brochures	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo or name and link on Walk for Hope page on FOH website and Registration Site	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Logo or name on FOH-provided signs in multiple locations around interior Angus Barn property (if confirmed as a sponsor by September 15, 2026)	LOGO	LOGO	LOGO	LOGO	NAME	NAME
Lunch & Learn at your place of work (if requested, call to schedule)	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
**Sponsor-provided promotional giveaway for early check-in and event tables (if desired)	✓	✓	✓	✓	✓	✓
PA recognition at the Walk for Hope	✓	✓	✓	✓	✓	
***Vendor table onsite at the Walk for Hope (if desired; table can include promotional giveaway items)	✓	✓	✓	✓		
Logo on back of 4,000+ Walk for Hope T-Shirts	✓	✓	✓			
**Sponsor-provided banner for the Hwy. 70 Red Wall	✓	✓	✓			
*Logo on 1,000+ event posters, print advertisements, and all electronic donor and participant communications.	✓	✓				
Logo and link on FOH website homepage as Year-Round Sponsor	✓	✓				
Name in the Walk for Hope press release	✓					
**Sponsor-provided banner for interior Angus Barn property	✓					
Guest passes to the Walk for Hope	10	8	6	5	4	2
Invitations to the Walk for Hope Kickoff event (August 2026)	4	3	2	2	1	1
VIP parking passes at the Walk for Hope	2	2	1			

*Updated logo files must be received by July 15, 2026.

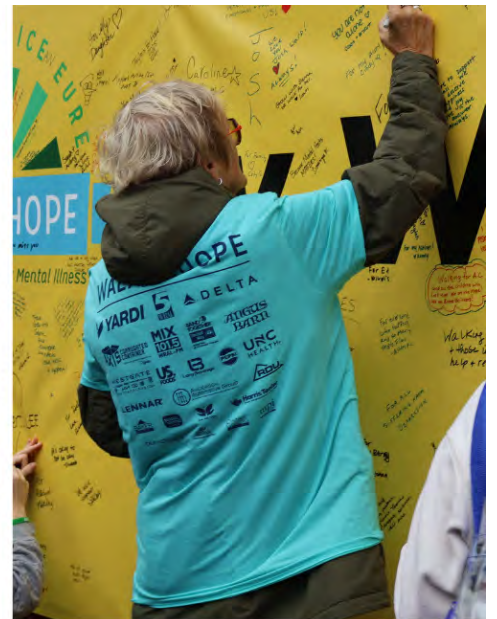
**Banner and/or promotional material must be received by October 1, 2026.

***Mental health organization community partners who are cash sponsors at \$1,000 or above are eligible for a vendor table onsite at the Walk for Hope if confirmed by September 25, 2026.

We are happy to discuss custom sponsorship opportunities, including in-kind support. Some benefits are subject to print production deadlines.



Connect face-to-face with thousands of participants through a dedicated vendor space at our post-walk festival



Gain direct visibility through high-energy community engagement



Join us at the 38th Annual Walk for Hope & Festival at the Angus Barn on Oct 11, 2026



Every walker sees your brand as they funnel through the Angus Barn entrance



Put your brand on the move with logo placement on 3,500+ participant shirts



Major brand exposure on Glenwood Ave/Hwy 70, reaching thousands of commuters daily through prominent exterior signage

2025 Walk for Hope: At A Glance

The 37th Annual Walk for Hope in 2025 brought our community together to break stigma, advance groundbreaking mental illness research, and give hope to families across our state.

\$1,029,000
GROSS TOTAL RAISED

\$732,000

From Participants & Donors

\$297,000

From 37 Monetary Sponsors

\$255,000

From 51 in-kind Sponsors

3,249
TOTAL PARTICIPANTS

2,723

Registered

101

Virtual
Participants

250

Volunteers

175

Vendors

116 WALK TEAMS

COMMUNITY REACH

39,000

Website
Visits / Year

14,300

Email
Subscribers

400,000+

Digital Campaign
Impressions

PRINT
DISTRIBUTED
ACROSS THE
TRIANGLE

45,000

Brochures

1,000

Posters

4,000

T-Shirts

MAGAZINE & DIGITAL PUBLICATIONS

// Raleigh Magazine
// Triangle Family Magazine
// Wake Living Magazine
// Cary Magazine
// Circa Magazine
// Triangle Downtowner
// Carolina Woman

BROADCAST & AUDIO

// WRAL-TV
// MIX 101.5
// WRAL.com
// Television Commercial:
aired 160 times
// Radio Ad:
aired 200 times

WEB & SOCIAL

Digital & Online Presence

// Sponsor Logo and website link on FOH website
// Website Visitors: 3,000 average per month & 10,000 average for September/October
// Logo and website link featured on event registration site

EMAIL COMMUNICATIONS

// 10 event-related emails with logos prominently displayed sent to WFH participants and donors
// Totaled over 145,052 emails sent
// Logo appeared on registration and donation confirmations with over 5,100 transactions

In 2025, the Foundation of Hope celebrated 37 years of the Walk for Hope—nearly four decades of collaboration, generosity, and impact. This event unites people from all walks of life under a single, powerful conviction: that scientific research is the key to discovering new treatments for mental illness.

Join us at the 38th Annual Walk for Hope & Festival at the Angus Barn on Oct 11, 2026

Thank You.

**YOUR SPONSORSHIP
MEANS THE WORLD TO
US—AND WILL HELP
CHANGE THE WORLD
FOR OTHERS.**

MANY THANKS TO THE TOP SPONSORS OF THE 2025 WALK!

Angus Barn, Yardi, Delta Airlines, Axis Corrugated/Vinnie's, WRAL/MIX 101.5, Band Together/United Way, UNC Health, Fred Anderson Toyota, Pepsi Bottling Ventures, Lennar, Long Beverage, RDU Airport, US Foods, Westgate Auto Group, Golden Corral, Harris Teeter, Blue Water Spa, Dzeel Clinical, Grow with Sienna Foundation, mpiTOO, Baker Roofing, Cynthia Gregg MD, Gregory Poole Equipment, American Asset Corporation, Raleigh Magazine, Royal Cup Coffee, Lamm Events, Mellow Mushroom, Weatherby Healthcare, Holly Hill Hospital, Triangle Shooting Academy, Larry's Coffee, Alliance Health, Taylor's Wine Shop, Bazil Indian, Intra-Cellular Therapies, the Creasy Family, Cary Magazine, and many more!

For full listing of 2025 sponsors, visit walkforhope.com.



FOUNDATION of HOPE

Breakthrough Research for Mental Illness



FOR MORE INFORMATION, CONTACT

Jennifer Gibson, Executive Director
jgibson@walkforhope.com

Blair Wall Smallman, Development Manager
blair@walkforhope.com

9401 Glenwood Ave · Raleigh, NC 27617
919-781-9255 · www.walkforhope.com · info@walkforhope.com



The Foundation of Hope for Research and Treatment of Mental Illness is a 501(c)(3) nonprofit. Tax ID: 56-6246626.