



Dear Prospective Sponsor,

We invite you to be part of Assist ME's Wheels & Walker-thon — a fully accessible, inclusive event where disabled attendees, families, seniors, coworkers, and supporters walk or roll together to expand mobility access across the greater Charlotte region. On September 12, 2026 at Park Road Park, participants of all abilities will complete up to 5K around a beautiful, paved lake, raising critical awareness and funds to provide essential mobility equipment for neighbors who need it most.

Your support would help strengthen community health equity, help increase access to medically necessary mobility equipment, and directly impact vulnerable neighbors across the greater Charlotte region.

Sponsorship Opportunities

Sponsorship levels from \$500 to \$5,000 offer a range of visibility, engagement, and recognition benefits. Ten branding opportunities are available on a first-come, first-paid basis. Whatever level you choose to consider this year, you can also build toward a higher tier gradually with a monthly or quarterly payment “pledge” made between July 2026, and May 2027 that would be applied toward your 2027 sponsorship level.

To ensure timely production of shirts, signage, and promotional materials, all 2026 sponsorship balances are due by July 15. Please scroll to end see the 2026 Sponsorship Tiers. Once we have your commitment, we will provide a co-branded **marketing toolkit** to support your internal and external communications complete with drop in text, social media posts and more!

NEW for 2027: Wheelchair Roll of Fame - available option for ALL sponsorship levels

The **Wheelchair Roll of Fame** gives sponsors a creative way to show their support for mobility access in our community. Participating organizations would receive **one wheelchair to decorate** (no glitter or glue, and please return to original condition!), with the option for your organization to add additional chairs if your team enjoys a friendly internal competition. We'll take the top two winning chairs!

What you do: Decorate your chair in a way that reflects your team, your brand, or your commitment to protecting local families, share on social media – generate likes or donation “votes” to your provided, custom team link on our registration site. Bring your chair to Park Road Park on event day for a parade and public voting. Awards for top sponsor fundraising, the largest team attending team, most festive team, and more.

How we all win: Your team gets a fun, low-lift engagement opportunity. Your business gains positive visibility and community goodwill. And together, we help more neighbors access the mobility equipment they need to stay safe, independent, and connected.



Together, We Can Enhance Lives Through Mobility

Last year, our first Wheels & Walker-thon raised more than \$22,000 through sponsorships and peer-to-peer fundraising. Sponsors hosted booths, connected with participants, and helped create a welcoming, inclusive experience. This year, we aim to **double** that impact through peer-to-peer fundraising that begins within our sponsor organizations and extends to clients, family, and friends. Increasing attendance also increases the fun and visibility of Assist ME and our sponsors!

Event Overview

A fully accessible community walk-and-roll event where participants of all ages and abilities walk or roll up to 5K, with or without medical mobility devices. The paved route encircles a scenic lake, with each lap just over half a mile. Participants may complete as many laps as they choose. Free water and accessible restrooms are available onsite.

September 12, 2026 — Park Road Park, Charlotte, NC 28210

Gates open: 8:00 a.m. Food vendors, Sponsor Booths, Lawn Games, Kid's Coloring

Booth Announcements & Parade: 8:45 a.m. Roll of Fame Voting Ends: 11:00 a.m.

Roll of Fame Awards: 11:30 a.m.

Food sales end: 12:30 p.m.

Event Ends: 1:00 p.m.

Registration Options

- **Early Bird Registration** (includes T-shirt through August 10) • Adults (18+): \$35 • Teens (13–17): \$20
- **Standard Registration** (no T-shirt, Aug 11–event day) • Adults (18+): \$45 • Teens (13–17): \$15 • Children (12 and under): Free with a registered adult

Donations & Payment Methods

Apple Pay • Google Pay • DAF Pay • PayPal • Venmo • Cash App Pay • Credit/Debit • ACH • Checks payable to Assist ME: 1350 S. Kings Drive, Charlotte, NC 28207

Peer-to-Peer Fundraising

Peer-to-peer fundraising is key to our success. We provide:

- Ready-to-use social media graphics
- Text and email templates
- Co-branded flyers with your logo for promotion
- A customizable GiveButter fundraising page



2026 Wheels & Walker-thon
September 12, 2026
Park Road Park, Charlotte, NC Sponsorship
Invitation

Accessibility & Logistics

- Fully paved route
- Accessible restrooms
- Medical mobility devices only
- No drones per ordinance
- Rain or shine (unless cancelled by Mecklenburg Co.)
- No refunds

Why Your Support Matters

Your support strengthens community health equity by removing mobility barriers that disproportionately affect low-income and uninsured neighbors.

- Access to essential mobility equipment
- Reduced fall risks and preventable hospital readmissions
- Environmental sustainability through our Recycle–Reuse–Regift program (equipment donation drive at event)

Need to know more about Assist ME? Our [2025 Impact Report](#) and [Web Blog](#) are a great place to start!

If you are ready to commit or have more questions, would like a facility tour or Zoom call to learn more about your participation, or our short and long-term goals, please contact Jolyn directly by phone or email.

Sincerely,

Assist ME Executive Steering Committee:

Jolyn Sloan, Community Outreach & Development Chair — develop@assistmenc.com | 704-651-6163

Jack Sheehan, Founder & President — executivedirector@assistmenc.com | 704-620-1440

Henry Lander, Board Chair — cob@assistmenc.com

Who Participates

- Individuals, families, and friends
- Corporate teams
- Veterans and seniors
- Adaptive athletes
- Disability support groups
- Students and youth groups
- Medical professionals, therapists, and social workers
- Former patients and Assist ME recipients



2026 Wheels & Walker-thon
September 12, 2026
Park Road Park, Charlotte, NC
Sponsorship Invitation



9/12/26 @ Park Road Park

2026 Wheels & Walker-thon Sponsorship Tiers

 Tier Benefits	Premier Sponsor (\$10,000)*	Presenting Sponsor (\$5,000)	Pacesetter Sponsor (\$2,500)	Milestone Sponsor (\$1,500)	Mobility Mover (\$1,000)	Accessibility Ally (\$500)
Tier Limits: 10 total logo placements available on shirts/banners (first-come, first-paid*)	1	1	2-3	4-5	No Limit	No Limit
Receive year-round visibility & recognition*	☒	-	-	-	-	-
Press Release	☒	-	-	-	-	-
Event Speeches	☒	☒	-	-	-	-
*Premier/Presenting Sponsor Designation	☒	☒	-	-	-	-
Testimonial: Why we support Assist ME	☒	☒	☒	-	-	-
*Website Event Page Logo	☒	☒	☒	☒	-	-
*Business Name/Logo on Event T-Shirt & Banner	☒	☒	☒	☒	-	-
*Complimentary Registrations + T-Shirts (T-shirt sizes due by August 10th)	10	8	4	3	2	1
*Event Day Yard Sign with Logo	☒	☒	☒	☒		
*Event Booth Space (Table, Chairs & Canopy provided based on rental availability, or bring your own booth)	☒	☒	☒	☒	Bring Your Own Booth	-
Blog/News/Social: Sponsor Thank You	LOGO	LOGO	LOGO	LOGO	MENTION	MENTION
Co-branded Assist ME Marketing Tool Kit	☒	☒	☒	☒	☒	☒
Customizable Team Registration Page	☒	☒	☒	☒	☒	☒
Individual & Team Volunteer Ops available (Cleaning/Tours/Survey Calls/Event Day)	☒	☒	☒	☒	☒	☒
*Signed agreements with high resolution logo due by June 15; Payment in full by July 15 for logo promotion/printing.						
To confirm your sponsorship level or receive more details, email Marketing@assistmenc.com or call 704-651-6163.						
Once your sponsorship is confirmed, we'll schedule a short onboarding meeting with your event marketing team to walk through your benefits, Givebutter.com registration customized setup, and internal engagement opportunities.						
Not interested in a sponsorship but want to make a meaningful impact? Contact Develop@assistmenc.com to learn about philanthropic giving opportunities. Visit our website at www.assistmenc.com for more information about Assist ME.						
Sample link to 2025 Registration Platform: https://givebutter.com/Walker-thon						
Let's enhance lives through mobility - TOGETHER!						

Assist ME | 1350 S. Kings Drive | Charlotte, NC | 28226
For General Questions: 704-659-1123 | For Sponsorship: 704-651-6163
28226 Receptionist: 704-649-1123 | M-F, 8-5

