the UP center

# STEP UP & STEP OUT

PRESENTED BY

ecpi UNIVERSITY







# Sponsorship Packet

**MAY 1, 2027 | 9 AM - 11 AM**

Harbor Park | 150 Park Ave. Norfolk

# What's it About?

**Step Up & Step Out** is The Up Center's signature fundraising event, bringing our community together for a fun, family-friendly challenge with a powerful purpose. Whether climbing the iconic stairs of Harbor Park or enjoying a scenic run/walk along the Elizabeth River Trail, participants raise vital funds to support children, families, and individuals across Hampton Roads.

In 2026, more than 210 participants helped raise nearly $90,000, including $72,500 from sponsors. The second year of the walk/run brought growing excitement and engagement, building momentum for the event's continued growth.

On May 1, we'll step up together again. With the support of our sponsors, volunteers, and participants, we're ready to build on that success by welcoming more participants, strengthening community partnerships, and making a lasting impact for the thousands of people who turn to The Up Center each year.

# About The Up Center

For more than 140 years, The Up Center has walked alongside individuals and families across Hampton Roads, helping them navigate life's challenges and build on their strengths. We understand that people do not experience their lives in separate pieces. Mental health, relationships, housing, financial security, and independence are connected, and the support people receive should reflect that reality. Through more than 20 programs, we bring services, relationships, and resources together around the whole person and the whole family. Each year, we directly serve more than 6,000 people, with an impact that reaches more than 15,000 lives. Our work helps people build stability, strengthen connections, and create opportunities that extend beyond any single service.

# Sponsorship Opportunities

## SPONSORSHIP BENEFITS

***All sponsors will receive***

- Access to the Step Up & Step Out Media Toolkit
- Inclusion on registration page and The Up Center website
- Access to year-round impact newsletter
- Opportunity to join peer-to-peer fundraising efforts
- Sponsor level recognition on event banner and t-shirts
- Sponsor level recognition in digital “thank you” messaging **(360,000+ IMPRESSIONS)**

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## PRESENTING SPONSOR

***$25,000***

- Premier recognition as Presenting Sponsor in all press releases and materials
- Logo on all printed materials, route signage, and a 3’x5’ company banner
- Custom Engagement Opportunity + Team Photo
- Custom social post promoting your business
- On-site vendor table for branded giveaways
- 50 free event registrations or 80% off all registrations

# Sponsorship Opportunities

## STEP UP OR OUT COURSE SPONSOR

***$10,000*** *only 2 available*

- Logo on registration page, website, email correspondence
- Premiere recognition along chosen route
- 3'x5' company banner and team photo
- Custom social post promoting your business + sponsorship recognition
- Opportunity for on-site vendor table
- 15 free event registrations or 70% off all registrations

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## STEP FORWARD PROGRAM SPONSOR

***$7,500*** *ask about program availability*

- Year-round recognition to chosen program
- Logo on website, email correspondence, and motivational route signage
- Custom social post during Spirit Month or Program Month
- 3'x5' company banner + team photo
- Opportunity for on-site vendor table
- 10 free event registrations or 60% off all registrations

# Sponsorship Opportunities

## CHAMPION SPONSOR

***$5,000***

- Logo on website and email correspondence
- Custom social post promoting your business + sponsorship recognition
- 5 Free event registrations or 50% off of all registrations
- 3’x5’ company banner + team photo
- Opportunity for on-site vendor table

## ADVOCATE SPONSOR

***$2,500***

- Logo on website and email correspondence
- Social Media Sponsorship Recognition
- 3’x5’ company banner + team photo
- Opportunity for on-site vendor table
- Registration Discount Code

## PARTNER SPONSOR

***$1,000***

- Name Recognition on website and email correspondence
- Name Recognition on event sponsorship banner & t-shirts
- Group social media recognition

# How Your Donation Makes a Difference



After more than 12 years as foster parents with The Up Center, "Michael and Diane" returned to our Foster Care Program in 2026. When two siblings needed to transition to a new resource home, Michael and Diane opened their doors again, allowing the siblings to remain together and continue receiving support through The Up Center..

A soon-to-be mom was nervous, isolated, and unsure about how to speak up for herself while in labor. She got connected with Parents as Teachers to receive doula support. When doctors suggested a C-section, she—empowered by her doula's advocacy and support—chose to continue labor naturally. With four days of support and care, she delivered a healthy baby girl on her terms.





Matt first came to counseling services to address his anxiety related to driving. As a commercial truck driver, heavy traffic often trigged feelings of nervousness and stress, making it difficult for him to perform his job with confidence..

He worked closely with his therapist to identify the triggers contributing to his anxiety. Together they developed practical coping skills that he could use both on and off the road.

Today, Matthew reports feeling more confident while driving and better equipped to manage his anxiety. The progress he has made not only improved his work performance but has also had a positive impact on his life. With his initial concern under control, he is now focused on addressing additional personal goals to further improve his quality of life

# Things to Know

## How to become a Sponsor

Choose your sponsorship type and contact our team to get started.

## Contact Info

Steven Schwamman Hayes, Major Gifts Manager, at steven.schwamman**@theupcenter.org | 757-941-5331**

## Deadline for Sponsorship Commitments

Respond by **March 31, 2026** to guarantee all sponsorship benefits

## Visit

www.stepupva.org



# Resource Kit

## Event Details

**Date: May 1st, 2027**

**Time:** 9 am - 11 am

**Location:** Harbor Park | 150 Park Ave. Norfolk

## How to Use this Kit

This media kit is designed to make it easy for you to share your support of **Step Up & Step Out** with your employees, customers, and community. Inside, you'll find:

- **Approved event language** you can copy directly into your communications.
- **Logos and graphics** ready to use in print and digital materials.
- **Sample social media posts and hashtags** to spread the word online.
- **Flyers and email copy** to share with your networks.

You can use these resources as-is, or customize them to fit your organization's voice and channels. Every time you share, you help raise awareness, grow participation, and show the community your commitment to making a difference with The Up Center.

## Access the Media Kit

If you have any questions, contact Brittni Cochran, Marketing Manager at brittni.cochran@theupcenter.org



# Quick Start Checklist

## Announce Your Sponsorship

- Share a post on your company's social media using the sample captions and graphics provided.

## Engage Your Team

- Encourage employees to form a team, register for the walk/run, or volunteer on event day.

## Spread the Word

- Email your customers, clients, or members with the ready-to-use announcement provided.
- Print and display the flyer in your office, lobby, or storefront.

## Show Your Impact

- Use our hashtag #StepUpStepOut and tag @TheUpCenter to join the community conversation.
- Snap photos of your team getting involved and share them online.

## Celebrate Together

- Join us at Harbor Park on May 1, 2027, to see your support in action and cheer on participants.

**Don't forget to send us your logo!**

**Register Your Team**