

2026 Keep Pounding 5K Sponsorship Opportunities

The annual Keep Pounding 5K is a fundraising and awareness event uniting runners and walkers of all ages in the spirit of supporting cancer research and patient support programs at Atrium Health Levine Cancer and Atrium Health Levine Children's in Charlotte. The event is hosted in partnership with the Carolina Panthers and benefits the Keep Pounding Fund at Atrium Health Foundation, which has received over \$4.8 million in charitable gifts to impact cancer care at Atrium Health.

Keep Pounding 5K September 27, 2026 Bank of America Stadium	Presenting Sponsor \$15,000 (2 available)	Healthcare Hero \$10,000	Community Champion \$5,000	Catalyst \$2,500	Supporting \$1,000
Day-of Benefits: Opportunity to speak at event*	✓				
Special recognition in opening remarks	✓	✓			
Race entries	30	20	10	5	2
Information table at event staffed by sponsor	✓	✓	✓	✓	✓
Logo Recognition: Event website, race t-shirts, and event day materials	✓	✓	✓	✓	✓
Marketing Recognition: Select event marketing, print materials, signage, press releases & media coverage	✓	✓			
Media Recognition: Charlotte Business Journal ad	Logo	Logo	Name		
Momentum Magazine Recognition (Publication mailed to 3,500+ households)	Logo	Name	Name	Name	
Social Media Recognition (via Atrium Health Foundation channels)	6+ Mentions	3 Mentions	2 Mentions	1 Mention	1 Mention



For more information regarding sponsorship opportunities please contact Kate Donnelly:
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**Remarks are subject to approval by Atrium Health Foundation*