



The Cassie Hines  
SHOES CANCER  
FOUNDATION



BASE<sup>2</sup> SUMMIT

Find your base, Reach your summit.

# SPONSORSHIP PROPOSAL



15TH ANNUAL GLOW  
RUN 5K + 1 MILE

SATURDAY,  
SEPTEMBER 12 2026

UWM FIELD  
UTICA, MI

5:30 PM - 9:30 PM



The Cassie Hines  
SHOES CANCER  
FOUNDATION



BASE 2 SUMMIT

Find your base. Reach your summit.

# ABOUT THE EVENT



This is not your average 5K. The 15th Annual Glow Run takes place at UWM Field in Utica, a USPBL baseball park known for its electric atmosphere, passionate crowds, and the kind of community energy that makes an evening unforgettable. With a glow-in-the-dark 5K and 1-mile run/walk winding through the excitement of live baseball, participants and fans come together in a setting that blends the thrill of postseason sport with the power of community advocacy. Past Glow Runs have united hundreds of participants, cancer survivors, and corporate partners who share a commitment to making a difference. The 15th anniversary promises to be our biggest and brightest yet.



The Cassie Hines  
SHOES CANCER  
FOUNDATION



BASE<sup>2</sup>SUMMIT

Find your base. Reach your summit.

# ABOUT US

The Cassie Hines Shoes Cancer Foundation guides young adults ages 18 to 40 through the challenges of a cancer diagnosis by connecting them with meaningful social support, programs, and services, including our free adventure-based camp program in Northern MI, Base2Summit. We believe healing extends beyond the physical battle — it includes emotional and mental well-being too. Our goal is simple: meet young adults where they are and give them the support they need to move forward with confidence and hope.





The Cassie Hines  
SHOES CANCER  
FOUNDATION



BASE 2 SUMMIT

Find your base. Reach your summit.

# SPONSORSHIP PACKAGES

## Shining Sponsor

(Presenting — 1 Available) Your brand owns the night. Enjoy exclusive co-sponsorship across our 5K+ social media following, premium placement on event t-shirts, race bibs, and sponsor banners, three big-screen features throughout the evening, twelve complimentary entries, and the opportunity to distribute promotional materials at package pickup.

## Glowing Sponsor

Stand out in the crowd. Your logo appears on the back of every event t-shirt, prominently on the sponsor banner, and three times on the field big-screen. Includes six complimentary entries and the opportunity to distribute promotional materials at package pickup.

## Mile Marker Sponsor

Guide the way. Your logo is featured on every mile marker along the race route, keeping your brand visible to every participant from start to finish, plus three big-screen features and four complimentary tickets, and the opportunity to distribute promotional materials at package pickup.

Shining  
Sponsor  
Price:

**\$7,500**

Glowing  
Sponsor  
Price:

**\$3,000**

Mile Marker  
Sponsor  
Price:

**\$1,500**



The Cassie Hines  
SHOES CANCER  
FOUNDATION



BASE 2 SUMMIT

Find your base. Reach your summit.

# SPONSORSHIP PACKAGES

## Neon Sponsor

Light up the event. Your logo is featured on the sponsor banner and showcased three times on the field big screen, putting your brand in front of every fan and participant throughout the game and race. Promotional materials welcome at package pickup.

## Fuel Sponsor

Power the participants. Your logo is displayed at water refreshment stations and the left field pavilion food and beverage stand — exactly where every runner stops to recharge throughout the evening. Promotional materials welcome at package pickup.

## Community Sponsor

Every level of support makes a difference. Your logo is proudly displayed on a tabletop sign at package pickup, where every participant begins their Glow Run experience. Promotional materials welcome at package pickup.

Neon  
Sponsor  
Price:

**\$1,000**

Fuel  
Sponsor  
Price:

**\$500**

Community  
Sponsor  
Price:

**\$100**



## Reach Out to Alexis Vought with Sponsorship Inquiries!



Phone Number:  
586-322-0991 x2



Email Address:  
[alexis@chscf.org](mailto:alexis@chscf.org)