



RUCK4HIT 2026 SPONSORSHIP PACKAGE

Event Sponsor – \$10,000

(5 Available)

Brand Visibility

- Logo on all team vans, participant & volunteer T-shirts, Step & Repeat, and banners at Opening & Closing events
- Logo at both Team Challenges and “About Face” halfway banner
- Logo at all 70 exchanges along the course
- Logo in event marketing materials

NEW Digital Value

- 2 dedicated social media posts, plus one sponsored reel
- Logo & link in 3 dedicated RUCK emails
- Priority placement on the website sponsor section
- Early inclusion in training content and hype reels

On-Site Upgrade

- Branded start-line or finish-line feather flag
- Large logo presence on Step & Repeat
- Option to host a branded on-course cheer station
- Opportunity to be on-site for the finish line celebration

Heroes Patch Recognition

- Framed 4x6 Commemorative Heroes Patch – a keepsake to display at your home or business
- Name Listed on Heroes Patch Wall Poster – displayed on-site at RUCK4HIT and at other HIT events, recognizing your support

NEW LEVEL – Journey Series Sponsor – \$7,500

(1 Available) **SOLD**

Brand Visibility

- Logo on opening/closing title cards for the series
- Logo on all promotional reels and quotes from the series
- “This episode is sponsored by _____” tag

Social Media Integration

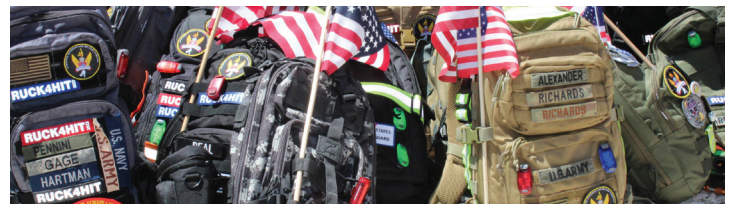
- 1 dedicated sponsor shout-out reel
- Sponsor spotlight in Stories for every new episode drops
- Sponsor link included in episode captions

Website & Email Exposure

- Series page hosted on HIT website with sponsor logo in header
- Series Spotlight email mention

On-Site Recognition

- Branded signage at Opening & Closing ceremonies
- Standalone check-in table sign: “The 2026 Road to the RUCK Series is presented by _____”



Email us at rucksponsors@heroesintransition.org to learn more.

GET SOCIAL WITH US AND STAY
UP TO DATE ON ALL NEWS!



www.heroesintransition.org

Team Challenge & About Face Sponsor – \$5,000

(6 Available)

Brand Visibility

- Logo on Team Challenge signs, “About Face” halfway banner, participant & volunteer T-shirts, and banners at Opening & Closing events
- Logo in marketing materials

NEW Digital Value

- 1 sponsored reel
- Logo included on one weekly “Training Tip Tuesday” post
- Sponsor mention in one RUCK email

On-Site Upgrade

- Option to host a branded on-course cheer station
- Opportunity to be on-site for the finish line celebration
- Logo presence on Step & Repeat

Heroes Patch Recognition

- Framed 4x6 Commemorative Heroes Patch – a keepsake to display at your home or business
- Name Listed on Heroes Patch Wall Poster – displayed on-site at RUCK4HIT and at other HIT events, recognizing your support

Exchange Bundle Sponsor – \$3,000 (10 Available)

Brand Visibility

- Logo on signage at seven consecutive exchanges
- Logo on participant & volunteer T-shirts
- Logo on banners at Opening & Closing events
- Logo on the online Exchange Route Map

Digital Upgrade

- Sponsor shout-out in Stories
- Logo included in one email

On-Site Upgrade

- Opportunity to be on-site for the finish line celebration

Heroes Patch Recognition

- Framed 4x6 Commemorative Heroes Patch – a keepsake to display at your home or business
- Name Listed on Heroes Patch Wall Poster – displayed on-site at RUCK4HIT and at other HIT events, recognizing your support

Supporting Sponsor \$1,500

Brand Visibility

- Logo on banners at Opening & Closing events
- Logo in marketing materials

Digital Upgrade

- Inclusion in a group carousel post
- Logo with link on sponsor highlight email

On-Site Upgrade

- Name listed on Opening & Closing signage
- Logo on the community Thank-You board
- Sponsor CEO/team featured in gratitude video

On-Site Activation Space \$500

- 10x10 space at Finish Line Celebration
- Tent, table, and electricity not included

Heroes PATCH Campaign \$250

- Framed 4x6 Commemorative Heroes Patch – a keepsake to display at your home or business
- Name Listed on Heroes Patch Wall Poster – displayed on-site at RUCK4HIT and at other HIT events, recognizing your support
- Name listed on social thank-you graphic
- Tagged in one sponsor appreciation story



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