



March 2, 2026

**LET'S COME TOGETHER FOR HOPE: THE 2026 INCREDIBLEBANK – HOPE STARTS HERE CHALLENGE**

Hello friends and neighbors,

There is something powerful about the way our community shows up for one another. Whether you have been a cornerstone of this event for years or are considering joining us for the first time, your partnership is what turns a race into a movement of hope for families right here in Upper Michigan.

On **Saturday, June 13, 2026**, the Superior Dome will become more than just a finish line—it will be a gathering place for our community to stand shoulder-to-shoulder. We race, walk, and rally to support the **Upper Michigan Brain Tumor Center (UMBTC)**, a local pillar that provides essential research and advocacy for our friends and family members navigating the journey of brain cancer.

**Why Your Partnership Defines Our Community:**

- **Keeping Research Local:** Your support ensures that life-changing research and education happen right here in our backyard, led by the students and leaders of Upper Michigan.
- **A Shared Legacy:** This event is our collective moment to honor those we have lost and surround those currently fighting with the strength of a united community.
- **Something for Everyone:** From the endurance of the Half Marathon to the smiles at the 1-Mile Kids Run and Leisure Walk, this is a true community celebration that connects your brand with a wide, local audience.

Our fundraising goal of **\$40K** is ambitious, but we know what this community can achieve when we work together. **YOU** are the heart of this mission.

**Join the movement:** A sponsorship form with full details is attached. If you would like to chat about how you can get involved, please reach out to Trudi Olivo at 906-449-3611 or [Trudi.Olivo@lifepointhealth.net](mailto:Trudi.Olivo@lifepointhealth.net) or Sara Pizziola at 906-449-3621 or [Sara.Pizziola@lifepointhealth.net](mailto:Sara.Pizziola@lifepointhealth.net).

Thank you for being such a vital part of our story. Together, we do not just fund research—we provide hope.

*With gratitude,*

Your 2026 Committee

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**HOPE STARTS HERE**  
**CHALLENGE** **June 13, 2026**



**SCHEDULE OF EVENTS**

**EVENTS & REGISTRATION**

**Saturday, June 13 | Race Day**

Online registration closes at 11:59 p.m. on June 13th. In-person registration closes 30 minutes prior to each event.

**Start Times**

- 8 a.m. Half Marathon
- 8 a.m. 31K Challenge
- 9:15 a.m. Molly's Mile Run (12 & under)
- 9:45 a.m. Leisure walk
- 10 a.m. 10K run
- 10:15 a.m. 5K run
- 10:45 a.m. Lunch distribution
- 11:15 a.m. Awards ceremony

All events start and finish at the NMU Superior Dome, 1401 Presque Isle Ave., Marquette, MI, 49855

*Additional \$10 on race day*

Half Marathon	\$65
31K Challenge	\$65
5K & 10K	\$35
Leisure Walk	\$35
Virtual Participation	\$30
Molly's Mile run (ages 12 & under)	\$30
Mile/km marker sponsorships	\$100

**All proceeds benefit the Upper Michigan Brain Tumor Center**





## 2026 Hope Starts Here Challenge Sponsorship Opportunities

### Event Title Sponsor - \$5,000

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- Business Name/Logo on all print, radio, and television media
- Title Sponsor Logo on event t-shirt
- Option to have a display booth at the event
- Recognition on social media and event site
- Four event registrations

### Golden Sprocket Sponsor - \$2,500

- Recognition on social media and event site
- Business name/logo on event t-shirt
- Option to have a display booth at the event
- Two event registrations

### Silver Running Shoe Sponsor - \$1,000

- Recognition on social media and event site
- Business name/logo on event t-shirt
- Option to have a display booth at the event
- One event registration

### Bronze Handlebar Sponsor - \$500

- Recognition on social media/event site
- Business name/logo on event t-shirt
- Option to have a display booth at the event

### Copper Challenge Supporter - \$250

- Recognition on social media/event site
- Business name on event t-shirt
- Option to have a display booth at the event

*RETAIL SALES WELCOME AT DISPLAY BOOTHS!*

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**2026 Hope Starts Here Challenge Sponsorship Form\***  
**Please return by May 15, 2026**

_____	<b>Golden Sprocket Sponsor</b>	<b>\$2,500</b>
_____	<b>Silver Running Shoe Sponsor</b>	<b>\$1,000</b>
_____	<b>Bronze Handlebar Sponsor</b>	<b>\$500</b>
_____	<b>Copper Challenge Supporter</b>	<b>\$250</b>

Company Name: \_\_\_\_\_

**\*Why do you sponsor HSH?** \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

***Do you plan to have a display booth at the event? Please circle one: YES / NO***

Method of Payment: \_\_\_\_\_ check enclosed                      \_\_\_\_\_ please invoice

**Return to:** UPHSM – Brain & Spine Clinic  
850 W. Baraga Avenue, Suite 31  
Marquette, MI 49855

Please make checks payable to the **Superior Health Foundation** (memo: Hope Starts Here). As a 501-c3 nonprofit charitable organization, the mission of the SHF is to assist with unmet healthcare needs, health education, programs, and research on preventing illness and promoting health in the Upper Peninsula. A portion of your donation is tax deductible. Please contact the Superior Health Foundation at 906-225-4763 for details.

Please visit [www.hopestartshere.org](http://www.hopestartshere.org) for more information on the UMBTC and HSHC!





# incrediblebank<sup>SM</sup>

**HOPE STARTS HERE CHALLENGE**  
**JUNE 14, 2025**

## **GOLDEN SPROCKET SPONSORS**



**NORTHERN MICHIGAN UNIVERSITY**



## **SILVER RUNNING SHOE SPONSORS**



**CRAIG COCCIA, MD**

**SONIA GESCHWINDT, MD**

## **BRONZE HANDLE BAR SPONSORS**



## **COPPER CHALLENGE SPONSORS**

**GREAT NORTHERN TITLE & ABSTRACT, INC. JUST BELIEVE VANGO'S PIZZA**  
**QUEEN CITY RUNNING CO. PENINSULA PHARMACY SELECT REALTY**  
**MARQUETTE COUNTY TITLE HALEYRAE.CREATIVE**  
**OBGYN ASSOCIATES OF MARQUETTE**