

THE MISSION

The Memorial Beach Challenge provides financial support to military families through our official partnership with 31Heroes, and creates a better awareness of the incredible sacrifice military families endure to ensure our freedom.

– The MBC Team



ABOUT THE MEMORIAL BEACH CHALLENGE

Memorial Beach Challenge is proud to organize and host an annual event that brings together athletes and families for a day of competition and comradery—but also to honor those who have served and support the heroes still in the fight.

With a soft-sand adventure race—featuring Navy SEAL-approved obstacles - and a Fun Run for kids, the Memorial Beach Challenge event has something for individual athletes and teams of all ages. But beyond the races that test our own physical and mental strength, the day is about honoring those whose sacrifice, strength, and bravery helps preserve the freedom we enjoy every day. The event closes with a moving memorial service, ensuring that the legacies of our heroes are never forgotten.



BENEFICIARIES

Memorial Beach Challenge is proud to partner with the 31Heroes. 31Heroes was conceived in response to the Extortion 17 helicopter crash in Afghanistan on August 6, 2011 killing 30 military service members, as well as one military working dog. Men and women from all branches of our armed forces lay down their lives every day in defense of our freedom, sometimes with minimal recognition for their sacrifice or their family's sacrifice. The events of August 6, 2011 drove the Founders to recognize our responsibility, as Americans, to take care of the surviving families of this particular tragedy, but also to take action in support of all families of our fallen military heroes. Today, 31Heroes raises money and awareness through social and athletic events to support the families of Extortion 17 and honor their legacy by funding treatment for Veterans suffering from mental health issues.



JOIN US MAY 24, 2025 BECOME A SPONSOR TODAY!

☐ FREEDOM SPONSOR \$10,000

- Logo and biography incl. on websites
- Logo on Start Finish
- Title sponsor on race shirts
- Logo on all race bibs & key check
- Sponsored key check
- Logo on all printed flyers
- Logo on all race email and marketing
- Logo on MBC website
- Promotion booth at the event
- Verbal recognition on race day
- 2 Teams complimentary race entries

☐ PATRIOTIC SPONSOR \$7,500

- Logo in race shirt
- Logo on all printed flyers
- Logo on all race email and marketing
- Logo on MBC website
- Promotion booth at the event
- Verbal recognition on race day
- 1 Team complimentary race entry

☐ STARS & STRIPES SPONSOR \$3,750

- Branding of obstacle
- Logo on race shirt
- Logo on race email marketing
- Logo on website
- Promotion booth at the event
- Verbal recognition on race day
- 1 Team complimentary race entry

☐ RED WHITE & BLUE SPONSOR \$2,500

- Logo on back of race shirts
- Logo on race email marketing
- Logo on MBC website
- Promotional 10' x 10' booth at event*
- Verbal recognition on race day
- 3 complimentary race entries

☐ EAGLE SPONSOR \$1,000

- Logo on back of race shirts
- Logo on MBC website
- Promotional 10' x 10' booth at event*
- Verbal recognition on race day
- 2 complimentary race entries

☐ OLD GLORY SPONSOR \$500

- Logo on MBC website
- Promotional 10' x 10' booth at event*
- 1 complimentary race entry

KIDS TITLE SPONSORSHIP IS AVAILABLE!

If you would like your Logo at the Start/Finish line, on all race bibs & key checks, and 8 competition entries along with every thing else, please contact us today!

☐ KIDS FUN RUN PRESENTING SPONSOR \$5,000

- Logo and biography incl. on websites
- Logo on Start Finish of Kids Fun Run
- Logo on race shirt
- Logo on bib
- Logo on all printed flyers
- Logo on all race email and marketing
- Promotion booth at the event
- Verbal recognition on race day
- 5 Kids Fun Run entries



All sponsorship will be processed by 31Heroes. Sponsorship is tax deductible. The tax ID for 31Heroes is 45-3581265.

BECOME A SPONSOR ONLINE TODAY Submit online at MemorialBeachChallenge.com/sponsor OR MAIL IN THIS SPONSORSHIP AGREEMENT Please fill out this form and mail to: 31Heroes, 2109 Thoroughgood Rd# 55436, Virginia Beach, VA 23455

Sponsors can pay online at 31Heroes.org

SPONSOR INFORMATION

Make checks payable to: **31HEROES**

Business Name (or Individual Name): _____

Contact Name: _____

Street Address: _____

City/St/Zip: _____

Phone: _____ E-mail: _____