

MILES OF HONOR

Sponsorship Opportunities:
Partner for a Purpose





The Memorial Day Honor Run (2021–2025)

For the past five years, I have completed the Memorial Day Honor Run. A 22-mile solo run from Spearfish to the Sturgis Buffalo Chip Freedom Field, carrying the American flag in remembrance of our fallen heroes.

Each year, I dedicate every mile to honor the men and women who gave their lives in service to our country. Many of those miles are run in tribute to heroes submitted by the veteran community and Gold Star families, who share the names, photos, and stories of their loved ones. Carrying their memory mile by mile has been both humbling and sacred, and a true honor.

Though the run is completed alone with a small roadside crew, I'm supported by hundreds of people from across the country who follow online, submit names of loved ones, and share words of encouragement. At the end of each run, a small group gathers at the Freedom Field to reflect and honor those represented by the 804 flags that stand there in tribute.

After five consecutive years, the Memorial Day Honor Run continues to evolve, growing from a personal act of remembrance into a statewide mission of unity and honor. The upcoming Miles of Honor Run builds on that foundation, expanding the route from 22 miles to 450 miles across South Dakota to carry the same flag and spirit of remembrance from one end of the state to the other.

So, what began as a Memorial Day tradition now becomes a journey across an entire state. Running as a force for good as I like to say.

Miles of Honor

A Solo Run Across South Dakota in Tribute to our Fallen Heroes

- **Route:** South Dakota Military Heritage Alliance (Sioux Falls) to Harley-Davidson Rally Point Plaza (Sturgis)
- **Dates:** May 1 – May 25, 2026
- **Distance:** Approximately 450 miles on foot
- **Location Start:**
South Dakota Military Heritage Alliance
1600 W Russell Street
Sioux Falls, SD 57104-1330
- **Location End:**
Harley-Davidson Rally Point Plaza
985 Harley Davidson Way
Sturgis, SD 57785-8503

Mission

To honor our fallen heroes, unite communities across South Dakota, and support veteran and military causes. This run will also stand as a Guinness World Record attempt and the first person to bear the American flag across the state of South Dakota on foot.

Beneficiaries

- Veterans Helping Hands Project – Larry Zimmerman Contact
- Participating American Legion posts
- South Dakota Veterans Cemetery (Sioux Falls, South Dakota)
- Black Hills National Cemetery (Sturgis, South Dakota)
- The Good Ride (Carey Hart Foundation)

Mission & Purpose

The Miles of Honor Memorial Run is a 450-mile solo journey across the state of South Dakota, beginning at the South Dakota Military Heritage Alliance in Sioux Falls and concluding at the Harley-Davidson Rally Point Plaza in Downtown Sturgis.

Carrying the American flag every step of the way, this run is dedicated to honoring the men and women who made the ultimate sacrifice for our nation. Each mile represents remembrance, resilience, respect and a living tribute to those who gave their lives for the freedoms we enjoy.

Beyond remembrance, Miles of Honor seeks to unite communities across South Dakota. By connecting with American Legion posts, potential Veterans of Foreign Wars halls, and local supporters along the route. The run fosters healing, recognition, and collective gratitude for our fallen heroes.

Funds raised outside sponsorships will directly support:

- Veterans Helping Hands Project
- Participating American Legion posts
- South Dakota Veterans Cemetery (Sioux Falls, South Dakota)
- Black Hills National Cemetery (Sturgis, South Dakota)
- The Good Ride (Carey Hart's Foundation)

This effort also stands as a pending Guinness World Record attempt, and documentation has been submitted, and we await official confirmation. Regardless of outcome, it will mark the first time the American flag has been carried across the entire state of South Dakota on foot.

Route & Daily Schedule (Subject to Change)

All runs begin at 9:00 AM. Rain or shine unless there is lightning and thunder.

American Legion Partnerships Across South Dakota

The following American Legion posts are along our route and are the ones we hope to connect with during the run:

Direction Route

Day	Route (Start → End)	Approx Miles	Notes	Nearest American Legion Post
1	Sioux Falls → Colton	18	Opening Ceremony at SD Military Heritage Alliance	Post 206 Colton
2	Colton → Madison	20	Long Day	Post 25 Madison
3	Madison → Howard	18	—	Post 145 Howard
4	Howard → Huron	12	Recovery Miles	Post 7 Huron
5	Huron → Wessington Springs	18	—	Post 14 Wessington Springs
6	Wessington Springs → Miller	22	Long Day	Post 89 Miller
7	Miller → St. Lawrence	18	—	Post 89 Miller (overlap area)
8	St. Lawrence → Highmore	18	—	Post 143 Highmore
9	Highmore → Harrold	20	Long Day	Post 183 Harrold
10	Harrold → Pierre	18	Major Ceremony Stop at Missouri River	Post 8 Pierre
11	Pierre → Hayes	18	—	Post 8 Pierre (closest)
12	Hayes → Midland	20	—	Post 143 Midland

Day	Route (Start → End)	Approx Miles	Notes	Nearest American Legion Post
13	Midland → Philip	18	—	Post 173 Philip
14	Philip → Quinn	12	Recovery Miles	Coordinate via Post 173 Philip
15	Quinn → Wall	18	—	Post 246 Wall
16	Wall → Wasta	18	—	Post 246 Wall (serves area)
17	Wasta → New Underwood	18	—	Post 256 New Underwood
18	New Underwood → Ellsworth AFB area	20	Long Day	Post 22 Rapid City
19	Ellsworth AFB → Rapid City (East Entrance)	18	—	Post 22 Rapid City
20	Rapid City → Downtown Rapid City	12	Recovery Miles	Post 22 Rapid City
21	Rapid City → Black Hawk	18	—	Post 22 Rapid City or Summerset contact
22	Black Hawk → Piedmont	18	—	Post 311 Piedmont Valley
23	Piedmont → Sturgis (Veterans Club area)	18	—	Post 33 Sturgis
24	Community engagement day in Sturgis area	12	Recovery and media prep day	Post 33 Sturgis
25	Sturgis (Veterans Club) → Rally Point Plaza (Main Street)	22	Final Memorial Tribute Run and Closing Ceremony	Post 33 Sturgis (host site)

Strava Route

Scan the **QR code** below to view the full **Miles of Honor** route on Strava.



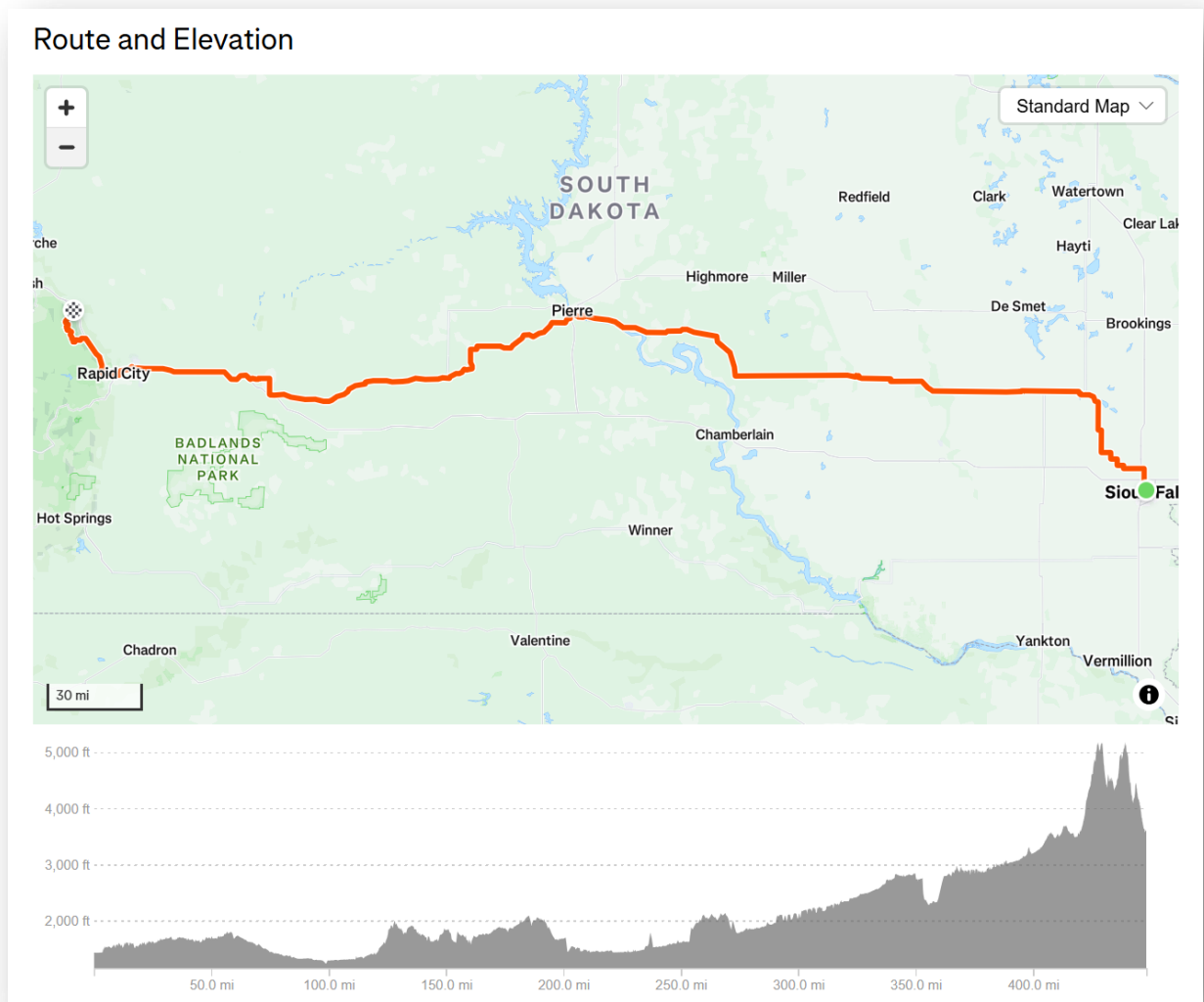
Click the **link** below to view the full **Miles of Honor** route on Strava.

[Strava Route: Miles of Honor](#)

Copy and paste the **link** below to view the full **Miles of Honor** route on Strava.

<https://bit.ly/MilesOfHonor>

Map Route



Disclaimer from Strava: Route recommendations may be incomplete and/or inaccurate in some areas and may contain sections of private land and/or sections of terrain that could be challenging or hazardous. Always make your best judgement about the safety of road and trail conditions and follow traffic and property laws.

Detailed Route Directions

1. Proceed onto off-road waypoint. No data available	0 mi
2. Continue on West Mulberry Street	0 mi
3. Proceed onto off-road waypoint. No data available	0 mi
4. Continue on North Industrial Avenue	0.1 mi
5. Right onto West Russell Street	0.2 mi
6. Left onto North Kiwanis Avenue	0.8 mi
7. Proceed onto off-road waypoint. No data available	0.8 mi
8. Right onto North Bob Halla Drive	3.3 mi
9. Proceed onto off-road waypoint. No data available	3.4 mi
10. Left onto West 54th Street North	3.7 mi
11. Right onto North Westport Avenue	4.0 mi
12. Continue on North Kiwanis Avenue	4.5 mi
13. Left onto 257th Street	8.5 mi
14. Continue on East 4th Street	10.5 mi
15. Continue on West 4th Street	11.0 mi
16. Continue on 257th Street	11.5 mi
17. Right onto 466th Avenue	14.9 mi
18. Left onto 256th Street	15.9 mi
19. Right onto 464th Avenue	17.9 mi
20. Left onto 254th Street	19.9 mi
21. Right onto 462nd Avenue	21.9 mi
22. Left onto 252nd Street	23.9 mi
23. Right onto 459th Avenue	26.9 mi
24. Left onto 245th Street	33.9 mi
25. Right onto 458th Avenue	34.9 mi
26. Right onto 244th Street	35.9 mi
27. Left onto 458th Avenue	35.9 mi
28. Left onto 236th Street	43.7 mi
29. Proceed onto off-road waypoint. No data available	44.5 mi
30. Right onto South Union Avenue	48.6 mi
31. Left onto Southwest 10th Street	48.6 mi
32. Continue on 234th Street	49.0 mi
33. Continue on Territorial Road	50.7 mi
34. Left onto 233rd Street	52.1 mi
35. Proceed onto off-road waypoint. No data available	54.0 mi
36. Left onto SD Highway 34	55.0 mi
37. Continue on East SD Highway 34	69.4 mi
38. Arrive at Finish	448.3 mi

Support Crew & Logistics

The success of the run depends on a strong support system working alongside the runner (Mai Richards). While this is a solo run on foot, it is not done alone. This effort requires road safety, medical readiness, hydration, and coordination with local communities.

Core Team:

- Mai Richards – Run Lead (runner, flag bearer)
- Larry Zimmerman – Liaison & Outreach (connections to American Legion/VFW posts across South Dakota)

Support Needs:

- Road Crew: Escort vehicles to ensure safe passage along highways and transitions into towns.
- Medical Support: Basic first aid, on-call EMT or nurse, and coordination with local medical services.
- Hydration/Nutrition Crew: Mobile hydration support and nutrition replenishment.
- Volunteers: Local community members to assist at transitions, host runners overnight, or help with daily logistics.

Agencies & Partnerships:

- South Dakota Department of Transportation (DOT): Guidance on approved routes, safety along highways, and traffic considerations.
- Law Enforcement: Local police and county sheriffs to assist with road safety and escort when necessary.
- South Dakota Tourism: Promotional support to highlight the run as a unique event of statewide significance.
- American Legion & VFW Posts: Hosting, local support, and ceremonial participation along the route.
- Safety & Insurance: Event liability insurance will be secured to cover the run and related activities.
- All support vehicles will maintain valid insurance and compliance with state regulations.
- Medical coverage and emergency response protocols will be established in advance of the run.
- DOT and law enforcement coordination will further ensure safety throughout the route.

Charities & Sponsorships

These organizations were chosen for their dedication to veterans, active-duty service members, and the families of the fallen. Each donation ensures that the sacrifices of our heroes are remembered and that their legacies live on through meaningful programs and community support.

Sponsorship Opportunities

We invite you to partner with us through our Red, White, and Blue Sponsorship Packages. Each level includes recognition, visibility, and the opportunity to stand alongside a mission that honors our fallen heroes and supports veteran-focused charities.

Sponsorship funds are used to cover the direct costs of the run itself, including safety, support crew, logistics, outreach, and route coordination. Additionally, sponsorships help provide a donation to each participating American Legion post along the route in recognition of their support, service, and presence during key moments of the journey. These contributions make the Miles of Honor Run possible.

All additional donations and fundraising proceeds beyond the cost of the run will go directly to the beneficiaries:

- Veterans Helping Hands Project
- Participating American Legion posts
- South Dakota Veterans Cemetery (Sioux Falls, South Dakota)
- Black Hills National Cemetery (Sturgis, South Dakota)
- The Good Ride (Carey Hart's Foundation)

Sponsorship Tiers

RED SPONSOR – \$7,500

- Primary recognition as Title Sponsor for the Miles of Honor Run
- Logo featured on all event banners, apparel, and marketing materials
- Recognition in all press releases and radio interviews
- Featured mentions on social media and in video updates throughout the run
- Prominent logo display on support vehicles
- Invitation to the Sioux Falls kickoff and Sturgis closing ceremonies
- Recognition on post-event thank-you materials sent statewide
- **Named as a Community Partner Champion for helping fund American Legion post donations**

WHITE SPONSOR – \$2,500

- Recognition as a Major Sponsor of the run
- Logo featured on select marketing materials and social media posts
- Acknowledgment in media and press coverage
- Logo display on support crew signage or equipment
- Invitation to the opening and closing ceremonies
- Recognition in post-event thank-you communication
- **Acknowledged as a supporter of American Legion post community donations**

BLUE SPONSOR – \$1,000

- Recognition as a Support Crew Sponsor
- Social media acknowledgment throughout the run
- Logo display on select signage or vehicle materials
- Recognition in post-event thank-you communication

PATRIOT PARTNER – \$250

- Recognition as a Community Partner of the Miles of Honor Run
- Social media thank-you post
- Listing in the official sponsorship section of the packet
- Optional plaque of appreciation after the event

For sponsors who wish to designate their support specifically toward veteran organization donations, please note this option is available and can be highlighted in media and social posts.

Guinness World Record Attempt

The Miles of Honor Run is not only a tribute to our fallen heroes but also a historic endeavor. An official application has been submitted to Guinness World Records to recognize this effort as the:

“First person to carry the American flag across the state of South Dakota on foot.”

Status

- Documentation and application have been submitted to Guinness World Records.
- Official confirmation of the attempt and specific guidelines are pending review.

Verification Process

- Based on standard Guinness World Record requirements for endurance events, documentation will be collected through:
 - Video and photo evidence at daily start and finish points.
 - Witness statements from American Legion posts, VFW halls, and local officials along the route.
 - GPS and mileage tracking are verified through Strava, Whoop, and equivalent tools.
 - Logbook entries maintained throughout the run.

These verification methods will be adjusted as necessary once Guinness provides final documentation requirements.

Why It Matters

This world record attempt adds both symbolic and historical significance to the Miles of Honor Run. Carrying the American flag across an entire state on foot has never been done before in South Dakota (also my home state). Whether or not Guinness formally certifies the record, this run will stand as the first documented crossing of the state with the American flag on foot and will be a lasting tribute to the men and women who gave their lives in service to our country.

Media & Outreach

The Miles of Honor Run will use multiple platforms and media partners to share the story of this historic event, honor our fallen heroes, and recognize the support of sponsors and communities along the route.

Radio & Media Partners

- **BK102 Radio (Sioux Falls):** Planned coverage and updates at the start of the run.
- **X Rock Radio (Black Hills):** Coverage and interview leading into the Sturgis finale.
- **Local Press & Television:** Outreach to South Dakota media outlets along the route to cover daily progress and ceremonies.

Ceremonies & Community Engagement

- **Opening Ceremony:** Kickoff at the South Dakota Military Heritage Alliance in Sioux Falls.
- **Closing Ceremony:** Flag-carrying finale at the Harley-Davidson Rally Point Plaza.
- **American Legion & VFW Posts:** Hosting and participation along the route to provide witness verification, support, and ceremonial recognition.

Digital & Social Media

- **Instagram, Facebook & TikTok:** Daily posts, stories, and livestreams from the road.
- **Sponsor Recognition:** Sponsors will be tagged and featured regularly posts and media coverage, ensuring visibility across multiple platforms.

Our Call to Action

The Miles of Honor Run unites communities across South Dakota with one purpose: to honor, remember, and give back to those who served and sacrificed for our freedom.

How You Can Help

- Sponsor the Run: Support logistics, safety, and outreach through one of our sponsorship tiers.
- Volunteer: Join the crew, help along the route, or assist at ceremonies.
- Donate: Contribute directly to the beneficiaries' supporting veterans and families of the fallen.
- Share the Story: Follow the journey on social media and help raise awareness for the cause.

Corporate Donations

Scan the **QR code** below for donations to **Miles of Honor** on PayPal Verified.



Click the **link** below for donations to **Miles of Honor** on PayPal Verified.

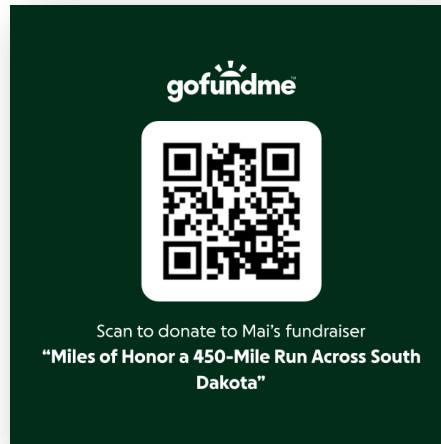
[2026 Miles of Honor | PayPal Verified](#)

Copy and paste the **link** below for donations to **Miles of Honor** on PayPal Verified.

https://paypal.com/donate/?campaign_id=X4YHYEBD2VECS&source=url

Public Donations

Scan the **QR code** below for donations to **Miles of Honor** on GoFundMe.



Click the **link** below for donations to **Miles of Honor** on GoFundMe.

[2026 Miles of Honor | GoFundMe](https://gofund.me/893928b1d)

Copy and paste the **link** below for donations to **Miles of Honor** on GoFundMe.

<https://gofund.me/893928b1d>

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