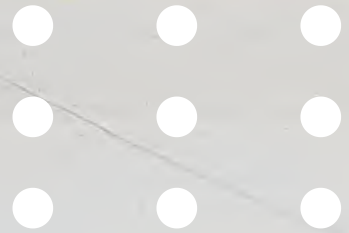
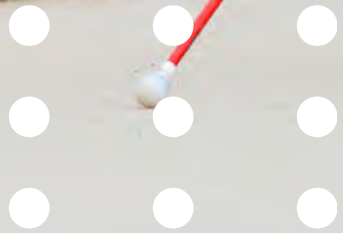


Braille Trail Partnership Proposal



Your partnership can open doors & dismantle barriers.



Lions
Services

DEAR FRIENDS,

For 91 years, Lions Services has engineered accessible employment opportunities, **ensuring talent and drive are the determinants of success, not vision status.** Now, we're evolving to create holistic solutions to the obstacles blind and low vision North Carolinians encounter every day.

Our innovative model will blend a full-service vision resource center with tools and training to meet individual accessibility needs, combined with systemic solutions that dismantle barriers for everyone.

We're committed to designing a community **where vision status is never a obstacle to a life of choice, career, and connection,** and we look forward to partnering with you to get there.

About Our Work

Our highly skilled, majority blind or low vision workforce proudly manufactures **products that serve the U.S. military,** protecting those who protect us.

But we are more than an accessible employer. Everyday, our blind and low vision team members must **navigate a world that wasn't built for them.**

We're committed to supporting them with tools and training to overcome the obstacles of inaccessible design by offering **accessible technology training and equipment, orientation and mobility services, accessible health & wellness tools and individualized support.**

Your Impact

Your sponsorship directly fuels these comprehensive services to ensure economic mobility, promote health & wellness, and offer connection to a full life.

In Mecklenburg County, where more than **16,000 individuals live with vision loss,** your partnership ensures everyone in our community has access to opportunity. Please join us as a sponsor and invest in a model that empowers the whole person and strengthens our entire community. I look forward to partnering with you.



Philip Murph

President and CEO

philipm@lionservices.org

With Gratitude,

A handwritten signature in black ink that reads "Philip Murph". The signature is written in a cursive style.

The Charlotte Braille Trail

An accessible outdoor space...that's so much more

Opening the first section of the Charlotte Braille Trail—a project two years in the making—represents a milestone in equitable access for our blind and low vision neighbors.

When all sections are complete, the trail will thread its way from the Lions Services campus to the CATS Sugar Creek Station, providing a safe, walkable outdoor space for everyone, regardless of how well they see.



In Charlotte, we prize our greenways and green spaces. By opening the Charlotte Braille Trail, designed with navigational tools for blind and low vision walkers, we're ensuring no one is left out of this quintessential outdoor recreational experience.



Walking spaces provide not just recreation, but a path to wellness through exercise and movement. Creating an accessible pathway removes barriers to wellness for blind and low vision Charlotte residents, so we can all stay healthier.



Beyond recreation & exercise, the trail offers connection. When complete, it will connect accessible employers, living spaces, and public transit options via a walkable route. We're replacing obstacles with a path to opportunity & choice.

Why partner with us?

As a sponsor of the Charlotte Braille Trail, you position your brand as an innovative problem solver, helping dismantle systemic barriers to create an inclusive infrastructure that works for everyone.

You're also aligning your brand with an established and respected nonprofit with nearly a century of history ensuring opportunity for blind and low vision individuals.



The Impact

Serving Mecklenburg + 8 Surrounding Counties

68% Blind or Low Vision Workforce

1,500 Hours of Wellness Services Delivered

167 Hours of Accessible Tech Training

86 Accessible Devices Provided

91 Years of Impact

Unique Multisensory Brand Awareness Opportunities

Brand Benefits

Brand Exposure

Naming Opportunities

Social Media Recognition



Signature Trail Features



Phase I of the trail opened May 2026 with several key features installed. The first **Meta Tower**, a multisensory art installation, quickly drew interest from guests at the trail’s Community Reveal. It’ll be paired with a second, taller tower, together serving as a welcoming beacon—a celebration of light and sound, blending technology and greenspace in perfect harmony with layered sensory elements designed for everyone.

At the North Tryon trail entrance, in front of the Lions Services Inc. headquarters, a giant **“360” Sculpture** pays homage to the organization’s vision to provide holistic support services that bridge the accessibility divide. Its cutout shapes provide a large-scale tactile element—and a great place to pose for photos!



These initial features are just a taste of what’s to come—and what you have a chance to be part of!

Naming & Sponsorship Opportunities

Sensory & Meditation Garden

An urban pocket park and gathering space at the trailhead, the **Sensory & Meditation Garden** provides a multisensory environment that builds community and connection through shared experiences.

Designed to connect, **Bloom Community Circle** will serve as the vibrant community hub of the garden, with **Blossom Tower** as its signature element. This massive striking metal sculptural flower will offer shade to those in the garden, while powering lights and speakers along the trail through integrated solar panels.



Bloom Community Circle

Naming & Sponsorship Opportunities



Trailhead Chimes



The stunning **Trailhead Chimes**, located in the center of the Plaza, paint a whimsical musical landscape complemented with tactile, visual and olfactory elements provided by fragrant perennials and textural rockscaping.

Common Ground Gardens

The **Common Ground Gardens** thread throughout the plaza, featuring fragrant and tactile living landscapes within accessible, wheelchair-height planter boxes.



Designed and built with inclusivity at its heart, the **Champions of Equity Waystations** serve to honor and memorialize individuals and organizations in Charlotte who have been pioneers and advocates for accessibility and inclusion.

The Braille Trail inaugural Champion of Equity Waystation features Barney Fleming, a Lions Services employee with 45 years of service. Additional Waystations will be added with continued trail development, providing ongoing brand recognition opportunities.

Champions of Equity Waystations



Build Your Own Sponsorship

Collaboration is central to the Braille Trail's ongoing development. Have an idea for an inclusive feature your brand would love to sponsor? Let's hear it!

Multisensory & Multichannel Brand Awareness

Speaker systems are integrated within the 360 Sensory Plaza and threaded throughout the trail, aiding in both navigation and sensory enjoyment.

This functionality provides a unique brand awareness opportunity that allows you to incorporate brand messaging aligned with inclusivity.

Geo-Targeted Push Notifications

Audio moments are triggered by built-in geo-targeting technology, automating storytelling or audio experiences as visitors approach specific points of interest.

This same technology can be leveraged for push notifications, allowing incorporation of brand recognition messaging on nearby mobile devices.

Audio Experience Messaging



Last Mile Co-Branding

Innovations in providing last-mile/microtransit solutions are closing the connection gap for individuals with accessibility needs.

Explore co-branded partnership models to align your brand with engineering equity solutions.





**Together, we can
ensure vision is never
a barrier.**

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