



New Jersey Children's Alliance Sponsorship Information Packet

4th Annual Heroes for Children 5k & Family Fun Run/Walk
Saturday, September 23, 2017
Clipper Pavilion, West Orange

About the Event

This fun-filled event takes place rain or shine at the Essex County South Mountain Recreational Complex to raise awareness about child abuse and neglect in New Jersey. Walkers and runners of all ages and abilities come together for a great morning around the beautiful reservoir to raise funds for Children's Advocacy Centers (CACs) and Multidisciplinary Teams (MDTs) in all 21 counties. Registration and packet pick up begin at 7:30am; events begin at 9:00am. Medals are awarded to the top runners in each age group and superhero costumes are encouraged!

- USATF-Certified 5K
- Family Fun Run/Walk (1.7 miles)
- Activities for kids including face-painting, balloon art, games, food and more!

Thanks to the Essex County Cares program sponsored by Essex County Executive Joseph N. DiVincenzo, Jr., participants from the event receive reduced admission to the Essex County South Mountain Recreation Complex on the day of the event program including the Turtle Back Zoo, Codey Arena, and miniGOLF Safari. Paddleboats, Treetop Adventure Course, and Regatta Children's Playground are also on site.

About NJCA

New Jersey Children's Alliance (NJCA) is a statewide non-profit membership organization whose mission is to promote and support communities in providing a coordinated investigation and comprehensive response to victims of criminal child abuse. NJCA is the New Jersey Chapter of National Children's Alliance (NCA). Participation in this event through sponsorships and registration fees helps to raise funds for all 21 counties in New Jersey.

Estimated Attendance: 400+

Event Website:

<https://runsignup.com/Race/NJ/WestOrange/HeroesforChildren5kandFamilyFunRun>

NJCA website: <http://njcainc.org>

For more information on how to sponsor, contact:

Nydia Y. Monagas
New Jersey Children's Alliance
newjerseyca@verizon.net



Sponsorship Opportunities

Kabam! Title Sponsor - \$5,000

- Only One (1) Title Sponsorship
- News Release announcing exclusive partnership
- Company name listed in all press releases distributed to media before and after the event
- Prominent placement of logo on advertisements including but not limited to posters, postcards, and newspaper ads
- Prominent placement of logo on event website and Facebook
- Prominent placement of logo on Event and Volunteer T-shirts
- Multiple event day public address announcements/thank you and appreciation
- Fifteen (15) entries into 5K or Fun Run/Walk
- Prime location for promotional table at event
- Opportunity to include item in runner bags
- Prominent banner placement (to be supplied by sponsor)
- First right of refusal for 2017



Wham! Platinum Sponsor (\$2,500):

- Company name listed in all press releases distributed to media before and after the event
- Logo on advertisements including but not limited to posters, postcards, and newspaper ads
- Logo on event website and Facebook
- Logo on Event and Volunteer T-shirts
- Event day public address announcements
- Ten(10) entries into 5K or Fun Run/Walk
- Promotional table at event
- Opportunity to include item in runner bags
- Banner placement (to be supplied by sponsor)



Zap! Gold Sponsor (\$1,000):

- Company name listed in all press releases distributed to media before and after the event
- Logo on advertisements including but not limited to posters, postcards, and newspaper ads
- Logo on event website and Facebook
- Logo on Event and Volunteer T-shirts
- Event day public address announcements
- Six (6) entries into 5K or Fun Run/Walk
- Promotional table at event

Pow! Silver Sponsor (\$500):

- Company name listed in all press releases distributed to media before and after the event
- Logo on advertisements including but not limited to posters, postcards, and newspaper ads
- Logo on event website and Facebook
- Logo on Event and Volunteer T-shirts
- Four (4) entries into 5K or Fun Run/Walk

Bam! Bronze Sponsor (\$250):

- Logo on Event and Volunteer T-shirts
- Two (2) entries into 5K or Fun Run/Walk



**Additional participation opportunities are welcome.
Please call to inquire if you can help with food, beverages or any other in-kind sponsorship**

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2017 Sponsorship Commitment Form

Please complete form and email to Nydia Y. Monagas at newjerseyca@verizon.net or mail to
c/o Wynona's House, 185 Washington Street, Newark, NJ 07012

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ Zip: _____

Email: _____

Sponsorship Levels: ☐ *Kabam!*Title Sponsor ☐ *Wham!*Platinum ☐ *Zap!*Gold
☐ *Pow!*Silver ☐ *Bam!*Bronze ☐ Other: _____

Date of Agreement: _____

General: The sponsor hereby agrees to sponsorship level mentioned above for the **NJCA Heroes for Children 5K & Family Fun Run/Walk** which includes fees or in-kind services. In consideration therefore **NJCA** shall provide Sponsor with the benefits described in the Sponsorship Opportunities/Level chosen. **NJCA** may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment: Payment is due at signing.

Limitation of Sponsorship. Unless otherwise stated the cash and/or services described in this agreement are related solely to the **NJCA Heroes for Children 5K & Family Fun Run/Walk** to be held on September 23, 2017.

License and Usage: Sponsor hereby grants **NJCA** a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. **NJCA** agrees that the Proprietary Information will be used only in connection with the **2017 Heroes for Children 5K & Family Fun Run/Walk** to provide the benefits set forth in the Proposal and such other benefits as Sponsor and **NJCA** may agree. **NJCA's** use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

Sponsor Understandings: Sponsor understands as follows: the dollar values set forth in the Proposal are estimates are based upon general sponsorship information available to **NJCA**. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

Termination **NJCA** may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, **NJCA** may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by **NJCA**. Sponsor shall not terminate this agreement without the approval of **NJCA**.

Miscellaneous. This agreement is governed by New Jersey law and is binding upon all of the parties' successors and assigns. By signing below Sponsor agrees to all conditions listed above.

Authorized Company Representative/Title

New Jersey Children's Alliance

Date

Contact Phone Number

Date

Contact Phone Number