



SPONSORSHIP INFORMATION PACKET

7th Annual Heroes for Children Virtual 5K Run, Walk or Ride October 24th-31st, 2020

Thank you for considering sponsorship of the New Jersey Children's Alliance (NJCA) seventh annual Heroes for Children 5K and Family Fun Run/Walk, taking place virtually, October 24th-31st. This event helps raise awareness about child abuse and neglect and the roles of Child Advocacy Centers (CACs) in promoting hope, healing and justice for child victims and their families. CACs prevent abuse and keep children safe, help victims heal, and save money. Our vision is that all children in New Jersey who are impacted by child abuse receive a coordinated and comprehensive response provided by county-based child-friendly CAC facilities, which currently exist in 13 of the 21 counties.

While this year's event will certainly be different, your participation is more important than ever. As a result of both the economic crisis and the need for social distancing brought about by Covid-19, NJCA and Child Advocacy Centers across the state are experienced a sharp increase in demand for services to abused and neglected children. Additionally, children staying home more, with less interaction with teachers and school staff, are much less likely to have any abuse recognized and reported, and more likely to be spending more time with their abusers. Funds from registration fees and sponsorship of the Heroes for Children Virtual 5K are greatly needed as CACs work to safely and effectively provide services during the pandemic, and we continue to provide education and resources to community members to help prevent, recognize and report child abuse.

Please see the attached document for details regarding this year's sponsorship levels and benefits. I will follow up in the coming weeks to answer any questions. Please feel free to contact me: Nydia@njcainc.org or (908)230-0366.

Sincerely,

Nydia Y. Monagas

Nydia Monagas, Psy.D.
Executive Director

About the Event

Participants in this virtual event will have a week in which to run, walk, or bike their 5K distance. During that time period, we will have social media challenges and contests with giveaways, to which our sponsors are welcome to include promotional prizes!

About NJCA

New Jersey Children's Alliance (NJCA) is a statewide non-profit membership organization dedicated to helping communities, through local Children's Advocacy Centers, respond to allegations of child abuse in ways that are effective and efficient, and put the needs of child victims first.

Participation in this event through sponsorships and registration fees helps to raise funds to promote, assist and support development, growth and sustainability of Children's Advocacy Centers in their service to abused and neglected children and their families. We are currently launching our "21 by (20)21" campaign, working to ensure that every child abuse victim in all 21 counties has access to a Children's Advocacy Center by 2021. We are also working to raise awareness of child abuse prevention, recognizing and reporting in the virtual-heavy world brought about by the pandemic, and helping Child Advocacy Centers meet the increasing demands for services as child abuse risk climbs.

Estimated Attendance: 200+

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

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

7th Annual Heroes for Children Virtual 5K Run, Walk or Ride: Sponsorship Opportunities

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

- Company name listed in all press releases distributed to media before and after the event
- Logo on event website
- Public “shout out” on Facebook and Instagram, both before and during the event
- Opportunity to do a “Facebook Live” with our team, talking about your organization and connecting it to our cause
- Logo on Event T-shirts
- Inclusion in participant social media contests
- Sponsorship plaque for display
- Eight (8) entries into 5K or Fun Run/Walk

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

- Company name listed in all press releases distributed to media before and after the event
- Logo on event website
- Public “shout out” on Facebook and Instagram, both before and during the event
- Logo on Event T-shirts
- Inclusion in participant social media contests
- Six (6) entries into 5K or Fun Run/Walk

Pow! Silver Sponsor (\$500):

- Company name listed in all press releases distributed to media before and after the event
- Logo on event website
- Logo on Event T-shirts
- Four (4) entries into 5K or Fun Run/Walk

**7th Annual Heroes for Children Virtual 5K Run, Walk or Ride
2020 Sponsorship Commitment Form**

Company Name:

Contact Name:

Title:

Address:

City:

Zip:

Email:

Sponsorship Levels: ☐ *Wham!*Platinum ☐ *Zap!*Gold ☐ *Pow!*Silver

☐ Other: _____

General: The sponsor hereby agrees to sponsorship level mentioned above for the **NJCA Heroes for Children Virtual 5K Run, Walk or Ride** 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 Virtual 5K Run, Walk or Ride** to be held October 24 – 31, 2020.

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 **2020 Heroes for Children Virtual 5K Run, Walk or Ride** 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 _____

Date /Contact Phone Number _____

Please send completed forms to olga@njcainc.org or NJCA, 136 Central Ave Suite 203, Clark, NJ 07066