



**JERSEY SHORE**  
**DREAM CENTER**  
COMMUNITY OUTREACH • HUNGER RELIEF • RESTORATION

## **RunAPalooza: April 6th, 2024**

### **Jersey Shore Relay Marathon, Asbury Park Half Marathon, Jersey Shore 5K**

#### **About RunAPalooza & Public Exposure**

The 2024 installment of RunAPalooza includes three popular races on Saturday, April 6th: the Jersey Shore Relay Marathon, Asbury Park Half Marathon, and Jersey Shore 5K. This event is celebrating its 28th anniversary and is one of the most well-established races in New Jersey, hosting over 3000 runners each year. Last year, the half-marathon was designated as the East Coast Championship Course.

RunAPalooza provides a high-profile opportunity to showcase your business as a grassroots supporter of the non-profit Jersey Shore Dream Center (JSDC), which serves people in need in Asbury Park, including children, families, veterans, and others. JSDC gives poverty assistance through hunger relief, community outreach, family support, and restoration programs.

The Jersey Shore Relay Marathon has gained significant attention from participants and spectators for many years due to its unique, 26.2-mile, "point-to-point" route along the Jersey Shore. It is one of the Top Ten Largest Relays at the Marathon Distance in the United States. The relay course winds from Seaside Heights in Ocean County to Asbury Park in Monmouth County. Teams are comprised of one to five people, covering a total distance of 26.2 miles.

The Asbury Park Half Marathon has been designated as one of the 50 Best Half Marathons in the United States. Over 2,500 runners are currently registered to participate in the Asbury Park Half Marathon.

The Jersey Shore Running Club added the 5K race in 2009 on the same day as the relay marathon and half marathon. The event is open to new runners and walkers of all ages and abilities.

For the second year, the Jersey Shore Dream Center is honored to be the sole beneficiary of RunAPalooza. Your sponsorship dollars will enable JSDC to continue operating its community outreach initiatives in Asbury Park, including our Mobile Food Bank, Baby Pantry, Hope Fits free clothing boutique, community meals, and events. They distribute over 150 tons of groceries at over 25 locations and 120,000 diapers yearly, plus clothing, hygiene products, and other essentials. The Jersey Shore Dream Center also expanded its Mobile Food Bank program by acquiring a refrigerated truck, which grew the hunger relief program by approximately 30% in 2023.

## Sponsorship Opportunities

### ~~Featured Event Sponsor (Exclusive Sponsorship) - \$10,000~~ *Sponsored!*

#### Marathon Relay (Exclusive Sponsorship) - \$5,000

- Featured race sponsor for Marathon Relay (Over 1,250 runners)
- Logo featured on all Marathon Relay race bibs.
- Logo and race sponsorship displayed on the registration page and front page of both websites - [runapalooza.org](http://runapalooza.org) and [jerseyshoredreamcenter.org](http://jerseyshoredreamcenter.org).
- Logo displayed on the back of all event T-shirts.
- Promotional banner placed at the start line and finish line of the marathon relay and all four transition points for the marathon relay.
- Logo and name featured on all marketing materials, emails, radio, and TV interviews.
- Free race entry for a marathon relay team.

#### Half Marathon (Exclusive Sponsorship) - \$5,000

- Featured race sponsor for Half Marathon (Over 2,000 runners)
- Logo featured on all Half Marathon race bibs.
- Logo and race sponsorship displayed on the registration page and front page of both websites - [runapalooza.org](http://runapalooza.org) and [jerseyshoredreamcenter.org](http://jerseyshoredreamcenter.org).
- Logo displayed on the back of all event T-Shirts.
- Promotional banner placed at the start line and finish line of half marathon.
- Logo and name featured on all marketing materials, emails, radio, and TV interviews.
- 5 Free race entries for a half marathon.

#### Jersey Shore 5K (Exclusive Sponsorship) - \$2,500

- Featured race sponsor for Jersey Shore 5k (Over 500 runners)
- Logo and race sponsorship displayed on the registration page and front page of both websites - [runapalooza.org](http://runapalooza.org) and [jerseyshoredreamcenter.org](http://jerseyshoredreamcenter.org).
- Logo displayed on the back of all event T-Shirts.
- Promotional banner placed at the start and finish line of the Jersey Shore 5K.
- Logo and name featured on all marketing materials, emails, radio, and TV interviews.
- 5 Free race entries for a half marathon.

#### Water Stop Sponsorship - \$500

- Logo and sponsorship displayed on the registration page of both websites - [runapalooza.org](http://runapalooza.org) and [jerseyshoredreamcenter.org](http://jerseyshoredreamcenter.org).
- Promotional banner and marketing material placed at a water stop.