



## SPONSORSHIP INFORMATION PACKET

### 6<sup>th</sup> Annual Heroes for Children 5K & Family Fun Run/Walk Saturday September 21st, 2019

Thank you for considering sponsorship of the New Jersey Children's Alliance (NJCA) sixth annual Heroes for Children 5K and Family Fun Run/Walk on September 21, 2019, in Essex County at the South Mountain Recreation Complex in West Orange. This event helps raise awareness about child abuse and neglect and the roles of Child Advocacy Centers (CACs) and Multidisciplinary Teams (MDTs) in promoting hope, healing and justice for child victims and their families. CACs and MDTs 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.

Support from organizations such as yours has helped us with many initiatives to help child victims, including:

- Spreading awareness of recognizing and reporting abuse through community outreach efforts;
- Creating resources to assist Multidisciplinary Teams at CACs in better serving children;
- Training hundreds of MDT members on evidence-supported practices;
- Leading a national public awareness campaign, SHINE (@SHINEcause on Facebook, WhyWeShine on Instagram) to help end the stigma of child sexual abuse and help advocate for survivors;
- Advocating for important legislation to aid in child abuse prevention in NJ; and,
- Making significant progress on our 21 by (20)21 initiative, as we grow from 9 CACs in 2018 to 18 CACs at varying stages of development by the end of 2019.

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](mailto:Nydia@njcainc.org) or (908)230-0366.

Sincerely,

*Nydia Y. Monagas*

Nydia Monagas, Psy.D.  
Executive Director

### **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 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.

Estimated Attendance: 300+

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

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

## **6<sup>th</sup> Annual Heroes for Children 5K & Family Fun Run/Walk: 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
- Ten (10) entries into 5K or Fun Run/Walk
- Prime location for promotional table at event
- First right of refusal for 2019

### **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
- Eight (8) entries into 5K or Fun Run/Walk
- Promotional table at event

### **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 sponsorships.**

**6<sup>th</sup> Annual Heroes for Children 5K & Family Fun Run/Walk**  
2019 Sponsorship Commitment Form

Please complete form and email to Olga Starr at [olga@njcainc.org](mailto:olga@njcainc.org) or mail to  
33 Wood Ave. South, Suite 600, Iselin, NJ 08830

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:

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**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 21, 2019.

**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 **2018 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** \_\_\_\_\_

**Date /Contact Phone Number**

**NJCA** \_\_\_\_\_

**Date /Contact Phone Number**