

Sponsorship Information



New Jersey Children's Alliance

**Heroes for Children
Hybrid Virtual and In-Person
5K USATF Certified Run
Followed by a Walk or Ride**

Virtual event October 15th – 22nd, 2022

**In-person event October 22 at
Essex County South Mountain
Recreational Complex**

**Help put shattered lives back together by
becoming a sponsor.**

You can make a difference in the life of a child abuse victim!



FACTS

At least **1 in 7** children in the US experience abuse and/or neglect each year.

About **1 in 6 girls and 1 in 10 boys** experience sexual abuse before the age of 18.

Child abuse happens in every community, regardless of race, religion, or socioeconomic status.

What NJCA Does

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

This event raises awareness about child abuse and neglect and the roles of Child Advocacy Centers in promoting hope, healing, and justice for child victims and their families.

Thanks in large part to community supporters, all children in New Jersey who are impacted by child abuse receive a coordinated and comprehensive response thanks to county-based, child-friendly Child Advocacy Centers around the state.

What Heroes Funds Support

Funds from this event are used by NJCA to support the vital work of Child Advocacy Centers around the state and helps provide training and resources needed to educate community members to prevent, recognize, and report child abuse. Your financial support helps the CACs help victims begin their healing journey, and offer more services to victims and their families, so they can put their painful experiences behind them and go on to lead full,



About the Heroes for Children Event

Participants who choose the virtual option will have a week in which to run, walk, or bike their 5K distance. During that time, we will have social media challenges and contests with giveaways, for which our sponsors are able to include promotional prizes!

On October 22, participants may attend our in-person, fun-filled event (rain or shine) at the Essex County South Mountain Recreational Complex in West Orange. Runners, walkers, and bike riders of all ages and abilities come together for a great morning around the beautiful reservoir to raise funds for Children's Advocacy Centers and Multidisciplinary Teams in all 21 counties.

- 8:00 am** **Registration and packet pick up**
- 9:00 am** **USATF-Certified 5K Run, followed by medal ceremony**
- 10:00 am** **Family Fun Run/Walk**

Family Activities!

The Heroes event is a great day to share with the entire family. Activities for kids including face-painting, balloon art, games, food and more! ***“Wham” level sponsors will have an opportunity to set up a vendor/display table and gain exposure with all the families at the event.***

Thanks to the Essex County Cares program sponsored by Essex County Executive, Joseph N. DiVincenzo, Jr., participants from the event will receive \$5 admission to Turtle Back Zoo, Codey Arena, and miniGolf Safari in West Orange for anyone who brings their race bib or other identifying ticket showing they participated in the Heroes for Children event.

Reduced admission to the attractions is only good on October 22, 2022.



Doggie Hero Bandanas

Participants who register themselves and their dog and get a doggie bandana for their special pup to be an official hero for children and be entered to win a Chewy gift card.



[Event Website](#)
[NJCA website](#)



Sponsorship Opportunities and Benefits

Wham! Sponsor \$2,500

1. Company name listed in all news releases before and after event
2. Logo/link on NJCA website to business/organization on event website
3. Opportunity to have a display table at the in-person event
4. Public “shout out” on Facebook and Instagram, before and during event
5. Opportunity to do a “Facebook Live” with our team, talking about your business/organization
6. Name/logo prominently displayed and larger on all event clothing
7. Inclusion in participant social media contests
8. Sponsorship plaque for display
9. Eight (8) entries into 5K or Fun Run/Walk/Ride

Bam! Sponsor \$1,500

1. Company name listed in all news releases before and after event
2. Logo/ link on NJCA website to business/organization on event website
3. Public “shout out” on Facebook and Instagram, before and during event
4. Opportunity to do a “Facebook Live” with our team, talking about your business/organization
5. Name/logo on all event clothing
6. Inclusion in participant social media contests
7. Six (6) entries into 5K or Fun Run/Walk/Ride

ZAP! \$1,000

1. Company name listed in all news releases before and after event
2. Logo on event website
3. Public “shout out” on Facebook and Instagram, before and during event
4. Name/logo on all event clothing
5. Inclusion in participant social media contests
6. Four (4) entries into 5K or Fun Run/Walk/Ride

Pow! Sponsor \$500

1. Company name listed in all news releases before and after the event
2. Logo on event website
3. Two (2) entries into 5K or Fun Run/Walk/Ride



Sponsorship Application

**New Jersey Children's Alliance is a 501(c) (3) non-profit organization
and donations are tax deductible.
EIN 412-255-586**

Please enroll my company as a (choose one of the following):

- | | |
|---------------------------------------|----------|
| <input type="checkbox"/> Wham Sponsor | \$2,500* |
| <input type="checkbox"/> Bam Sponsor | \$1,500* |
| <input type="checkbox"/> Zap Sponsor | \$1,000* |
| <input type="checkbox"/> Pow Sponsor | \$ 500* |

Company: *Click or tap here to enter text.*

Address: *Click or tap here to enter text.*

City: *Click or tap here to enter text.*

Street: *Click or tap here to enter text.*

Zip: *Click or tap here to enter text.*

Phone: *Click or tap here to enter text.*

E-mail: *Click or tap here to enter text.*

My company cannot be a sponsor at this time. However, our donation in the amount of *\$Click or tap here to enter text.* is enclosed.

General: The sponsor hereby agrees to sponsorship level mentioned above for the **NJCA 2022 Heroes for Children virtual 5K Family Fun Run, Walk, 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 2022 Heroes for Children virtual 5K Family Fun Run, Walk, Ride** to be held on October 15 – 22, 2022.

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 the proprietary information will be used only in connection with the **2022 Heroes for Children virtual 5K Family Fun Run, Walk, 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 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 the parties' successors and assigns. By signing below sponsor agrees to all conditions listed above.

Authorized Company Representative/Title

X

Signature

Click or tap here to enter text.

Printed Name

Click or tap to enter a date.

Date

Please make checks payable to NJCA.

136 Central Ave. Suite 203
Clark, NJ 07066

Please e-mail camera-ready art/graphics to Olga Starr at olga@njcainc.org

*All sponsorships should be in no later than October 1, 2022
to guarantee sponsorship benefits.