

Sponsorship Information



New Jersey Children's Alliance

Heroes for Children

10th Annual 5K Run and Family Fun Run/Walk

In Person: October 21st, South Mountain Recreational Complex,
West Orange, NJ

Virtual: October 14th-21st, Anywhere

*Help children and their families find hope,
healing, and justice in the aftermath of abuse!*



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.

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.

About the Event

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. Funds raised from the Heroes event helps enable the professionals at the CACs to provide for emergent needs of child victims that cannot be met by current budgets, to give them an extra dose of help and hope on their healing journey.

At the in-person event, participants will either run in the ATF-certified 5K, or participate in the Family Fun Run/Walk. The day will also feature face painting balloon animals, Batman and his Batmobile, a DJ, popcorn and cotton candy, and \$5 same-day admission to the turtle back zoo.

Virtual participants may complete their distance by running, walking, biking etc. on their own schedule at the location of their choice, either by themselves or as part of a team, between October 14th and 21st. They will receive t-shirts just like in-person participants and be eligible to participate in photo contests.

Estimated Attendance: 250+

[Event Website](#)

[NJCA website](#)

Past Years' Heroes for Children Events



The Heroes Fund

CACs that identify a need or a special way that they can help victims or families outside of their grant funding can apply to NJCA for money from the Heroes Fund. Some examples of the ways in which your sponsorship may be applied include:

\$2500

- Trauma-focused therapy for two children.
 - Back-to-school kits for 100 children.
- A new mural to help establish a peaceful, child-friendly environment in a CAC waiting room.
 - Holiday gifts for 100 families recently served by CACs.
 - Training for a facility dog for a CAC.

\$1500

- Eight sessions of trauma-focused family therapy.
 - Back-to-school kits for 60 children.
- Holiday gifts for 60 families recently served by CACs.
- Specialized training for 2 pediatricians to provide medical exams and care to child abuse victims.

\$1000

- Play therapy for a child dealing with grief and loss.
- Ten nights of emergency shelter and supplies for families fleeing violence.
 - Holiday gifts for 40 families recently served by CACs.
- A self-care retreat for 10 mental health clinicians to prevent vicarious trauma and burnout.

\$500

- New toys and children's books for waiting rooms for CACs.
- Five nights of emergency shelter and supplies for families fleeing violence.
- Emergency fund to help replace treasured items lost or left behind by victims.
- "Graduation" celebrations for 10 children finishing their course of therapy or closing out their court case, to mark their strength and resilience and build their confidence.



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. 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 prominently displayed and larger on all event clothing
6. Inclusion in participant social media contests
7. Sponsorship plaque for display
8. Ten (10) entries into 5K or Fun Run/Walk

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

ZAP! SPONSOR \$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

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



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: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ E-mail: _____

☐ My company cannot be a sponsor at this time. However, our donation in the amount of \$_____ is enclosed.

General: The sponsor hereby agrees to sponsorship level mentioned above for the **NJCA 2023 Heroes for Children 5K and 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 2023 Heroes for Children 5K and Family Fun Run/Walk** to be held on October 21st in person at the South Mountain Recreation Complex in West Orange, and October 14th-21st virtually (from anywhere).

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 the **NJCA**

2023 Heroes for Children 5K and 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 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

Printed Name

Signature

Date

Please make checks payable to NJCA.

136 Central Ave. Suite 203
Clark, NJ 07066

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

*All sponsorships should be in no later than September 25th, 2023 to guarantee sponsorship benefits.