



Jerome Alston Memorial Foundation
P.O. Box 88517 Los Angeles, CA 90009
310.433.5403
HBCU5K@jeromealston.org
www.JeromeAlston.org

Greetings,

The Jerome Alston Memorial Foundation invites you to become a sponsor for our Inaugural HBCU Scholarship 5K Run/Walk to benefit students from Los Angeles, planning to attend a Historically Black College or University (HBCU) next Fall Semester 2016. This exciting event will be held at Griffith Park on February 20, 2016 on the Crystal Springs Trail. All revenue from this event will go solely towards the funding of scholarships. Our primary source of funding for the HBCU Scholarship 5K Run/Walk is Corporate Sponsors, like yourself, and participant registration.

Your sponsorship is key to the success of the HBCU Scholarship 5K and will afford many students the opportunity to pursue their dream of attaining a college education, some as the first in their family to reach this goal. Unfortunately, every year, prospective students don't realize their dream of attending college due to the rising cost of higher education. In addition, students currently enrolled are forced to discontinue their studies before graduation because of the inability to find funding or secure scholarships to pay for their tuition, books and fees. To address this unfortunate dilemma, the Jerome Alston Memorial Foundation's Inaugural HBCU Scholarship 5K Run/Walk event will help students who aspire to attend or are attending an HBCU.

Enclosed please find more information on this exciting event and its sponsor levels. Please do not hesitate to contact me with any questions or concerns. I look forward to speaking with you at your earliest convenience.

Warmest Regards,

A handwritten signature in black ink that reads "Whitney Alston". The signature is written in a cursive style with a large, stylized 'W' and 'A'.

Whitney N. Alston
Founder/Executive Director
Jerome Alston Memorial Foundation
310.433.5403

Enclosures: Sponsorship Information
Fact Sheet

"The Jerome Alston Memorial Foundation is concerned about the health, welfare and educational development of young males. We seek out mentorship opportunities and provide scholarships to those pursuing education at Historically Black Colleges or Universities (HBCU). We are also concerned about the asthma epidemic and are committed to bringing awareness to this cause."

SPONSORSHIP INFORMATION

Presenting Sponsor-- \$3,000 (only 2 available) *5,000 for exclusive presenting sponsor

- Provided 1 8ft table and 4 chairs on race day to promote your company (provide own signage/tent)
- Prominent display of company logo/name on all race t-shirts, banners and promotion flyers
- Listed as top sponsor on Social Media and website with logo/name and link
- Special PA announcements mentioning sponsor's name throughout the event
- Company logo/name recognition on Press Release/ Articles
- Company banners or signage set up at registration tables
- Company logo/name listed on registration forms
- Photograph with the scholarship recipients
- Promotional materials in race packet
- 6 complimentary race entries and 6 T-shirts

Platinum Level Sponsor--\$2,000

- Provided 1 8ft table and 2 chairs on race day to promote your company (provide own signage/tent)
- Photograph with the scholarship recipients (1 representative from your business)
- Listed as top sponsor on Social Media and website with logo/name and link
- Special PA announcement mentioning sponsor's name throughout the event
- Company banners or signage set up at registration tables
- Prominent display of logo/name on all race t-shirts
- Promotional materials in race packet
- 4 complimentary race entries and 4 T-shirts

Gold Level Sponsor--\$1,500

- Listed as top sponsor on Social Media and website with logo/name and link
- PA announcements mentioning sponsor's name throughout the event
- Company logo/name on all race t-shirts
- Promotional materials in race packet
- 2 complimentary race entries and 2 T-shirts

Silver Level Sponsor--\$1,000

- Listed as sponsor on Social Media and website with logo/name
- PA announcements mentioning sponsor's name throughout the event
- Company logo/name on all race t-shirts
- Promotional materials in race packet
- 1 complimentary race entry and 1 T-shirt

Bronze Level Sponsor--\$500

- Listed as sponsor on Social Media and website with logo/name
- Promotional materials in race packet

Mile Marker Sponsor--\$150 each (or \$300 for all three mile markers)

- Listed as sponsor on Social Media and website with logo/name
- Company logo/name will appear on one-mile marker sign, which will be prominently displayed on the 1, 2 or 3-mile mark. Or, for \$300, company name or logo can appear on all three signs.

HBCU Supporters--\$100

- Listed as sponsor on Social Media and website
- Company logo/name will appear near registration table

Product Sponsor/Donations: Refreshments, snacks, gift cards, raffle prizes, giveaways, gift certificates, water bottles, grab bags, banners, t-Shirts, key-chains, etc.

- Listed as a sponsor on Social Media and website with logo/name
- Company logo/name will appear near snack area

Vendor Fee-- \$300

- 10x10 space
- Must provide own canopy, tables and chairs

SPONSORSHIP FORM

(To reflect your logo/name properly, email a JPEG file [b & w for T-shirts; color for website and prints.]

Company_____

Contact Name _____

Title _____

Email _____

Phone () _____ E-mail_____

EVENT DAY INFORMATION:

Are you attending the event? Y___ N___ Event Day Contact Name & Number: _____

Are you mailing/dropping off promotional material for race bags or promotional tables? Y_____ N_____

Are you distributing product samples, promotional materials? Y_____ N_____

Product & Promotional Information: _____

Will you provide & set-up signage at the finish line (Exclusive, Presenting, Platinum **only**)? Y___ N_____

DONATION INFORMATION:

Please refer to sponsorship letter for sponsorship levels and benefits:

Exclusive \$5,000 _____ Presenting \$3,000_____ Platinum \$2,000 _____ Gold \$1,500 _____

Silver \$1,000 _____ Bronze \$250 _____ Mile Marker \$150 _____ HBCU Supporter \$100 _____

Product _____ Vendor \$300_____

Make checks payable to: **Jerome Alston Memorial Foundation**

And sent to: Jerome Alston Memorial Foundation [a 501c3 nonprofit organization- #80-0957229]

P.O. Box 88517

Los Angeles, CA 90009

Send completed form to address or email listed above by February 7, 2016.

Authorized Signature:

Did You Know?

-Historically Black Colleges and Universities (HBCUs), “a vital part of our Nation's higher education system,” (President Bush, 2002) are institutions of higher education established prior to 1964 with the ongoing mission of educating African-American students

-HBCUs comprise only 3% of the nation’s two and four-year institutions yet are responsible for producing 28% of all bachelor’s degrees, 15% of all master’s degrees, and 17% of all first professional degrees earned by African-Americans

-In 2011, the federal government limited the number of semesters for students to use Pell Grants from 18 to 12 semesters. The change was significant for the following reasons: HBCU students generally take longer on average to graduate, approximately six years; approximately 85% of HBCU students rely on Pell Grants to fund their education; and, in turn, HBCUs lost tuition revenue because students could not afford to keep attending

-HBCUs tend not to have robust endowments funds to offer scholarships and financial support to its students

-Limited financial aid resources tend to scare people away from attending an HBCU

-HBCUs do offer its students an environment rich in history and examples of scholars, inventors and Philanthropists with whom their students can identify.

-Students attending community colleges in California are guaranteed admission into 9 HBCUs: Bennett College, Dillard University, Fisk University, Lincoln University of Missouri, Philander Smith College, Stillman College, Talladega College, Tuskegee University and Wiley College

-Founder/Executive Director, Whitney Alston, graduated from an HBCU, Howard University, in 2010

-Jerome Alston, for whom the Foundation is named, graduated from an HBCU, Virginia State University in 1988

-Your sponsorship can help a student realize their dream of graduating from college. The first step, admission is taken care of, now let’s help with the second step, funding education. Choose to be a sponsor today.