



Jerome Alston Memorial Foundation
P.O. Box 88517 Los Angeles, CA 90009
310.433.5403
be5k@jeromealston.org
www.JeromeAlston.org

Greetings,

May is Asthma Awareness Month. Although asthma affects more than 25 million people of all ages and races, public awareness of the common asthma triggers as well as effective asthma management strategies remain limited. The Jerome Alston Memorial Foundation (JAMF) will once again join with thousands of organizations to increase public awareness of the asthma epidemic, with our Breathe Easy 5K Run/Walk for Asthma Awareness & Health Expo. We started this event in Virginia in 2014 and expanded to South Georgia in 2015. The race will earn bicoastal status at its debut at Griffith Park in Los Angeles on May 14, 2016.

Sponsors have been the key to the success of our races. We would love to have you join our team of sponsors. Proceeds from each race benefit the local community in which the race is held and/or the American Lung Association. In the last two years, proceeds afforded JAMF the ability to donate to the American Lung Association, the Virginia Asthma Coalition and the Children's Medical Services of Valdosta, Georgia in support of their asthma awareness efforts. The Los Angeles 5K will support the Breathe Project, specifically the BreatheMobile, and provide healthcare screenings to the community.

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,

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

Enclosure: Sponsorship Information & Form

"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-- \$2,000 (only 2 available) *3,000 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
- Promotional materials in race packet
- 4 complimentary race entries and 4 T-shirts

Platinum Level Sponsor--\$1,500

- Provided 1 8ft table and 2 chairs on race day to promote your company (provide own signage/tent)
- 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
- 3 complimentary race entries and 3 T-shirts

Gold Level Sponsor--\$1,000

- 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--\$500

- 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--\$250

- 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.

Asthma 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

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

Silver \$500 _____ Bronze \$250 _____ Mile Marker \$150 (\$300) _____

Asthma 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 May 1, 2016.

Authorized Signature:

