



**Jerome Alston Memorial Foundation**  
**1105 Rockingham St Norfolk, VA23523**  
**310.433.5403**  
**be5k@jeromealston.org**  
**www.JeromeAlston.org**

Greetings,

Over the past six years, the Jerome Alston Memorial Foundation (JAM Foundation) has been raising awareness for Asthma in the Hampton Roads Area of Virginia, Dallas, Georgia, and California. JAM Foundation's annual Breathe Easy Asthma Awareness 5k Run/Walk & Kids Fun Run, a partnership with the Girl Scout's summer program, information sessions at local schools, and other activities have allowed us to educate the community and raise awareness of the severity of this potentially deadly lung disease. In 2020, we will begin planning our biggest project: providing mobile asthma support to the uninsured and underinsured communities in the Hampton Roads area. We anticipate this project will take a minimum of 3 years to plan, fund, and execute.

We are currently planning the 2020 Breathe Easy Asthma Awareness 5K Run/Walk & Kids Fun Run and hope to raise funds to support our community involvement and project efforts. This event will give us another opportunity to share information regarding asthma triggers and the severity of this chronic lung disease. The 5k will be held during Asthma Awareness Month on May 9, 2020 at Mt. Trashmore Park in Virginia Beach, VA.

This event has been a huge success in the past due to generous supporters, sponsors, community leaders, elected officials, and healthcare participants joining together for the common goal of educating the community about asthma awareness. **We request your sponsorship, in order to continue what we are so passionate about – raising asthma awareness! With your donation, we will promote your company as an official sponsor at the 2020 Breathe Easy Asthma Awareness 5k Run/Walk & Kids Fun Run.**

Enclosed you will find more information on our Sponsor Levels. If you have questions about the 5k event, please visit our 5K website at [www.jam5k.org](http://www.jam5k.org) or contact me.

Warmest Regards,

Nicole Taylor  
Chair, Asthma Awareness and Education  
Jerome Alston Memorial Foundation  
Tax ID#: 80-0957229  
757.406.1114

Enclosure: Sponsorship Information & Form

## 2020 SPONSORSHIP LEVELS

<b>JAM 5K SPONSOR</b>	<b>PEAK FLOW SPONSOR</b>	<b>BREATHE WELL SPONSOR</b>
<b>\$3,500</b>	<b>\$2,000</b>	<b>\$1,500</b>
<p>** Sponsor both Virginia and Dallas**</p>		
<ul style="list-style-type: none"> <li>• Table at 5k in each city to promote your company product/materials</li> <li>• Company logo/name prominently displayed on race t shirts, banners and flyers</li> <li>• Listed on Social Media and website as top sponsor with link</li> <li>• PA announcements throughout each city's 5k</li> <li>• Company logo/name in Press Release articles</li> <li>• Company logo/ name and banners at finish line</li> <li>• Company promotional materials in race packets</li> <li>• 10 complimentary race entries and 10 t-shirts</li> <li>• Featured in JAMF Newsletter with a link to your company website</li> </ul>	<ul style="list-style-type: none"> <li>• Table at 5k to promote your company product/materials</li> <li>• Company logo/name prominently displayed on race t-shirts, banners and flyers</li> <li>• Listed on Social Media and website as top sponsor with link</li> <li>• PA announcements throughout the 5k</li> <li>• Company logo/name in Press Release articles</li> <li>• Company logo/ name and banners at finish line</li> <li>• Company promotional materials in race packets</li> <li>• 5 complimentary race entries and 5 t-shirts</li> </ul>	<ul style="list-style-type: none"> <li>• Table at 5k to promote your company product/materials</li> <li>• Company logo/name prominently displayed on race t-shirts and listed on Social Media and website as top sponsor with link</li> <li>• PA announcements throughout the 5k</li> <li>• Company logo/ name and banners at finish line</li> <li>• Company promotional materials in race packets</li> <li>• 4 complimentary race entries and 4 t-shirts</li> </ul>

<b>LUNG SPONSOR</b>	<b>INHALE SPONSOR</b>	<b>EXHALE SPONSOR</b>
<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
<ul style="list-style-type: none"> <li>• Company logo/name displayed on race t-shirts</li> <li>• Listed on Social Media and website as sponsor</li> <li>• PA announcements throughout the 5k</li> <li>• Company logo/ name and banners at registration table</li> <li>• Company promotional materials in race packets</li> <li>• 3 complimentary race entries and 3 t-shirts</li> </ul>	<ul style="list-style-type: none"> <li>• Company name on race t-shirts</li> <li>• Listed on Social Media and website as sponsor</li> <li>• PA announcements throughout the 5k</li> <li>• Company promotional materials in race packets</li> <li>• 2 complimentary race entries and 2 t-shirts</li> </ul>	<ul style="list-style-type: none"> <li>• Listed on Social Media and website as sponsor</li> <li>• Company promotional materials in race packets</li> </ul>

<b>Mile Marker Sponsor</b>	<b>ASTHMA SUPPORTERS</b>	<b>PRODUCT SPONSOR</b>
<b>\$150 per mile or \$350 for 3miles</b>	<b>\$100</b>	<i>Refreshments, snacks, gift cards/certificates, raffle prizes, giveaways, water bottles, etc.</i>
<ul style="list-style-type: none"> <li>• Listed on Social Media and website as sponsor</li> <li>• Company logo/name prominently displayed on mile marker sign</li> </ul>	<ul style="list-style-type: none"> <li>• Listed on Social Media and website as sponsor</li> <li>• Company logo/name displayed near registration table</li> </ul>	<ul style="list-style-type: none"> <li>• Listed on Social Media and website as sponsor</li> <li>• Company logo/name displayed near snack area</li> </ul>

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**Vendor Fee-- \$30.00**

- Must provide own canopy, tables and chairs

# SPONSORSHIP FORM

*(To reflect your logo/name properly, email a JPEG file in black & white and color*

Company \_\_\_\_\_

Event Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone (     ) \_\_\_\_\_

## **EVENT DAY INFORMATION:**

How will promotional material for race bags or promotional tables be delivered?

Mailed      In person delivery      Not distributing promotional material

## **Product & Promotional Information:**

Will you provide signage? (JAM 5K, Peak Flow, Breathe Well, Lung **only**)

Y  N

## **DONATION INFORMATION:**

Please refer to sponsorship letter for sponsorship levels and benefits:

JAM 5K Sponsor \$3,500 \_\_\_\_\_ Peak Flow \$2,000 \_\_\_\_\_

Breathe Well \$1,500 \_\_\_\_\_ Lung \$1,000 \_\_\_\_\_

Inhale \$500 \_\_\_\_\_ Exhale \$250 \_\_\_\_\_ Mile Marker \$150 (\$350) \_\_\_\_\_

Asthma Supporter \$100 \_\_\_\_\_ Product \_\_\_\_\_ Vendor \$75 \_\_\_\_\_

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

Send to mailing address:

Jerome Alston Memorial Foundation [a 501c3 nonprofit organization- #80-0957229]

P.O. Box 88517

Los Angeles, CA 90009

Be5k@jeromealston.org

Send completed form to address or email listed above by April 1, 2020.

Authorized Signature: \_\_\_\_\_