



Jerome Alston Memorial Foundation
1000 Elm Ave Portsmouth, VA 23704
757.528.2282
info@jeromealston.org
www.JeromeAlston.org

Greetings,

After a four year hiatus to allow the world to regain normalcy, the Jerome Alston Memorial Foundation (“JAM Foundation”) is proud to announce that we are back with our annual Breathe Easy Asthma Awareness 5k Run/Walk & Kids Fun Run!

JAM Foundation has been raising awareness for Asthma in the Hampton Roads Area of Virginia since 2013 and has expanded to Dallas, Texas; Los Angeles, California; and Oakland, California over the years. The JAM Foundation has also educated many about asthma awareness through our partnership with the Girl Scout’s summer program, information sessions at local schools, and other activities. As we reignite our activities to support our mission, we look forward to continuing our impact on public awareness of the asthma epidemic in our communities.

We have started planning the 2024 Breathe Easy Asthma Awareness 5K Run/Walk & Kids Fun Run and hope to raise funds to support our efforts to educate the community about asthma triggers and the severity of this chronic lung disease. The 5k will be held during Asthma Awareness Month on May 18, 2024 at Mt. Trashmore Park in Virginia Beach, VA.

This 5k 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 2024 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 or contact me.

Warmest Regards,

Whitney Alston
Jerome Alston Memorial Foundation
Tax ID#: 80-0957229
757.528.2282

Enclosure: Sponsorship Information & Form

Sponsorship Levels	JAM 5K \$3,500	PEAK FLOW \$2,000	BREATHE WELL \$1,500	LUNG \$1,000	INHALER \$500	EXHALE \$250	Mile Marker \$150 per mile or \$350 for 3miles	SUPPORTER \$100	PRODUCT SPONSOR
Company promotional materials in race packets	•	•	•	•	•	•	•	•	•
Company logo/name on banners at the 5K	•	•	•	•			•	•	•
Company logo/name in Press Release articles	•	•							
PA announcements throughout the 5K	•	•	•	•	•				
Listed on Social Media pages and website as top sponsor with link	•	•	•	•	•	•	•	•	•
Company logo/name prominently displayed on race t shirts, banners, and flyers	•	•	•	•	•				
Table at 5k to promote company product/materials	•	•	•						
Logo on email blasts	•	•	•						
Logo on Race bib	•								
Listed as Host Sponsor "Breathe Easy 5K hosted by..."	•								
Complimentary entries	10	7	5	5	5	3	1	1	1

Vendor Fee \$75.00 – 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 () _____

DONATION INFORMATION:

Please refer to sponsorship letter for sponsorship levels and benefits:

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

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

Inhaler \$500 _____ Exhale \$250 _____ Mile Marker \$150 (\$350) _____

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

How will promotional material 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 _____

Payments

Send via Zelle: **JeromeAlstonMemorialFoundation@gmail.com**

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

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

Send completed form to email listed above by May 1, 2024.

info@jeromealston.org

Authorized Signature: _____