



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

Greetings,

The Jerome Alston Memorial Foundation (JAMF) is dedicated to positively impacting public awareness of the asthma epidemic. The CDC reported in 2015 that 3,615 people died from asthma complications in the United States. We believe that we can help decrease this number by increasing community awareness and directing asthma sufferers to appropriate care options.

Our annual Breathe Easy Asthma Awareness 5K Run/Walk & Kids Fun Run (BE 5K) has helped with this effort since 2013. This event started in Virginia and has since expanded to South Georgia, Los Angeles, Dallas and Oakland. Our milestone year is 2018! We will celebrate 5 years of existence and community involvement with our inaugural Asthma Camp in Virginia and our annual BE 5K series. We are expecting record participation at our 5Ks, in Virginia Beach, VA and Dallas, TX during Asthma Awareness Month in May.

Proceeds from each race will be used to provide health screenings to the community, support for prescribed medication, assist with asthma associated medical expenses and to provide an effective educational experience at our Asthma Camp. With your help, we will make a bigger impact on the local asthma community and bring a broader awareness to this chronic lung disease. We are very excited about our 2018 BE 5K series and spreading asthma awareness in Virginia and Texas, but quite frankly, we cannot do this without your help. We would appreciate your support with a donation of any size.

Enclosed you will find more information on our Sponsor Levels. If you have questions about the 5Ks or Asthma Camp, please visit our 5K website at www.jam5k.org or contact me.

Warmest Regards,

Nicole Taylor

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

Enclosure: Sponsorship Information & Form

2018 SPONSORSHIP LEVELS

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

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

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

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 () _____

EVENT DAY INFORMATION:

Please indicate which Breathe Easy 5k you will be sponsoring:

Virginia

Dallas

Both Breathe Easy 5ks

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, 2018.

Authorized Signature: _____