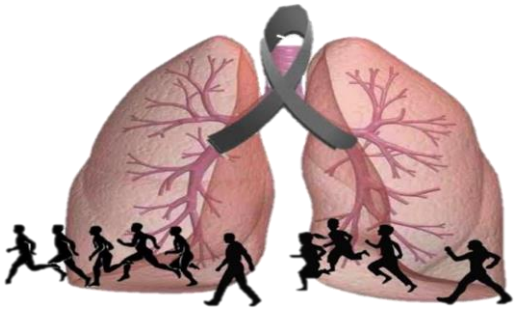

Jerome Alston Memorial Foundation
P.O. Box 88517 Los Angeles, CA 90009
310.433.5403
be5k@jeromealston.org
www.JeromeAlston.org

Greetings,

May is Asthma Awareness Month! Asthma affects more than 25 million people of all ages and races, yet public awareness of the common asthma triggers and effective asthma management strategies remain limited.

The Jerome Alston Memorial Foundation's (JAMF) mission is to increase public awareness of the asthma epidemic with our annual Breathe Easy Asthma Awareness 5K Run/Walk & Health Expo. This event started in 2013 in Virginia and has since expanded to South Georgia and Los Angeles. The race continues to expand across the U.S. with a debut in Dallas, Texas and Oakland, California in 2017. This will be the first year of our Dallas 5K. It will be held at Bachman Lake Park in Dallas on Saturday, May 13, 2017.

The tremendous support we have received in the past from sponsors has been the key to the success of our races. We are very excited about spreading awareness right here in Dallas and would love to have you join our team of sponsors. In past years, sponsor support and proceeds from the race have afforded JAMF the ability to provide health screenings to the community and donate funds to the American Lung Association and other Asthma support organizations in the cities where the races have been held. The Dallas 5K will support Park Cities Allergy & Asthma located right in Dallas. Supporting this practice will help dedicated asthma treatment doctors focus on getting patients appropriately treated and have the best quality of life while living with asthma. We need your help to make a bigger impact on the asthma community in Dallas and bring a broader awareness to this disease in 2017.

Enclosed you will find more information on our Sponsor Levels. If you have questions about the 5k feel free to visit our 5K website at www.jam5k.org or contact me.

I look forward to hearing from you soon.

Warmest Regards,

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

Enclosure: Sponsorship Information & Form

2017 SPONSORSHIP LEVELS

JAM 5K SPONSOR $7,500 ** Sponsor each 5k in Virginia, Dallas, Los Angeles and Oakland**	PEAK FLOW SPONSOR $2,000	BREATHE WELL SPONSOR $1,500
• 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	• 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	• Table at 5k to promote your company product/materials • Company logo/name prominently displayed on race t-shirts • 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
• 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	• 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	• 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 *Refreshments, snacks, gift cards/certificates, raffle prizes, giveaways, water bottles, etc.*
• Listed on Social Media and website as sponsor • Company logo/name prominently displayed on mile marker sign	• Listed on Social Media and website as sponsor • Company logo/name displayed near registration table	• 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 an AI or Vector 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 ___Oakland

___Dallas ___All Breathe Easy 5ks

___Los Angeles

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 $7,500 _____ Peak Flow $2,000_____ Breathe Well $1,500 _____ Lung $1,000 _____ Inhale $500 _____

Exhale $250 ___ Mile Marker $150 ($350) _____ Asthma Supporter $100 _____ Vendor $75_____ Product _____

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

Send to mailing address:
Jerome Alston Memorial Foundation [a 501(c)3 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 17, 2017 (if JAM 5K sponsor) April 24, 2017 for other sponsors.

Authorized Signature:

_____