



**Jerome Alston Memorial Foundation**  
**1105 Rockingham St. Norfolk, VA 23523**  
**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 for & 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 our 4<sup>th</sup> annual Virginia 5K. It will be held at Mt. Trashmore in Virginia Beach on Saturday, May 6, 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 Virginia 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, the Virginia Asthma Coalition and the Western Tidewater Free Clinic. This year, the Virginia 5K will support Eastern Virginia Medical School's Asthma & Allergy School Nurse Expert Program. Supporting this program will equip school nurses with the most advanced education to help students manage asthma episodes during the school day. We need your help to make a bigger impact, not only in our schools, but also in the asthma community in Virginia 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](http://www.jam5k.org) or contact me.

I look forward to hearing from you soon.

Warmest Regards,

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

Enclosure: Sponsorship Information & Form

## 2017 SPONSORSHIP LEVELS

<b>JAM 5K SPONSOR</b>	<b>PEAK FLOW SPONSOR</b>	<b>BREATHE WELL SPONSOR</b>
<b>\$7,500</b>	<b>\$2,000</b>	<b>\$1,500</b>
** Sponsor each 5k in Virginia, Dallas, Los Angeles and Oakland**		
<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>• Company name/logo on Step and Repeat Banner</li> <li>• Photo Opportunity with the beneficiary of each city's 5k</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</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 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> \$150 per mile or \$350 for 3miles	<b>ASTHMA SUPPORTERS</b> \$100	<b>PRODUCT SPONSOR</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-- \$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]

1105 Rockingham St

Norfolk, VA 23523

Be5k@jeromealston.org

Send completed form to address or email listed above by April 17, 2017.

Authorized Signature:

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