



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) has been raising awareness for Asthma in the Hampton Roads Area of Virginia for the past 5 years and Dallas Texas for the past 3 years with our annual Breathe Easy Asthma Awareness 5k Run/Walk & Kids Fun Run, partnership with the Girl Scout's summer program, information sessions at local schools and other activities. As we approach 2019, we look forward to continuing our impact on public awareness of the asthma epidemic in these communities.

We are planning the 2019 Breathe Easy Asthma Awareness 5K Run/Walk & Kids Fun Run and hope to raise funds to support our efforts to share information in the community regarding asthma triggers and the severity of this chronic lung disease. The 5k will be held during Asthma Awareness Month on May 4, 2019 at Reverchon Park in Dallas and on May 11, 2019 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 2019 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,

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

Enclosure: Sponsorship Information & Form

2019 SPONSORSHIP LEVELS

JAM 5K SPONSOR	PEAK FLOW SPONSOR	BREATHE WELL SPONSOR
\$3,500	\$2,000	\$1,500
** Sponsor both Virginia and Dallas**		
<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 • 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	INHALE SPONSOR	EXHALE SPONSOR
\$1,000	\$500	\$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	ASTHMA SUPPORTERS	PRODUCT SPONSOR
\$150 per mile or \$350 for 3miles	\$100	<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, 2019.

Authorized Signature: _____