



NEW JERSEY BOYS STATE FOUNDATION
www.njbsf.org • (862) 23-NJBSF

5th Annual Jersey Boys State 5K and Fun Walk

At a Glance

New Jersey Boys State Foundation (NJBSF), a non-profit charitable organization, seeks local businesses, corporate partners, and organizations to sponsor the Jersey Boys State 5K and Fun Walk. We expect 150-300 participants at this event. Our goal is to raise funds to help offset the cost and provide scholarships to American Legion Jersey Boys State (ALJBS) annually. The race will be held at Veterans Park in Hamilton Township, NJ.

- When:** Saturday, August 26, 2017
- Where:** Veterans Park—Hamilton Township, NJ
- Beneficiary:** New Jersey Boys State Foundation
- Participation:** Est. 150-300 registrants

About the New Jersey Boys State Foundation (NJBSF)

The New Jersey Boys State Foundation is a 501(c)(3) organization that is committed to providing financial strength and innovative enhancements to the Jersey Boys State program. We seek to fund Jersey Boys State in perpetuity and until that time help keep Jersey Boys State tuition-free to all participants. Through its partnership with ALJBS, The Foundation provides new technology, funds statesmen through legacy scholarships, solicits corporate and individual donations, and sponsors events like Family Day and the Jersey Boys State 5k and Fun Walk. To learn more, please visit njbsf.org.

About American Legion Jersey Boys State (ALJBS)

A Week That Shapes the Future

Jersey Boys State is a week-long, college-level experience that trains and inspires New Jersey's youth so that each participant may become a lifelong leader committed to service, respect and Americanism.

Participants form a mythical "51st" state of the union each year, where they elect their own local, state, and national representatives. Activities at Jersey Boys State include legislative sessions, court proceedings, athletics, band, career seminars, and keynote addresses among many others. All expenses associated with attending Jersey Boys State are typically donated by a sponsoring American Legion Post, a local business, or a community-based organization.

Since its founding in 1946, nearly 60,000 rising high school seniors have attended the program tuition-free. More than 150 alumni, Legionnaires, and community leaders donate their time to make Jersey Boys State one of the most worthwhile weeks of every participant's life. Notable former statesmen include: Governor Chris Christie, U.S. Senators

Cory Booker and Robert Menendez, U.S. Supreme Court Justice Samuel Alito, and many others. To learn more, please visit aljbs.org.

Demographics and Reach

Demographics: The Jersey Boys State 5K and Fun Walk estimates to have a participant base of 150-300 runners and walkers. Most of the participants will be local, Central New Jerseyans. Our core demographic base is family-minded and understands the positive impact of education, civic duties, and general well-being.

Anticipated Reach: The event will be heavily promoted throughout Central New Jersey in addition to the week-long annual session of American Legion Jersey Boys State (1,000+ N.J. high school youth), as well as at NJBSF Family Day (est. 1,000+ families and friends of Jersey Boys State participants). Each member of our 150+ all-volunteer staff will serve as informal promoters for the event

▪ Direct contact through ALJBS volunteer network:	Statewide, 2,000+ individual impressions
▪ 72nd Annual ALJBS Session at Rider University:	1,000 delegates+ individual impressions
▪ NJBSF Family Day:	1,000+ family impressions
▪ Direct mail, flyers, posters, emails:	15,000-20,000 impressions
▪ Websites (ALJBS & NJBSF), Social Media:	15,000-20,000 impressions

Ways to Help the Event

Small businesses, corporations and organizations that support charitable and community events are rewarded with a positive brand image and recognition. You can support the Jersey Boys State 5K and Fun Walk through various **tax-deductible** methods like:

- Monetary donations to cover operational expenses
- Food and beverage donations (fruit, bagels, water, and sports drinks)
- Printing and copying services
- Signage printing and copying services
- Discount coupons to be placed in race packets
- In-kind advertising at your place of business

Sponsorship Reward Levels

Sponsorship, depending upon commitment, provides many benefits to your small business, corporation, or organization. Your generosity will be rewarded at the following levels:

Title Sponsor: \$3,000 (1 available)

1. Featured as the exclusive event title sponsor (Ex. "Jersey Boys State 5K and Fun Walk presented by [Your Organization]") on all collateral including: banner signage, all promotional fliers, emails, and direct mail.
2. Featured as title sponsor on front of race t-shirt
3. Logo featured as title sponsor of back of race t-shirt
4. Logo featured as title sponsor of race on NJBSF homepage
5. Logo, information, and online ad featured on NJBSF race website sponsor page
6. Logo and information blasts on social media
7. Exhibit space on-site to display and promote your organization on day of race
8. Special vocal recognition as title sponsor of race on day
9. Exposure in various local running websites and running specialty stores
10. Opportunity to add promotional materials in race packets given to all participants
11. Eight complimentary Jersey Boys State 5K and Fun Walk registrations
12. Vocal recognition at several points throughout race day
13. *Engraved inclusion on participant rewards (available for an additional fee)

Chairman's Level: \$1,000 (Co-Sponsor, 7 available)

1. Featured as co-sponsor on collateral including: banner signage, promotional fliers, emails, and direct mail
2. Featured on signage as exclusive starting line (1), finish line (1), mile-marker sponsor (3), or water station (1). (Ex: "Finish Line sponsored by [Your Organization]", "Fun Walk sponsored by [Your Organization]", or "Water Station provided by [Your Organization])
3. Right to use title, "Co-Sponsor of Jersey Boys State 5K and Fun Walk"
4. Featured prominently as co-sponsor on back race t-shirt
5. Logo featured as co-sponsor on NJBSF race website sponsor page
6. Logo and information blasts on social media
7. Exhibit space on-site to display and promote your organization on day of race
8. Vocal recognition as co-sponsor of race on day of race
9. Exposure in various local running websites and running specialty stores
10. Opportunity to add promotional materials in race packets given to all participants
11. Six complimentary Jersey Boys State 5K and Fun Walk registrations

Gold Level: \$500

1. Right to use "Gold Sponsor of Jersey Boys State 5K and Fun Walk"
2. Featured as sponsor on back of race t-shirt
3. Logo featured as Gold level sponsor on NJBSF race website sponsor page
4. Logo and information blasts on social media
5. Vocal recognition as Gold level sponsor of race on day of race
6. Exposure in various local running websites and running specialty stores
7. Opportunity to add promotional materials in race packets given to all participants
8. Four complimentary Jersey Boys State 5K and Fun Walk registrations

Blue Level: \$250

1. Right to use "Sponsor of Jersey Boys State 5K and Fun Walk"
2. Featured as sponsor on back of race t-shirt
3. Logo featured as sponsor on NJBSF race website sponsor page
4. Exposure in various local running websites and running specialty stores
5. Opportunity to add promotional materials in race packets given to all participants
6. Two complimentary Jersey Boys State 5K and Fun Walk registrations

Event Patrons

Opportunities to donate funds, food and beverages, paper, printing, prizes, rental equipment, etc.

	Title Sponsor (\$3,000)	Chairman's Level (Co-Sponsor- \$1,000)	Gold Level (\$500)	Blue Level (\$250)
Prominent placement on all materials	•			
Shirt Placement	Front	Back (large)	Back	Back
Advertisement on njbsf.org	•			
*Engraved inclusion on participant rewards (avail. for additional fee)	•			
Signage along race course	•	• (Mile 1 sponsored by...)		
Exhibit Space/Signage at NJBSF Family Day	•	•		
Logo on race website	•	•	•	•
Right to use...	Jersey Boys State 5K and Fun Walk presented by [Your Organization]	Co-Sponsor of Jersey Boys State 5K and Fun Walk	Gold Sponsor of Jersey Boys State 5K and Fun Walk	Sponsor of Jersey Boys State 5K and Fun Walk
Logo blasts on social media	•	•	•	
Vocal recognition on race day	•	•	•	•
Exposure on running websites and local stores	•	•	•	•
Opportunity to add promotional materials to participant packet	•	•	•	•
Complimentary registrations	8	6	4	2
Number Available	1	7	Unlimited	Unlimited



Jersey Boys State 5K and Fun Walk Sponsorship Contract

All proceeds of this event will benefit the New Jersey Boys State Foundation

IRS Tax ID: 22-3675313

Choose Your Sponsorship Level:

- Title Sponsor (\$3,000, 1 available)
- Co-Sponsor Chairman's Level (\$1,000, 7 available)
- Gold Level Sponsor (\$500)
- Blue Level Sponsor (\$250)
- In-kind donations (beverages, food, copying services, etc.)

Payment:

- Check enclosed for the amount of: \$ _____

Please make checks payable to New Jersey Boys State Foundation and mail to:
New Jersey Boys State Foundation
c/o John Migaleddi
132 Albany Ave,
Barrington, NJ 08007

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Contact Us:

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