

2016 Valerie Fund Walk & JAG Physical Therapy 5K Run
Essex County's Verona Park Verona, NJ
June 11, 2016

Presenting Sponsor - \$100,000

- Logo on marketing materials including literature, posters, signage at event, public relations and donor acknowledgement letters
- Logo on registration brochures that will be direct mailed to all walkers and runners
- Hotlink from The Valerie Fund website to your corporate website along with logo recognition on scroll running along bottom of walk homepage
- Logo prominently displayed on walk website sponsors tab
- Logo on outdoor and print advertising
- 15 x 15 tent in primary location at event to promote your company/organization
- Logo on email marketing to our proprietary database
- Press release announcing partnership
- Company banner at finish line of race
- Exclusive sponsor of Walk Mascot
- Exclusive sponsor of patient t-shirt
- Company logo on participant t-shirt
- Interviews conducted on Step & Repeat Platform
- Interview to be featured in professionally produced walk video
- Recognition during event awards ceremony and announcements
- Sign displayed on podium in live video press area where patients will be interviewed
- Featured on Social Networking sites
- Logo will be displayed on 2'x3' photo signage positioned along race course and designed to motivate runners



Bunny Flanders
2101 Millburn Ave. Maplewood, NJ 07040
bflanders@thevaleriefund.org or 973-761-0422
www.thevaleriefund.org



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Kids' Entertainment Sponsor - \$50,000

- Exclusive sponsor recognition in Children's Entertainment area of park
- Logo on marketing materials including literature, posters, signage at event, public relations and donor acknowledgement letters
- Logo on registration brochures that will be direct mailed to all walkers and runners
- Hotlink from The Valerie Fund website to your corporate website along with logo recognition on scroll running along bottom of walk homepage
- Logo prominently displayed on walk website sponsors tab
- Logo on outdoor and print advertising
- 10 x 10 tent in primary location at event to promote your company/organization
- Logo on email marketing to our proprietary database
- Press release announcing partnership
- Company logo on participant t-shirt
- Featured on Social Networking sites
- Logo will be displayed on 2'x3' photo signage positioned along race course and designed to motivate runners



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Major Sponsor - \$25,000

- Logo on marketing materials including literature, posters, signage at event, public relations and donor acknowledgement letters
- Logo on registration brochures that will be direct mailed to all walkers and runners
- Logo prominently displayed on walk website sponsors tab and on scroll running along bottom of walk homepage
- Logo on outdoor and print advertising
- 10 x 10 tent in primary location at event to promote your company/organization
- Logo on email marketing to our proprietary database
- Press release announcing partnership
- Company logo on participant t-shirt

Supporting Sponsor - \$10,000

- Logo on registration brochures that will be direct mailed to all walkers and runners
- Logo on posters to be hung in retail stores and other public places throughout local communities
- Logo on email marketing to our proprietary database
- Logo on outdoor and print advertising
- Company logo on participant t-shirt
- Recognition on website sponsors tab and signage at event



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Golf Cart Sponsor - \$7,500

- Exclusive signage attached to the (4) golf carts used to transport materials and people around Verona Park throughout the day of event
- Company logo on participant t-shirt
- Recognition on website sponsors tab and signage at event

Water Station Sponsor - \$5,000

- Exclusive signage at tables for water distribution along 5K race course
- Company logo on participant t-shirt
- Recognition on website sponsors tab and signage at event

T-Shirt Sponsor - \$1,000

- Company logo on participant t-shirt
- Recognition on website sponsors tab and signage at event



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Gift in Kind Sponsorship

- Signage at event
- Company name or logo on participant t-shirt for gift in kind donations of \$1,000 and above

The following item(s) will be donated to The Valerie Fund for use at the 2016 Walk:

- | | |
|--|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Prizes and Awards |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Sound system, Staging or Video Screen |
| <input type="checkbox"/> Food | <input type="checkbox"/> Transportation - buses, trucks or shuttles |
| <input type="checkbox"/> Postage | <input type="checkbox"/> Other (please specify): |

ITEM

Item: _____ Retail Value: _____

Description: _____

Restrictions (if any): _____

DONOR

Name of Company / or Individual Donating Item: _____

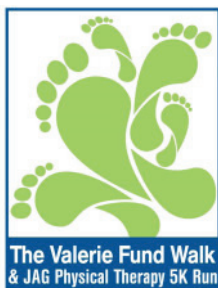
Person to be Acknowledged: _____ Title: _____

Address: _____

Telephone #: (_____) _____ Fax #: (_____) _____

Business Cell Home

E-mail Address : _____



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The Valerie Fund is a 501(c)3 not-for-profit organization/www.TheValerieFund.org/EIN# 22-2126867

I would like to support children with cancer and blood disorders by sponsoring
The 2016 Valerie Fund Walk and JAG Physical Therapy 5K Run

With my gift of :

- \$100,000 Presenting Sponsor
- \$50,000 Kids' Entertainment Sponsor
- \$25,000 Major Sponsor
- \$10,000 Supporting Sponsor
- \$7,500 Golf Cart Sponsor
- \$5,000 Water Station Sponsor
- \$1,000 T-Shirt Sponsor

Please include HI Res jpg logo or camera ready artwork

Organization: _____

Name: _____
(position)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____
Business Cell Home

Email: _____

Enclosed is a check Please charge: Amex MC Visa

Name on card _____

Card number _____

Expiration date ____/____ Security Code (CSC): _____



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