



Jacoby's Shield Second Annual Superhero 5K Run/Walk & Family Stroll Sponsorship Letter
April 20, 2019, at Saluda Shoals Park East

We cordially invite you to participate as a sponsor of Jacoby's Shield second annual Superhero 5K Run/Walk & Family Stroll. This event will raise money for Camp SHIELD, a family camp for bereaved parents, grandparents and siblings. The event will be held on Saturday, April 20th, at Saluda Shoals Park East in Columbia (6071 Saint Andrews Rd.). The Superhero 5K Run/Walk & Family Stroll will start at 8:30 a.m. Awards will be given for top qualifiers in each age group of the 5K.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards and complimentary drinks and snacks for each race participant. Any additional money from sponsorships will help go toward our fundraising goal for Camp SHIELD and our grief support groups of \$30,000.

There are various levels of sponsorship for the Superhero 5K Run/Walk & Family Stroll. Size and placement of logos on t-shirts and website are based on sponsorship level.

If you would like more information or have any questions, please contact Board Chair Stuart Latta, by telephone at 803-400-3299 or by e-mail at stuart@jacobysshield.org. Thank you!

ABOUT JACOBY'S SHIELD

Jacoby's Shield is a public non-profit healing organization that inspires and empowers the hearts of bereaved parents, grandparents and siblings.

Jacoby's Shield accomplishes its mission primarily through hosting Camp SHIELD family bereavement camps. Camp SHIELD combines traditional fun camp activities with grief education and emotional support, facilitated by grief professionals and trained volunteers. Camp SHIELD will be an opportunity for the entire family to remember and honor their loved one, to grieve together outside of the funeral in a relaxed, safe and supportive setting. Families will be allowed to express emotions, share their grief, connect with others and learn positive coping skills. Camp SHIELD will be held September 20-22, 2019, at Camp Kinard in Batesburg-Leesville, SC.

Jacoby's Shield is unique. We have the awesome responsibility to talk about death. Or rather, talk about the life one leads after burying a child. We don't want you to imagine what that feels like. We are, however, looking for heroes, but not just any kind of hero, we're looking for superheroes. Superheroes who have the heart to serve the brokenhearted, those families who have lost a child of any age.

To learn more about Jacoby's Shield, please visit www.jacobysshield.org. Our EIN is 81-4213837.

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Below is a list of sponsorship levels and the associated benefits, followed by a Sponsorship Agreement and an Exhibitor Agreement. At your earliest convenience (and no later than April 9, 2019) please send the signed and completed Sponsorship Agreement and Exhibitor Agreement to: Jacoby's Shield, 7821 Saint Andrews Rd., #3605, Irmo, SC 29063. E-mail: info@jacobysshield.org. Please e-mail your company logo, in a hi-res (300 dpi) vector file, to this address.

NOTE: All sponsorship promotions (e.g., name on t-shirts, posters, advertisements etc.) are dependent upon timing of sponsorship commitment and payment!

SPONSORSHIP LEVELS

Adamantium Shield Level Sponsor--\$10,000

- Year-round promotion on website as top sponsor with logo and link
- Prominent display of logo on all race t-shirts
- Promotional materials in race packet
- Special PA announcements mentioning sponsor name during and after the race
- Optional exhibitor space in vendor fair
- Company name recognition in **8** or more JS Facebook Page posts
- **12** complimentary race entries

Vibranium Shield Level Sponsor--\$5,000

- Year-round promotion on website as top sponsor with logo and link
- Prominent display of logo on all race t-shirts
- Promotional materials in race packet
- Special PA announcements mentioning sponsor name during and after the race
- Optional exhibitor space in vendor fair
- Company name recognition in **5** or more JS Facebook Page posts
- **8** complimentary race entries

Amazonium Shield Level Sponsor--\$2,500

- Year-round promotion on website as top sponsor with logo and link
- Company logo on back of race t-shirt
- Promotional materials in race packet
- Special PA announcements mentioning sponsor name during and after the race
- Optional exhibitor space in vendor fair
- Company name recognition in **4** or more JS Facebook Page posts
- **4** complimentary race entries

Supermanium Shield Level Sponsor--\$1,000

- Year-round promotion on website as top sponsor with logo and link
- Company logo on back of race t-shirt
- Promotional materials in race packet
- Optional exhibitor space in vendor fair
- Company name recognition in **3** or more JS Facebook Page posts
- **3** complimentary race entries

Promethium Shield Level Sponsor--\$500

- Listed as sponsor on website
- Promotional materials in race packet
- Company logo on back of race t-shirt
- Company name recognition in **1** or more JS Facebook Page posts
- **2** complimentary race entries

Titanium Shield Level Sponsor--\$250

- Listed as sponsor on website
- Promotional materials in race packet
- Company name on back of race t-shirt
- **1** complimentary race entry

Mile Marker Sponsor--\$150 each (or \$350 for all)

- Company name will be prominently displayed on one mile marker sign, either the 1 mile, the 2 mile or near the finish line. Or for \$350, company name or logo can appear on all three mile marker signs.

Water station Sponsor--\$100

- Company name will appear on a prominently located sign at the water station.

SPONSORSHIP AGREEMENT 2019

I, _____ on behalf of _____ hereby pledge a total contribution of \$ _____ to Jacoby's Shield to become a _____ level sponsor of Jacoby's Shield Second Annual Superhero 5K Run/Walk & Family Stroll.

For Cash Sponsors:

- ___ Payment in full enclosed.
- ___ Payment in full to be issued on _____ (date on or before April 9, 2019).
- ___ Please send me an invoice.

For In-Kind Sponsors (water, juice, fruit, breakfast bars, ice, bagels, etc.):

Value of in-kind/product/service donation: \$ _____
Anticipated Delivery / Pick Up Date (please circle one): _____
Description of in-kind/product/service donation: _____

For Media Sponsors:

Value of media/advertising donation: \$ _____
Ad size(s): _____ Black & White or Color? _____
Ad date(s) and frequency: _____
Artwork to be submitted to: _____
Artwork submission deadline: _____

Payment Method (for cash donations):

___ Check (made payable to Jacoby's Shield) ___ Cash
___ PayPal (go to the Jacoby's Shield website for the PayPal link, and just note in the comments section that you are paying for a sponsorship)

Donation Authorization (ALL SPONSORS):

Name of Authorizing Agent: _____
Title: _____
Company: _____
Address: _____
Telephone: _____
E-mail: _____
Signature: _____ Date: _____

Submit this completed form to info@jacobysshield.org or via mail to Jacoby's Shield, 7821 Saint Andrews Rd., #3605, Irmo, SC 29063. Thank you for your generosity and support!

EXHIBITOR AGREEMENT 2019

An optional 10' x 10' exhibitor space in our vendor fair is included with every Superhero 5K Run/Walk & Family Stroll sponsorship. Sponsor exhibitors may arrive as early as 6:30 a.m. on April 20 and are asked to be set up, with vehicles removed from the exhibit area, by 7:45 a.m. Exhibits must be torn down by 11:45 a.m. Parking will be provided near the vendor area. Exhibits will be located outdoors. Superhero 5K Run/Walk & Family Stroll is a rain or shine event. Tents are highly recommended for all vendor booths.

Please make a note of the following dates and deadlines.

Will you exhibit at the event's vendor fair, taking place on April 20, 2019 from 7:30 to 11:30 a.m.?
YES NO

Will you supply 250 items to be placed in our participant goodie bags (giveaways, coupons, etc.)?
YES NO

****Please deliver to Jacoby's Shield or arrange for pick up by April 12, 2019.

General description of products/services to be sold or promoted:

General description of products/samples to be given away to event attendees, if applicable:

Release

In consideration of Jacoby's Shield permitting me to participate in the Superhero 5K Run/Walk & Family Stroll, I hereby waive, release, and discharge for myself, my heirs, personal representatives, and assigns any and all rights, liability, causes of action and claims that may now or hereafter accrue to me or which I may now or hereafter assert against Jacoby's Shield, the City of Columbia, any of the sponsors of this event, or the officers, directors, employees, agents, successors, and assigns of any of them for personal injury and/or property damage that I or my property may suffer or sustain as a result of participation in the Superhero 5K Run/Walk & Family Stroll. I hereby assume all risks of any such injury and damage. In addition, I accept that no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, or affect the display, of other exhibitors. I accept that exhibits that are deemed unsuitable or objectionable may be adjusted or removed and understand that this restriction applies to noise, persons, conduct, printed matter, materials, or anything of a character that might be objectionable to attendees or be contrary to the mission and principles of Jacoby's Shield. I agree that my name and any photographs of me or my work and/or booth may be used by Jacoby's Shield or any media organizations covering the event for publicity purposes. I agree that I will not assign all or part of my space to any other person, firm or organization without the express permission of event management.

Company Name of Exhibitor: _____

Name of Authorized Person Signing for Exhibitor (Print): _____

Signature of Authorized Person Signing for Exhibitor: _____

Date of Signature: _____

Vendors are responsible for supplying their own tables, chairs and tent (if desired). Please let us know if you are interested in obtaining additional space.