



Jacoby's Shield Third Annual Superhero 5K Run/Walk Virtual Sponsorship Letter
April 17, 2021, at Saluda Shoals Park East

We cordially invite you to participate as a sponsor of Jacoby's Shield Third Annual Superhero 5K Run/Walk Virtual. This event will raise money for Camp SHIELD, a family camp for bereaved parents, grandparents and siblings. The in-person live event will be held on Saturday, April 17th, at Saluda Shoals Park East in Columbia (6071 Saint Andrews Rd.). The Superhero 5K Run/Walk 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. 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 this Fall 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. At your earliest convenience (and no later than April 5, 2020) please send the signed and completed Sponsorship 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

Captain America's 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
- Special PA announcements mentioning sponsor name before the race
- Promotional materials in race packet
- Company name recognition in **8** or more JS Facebook Page posts
- **30** complimentary race entries

Adamantium (Wolverine's claws) 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
- Special PA announcements mentioning sponsor name before the race
- Promotional materials in race packet
- Company name recognition in **5** or more JS Facebook Page posts
- **20** complimentary race entries

Vibranium (Black Panther's armor) 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 before the race
- Company name recognition in **4** or more JS Facebook Page posts
- **10** complimentary race entries

Amazonium (Wonder Woman's bracelets) 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
- Company name recognition in **3** or more JS Facebook Page posts
- **5** complimentary race entries

Promethium (Cyborg's metal) 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
- **3** complimentary race entries

Supermanium (Supermobile) Shield Level Sponsor -- \$250

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

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

- Company name will be prominently displayed on one mile marker sign, either at mile 1, mile 2 or at the finish line.
- **1** complimentary race entry.

Water station Sponsor -- \$100

- Company name will appear on a prominently located sign at the water station
- **1** complimentary race entry.

SUPERHERO 5K RUN/WALK SPONSORSHIP AGREEMENT 2021

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

For Cash Sponsors:

- ___ Payment in full enclosed.
- ___ Payment in full to be issued on _____ (date on or before March 31, 2021).
- ___ 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!

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 11, 2021.

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

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