

ABOUT

The JC Valentine's Half Marathon 10K | 5K Run is an annual event held on the Sunday before each Valentine's Day, this year Sunday Feb 11th. The event brings hundreds of participants from Jersey City and the region to beautiful Lincoln Park, Jersey City.

This is a great opportunity for you to connect with the local community, both athletes and recreational runners, their families and friends in a positive experience to help raise awareness about cardiovascular health during National Heart Health Month. This is especially important since Jersey City has the highest rate of asthma prevalence in Hudson County!

As a sponsor your brand will benefit from both online exposure and on-site signage, including event collateral, with an opportunity for in-person visibility for sponsors wishing to attend the event to be recognized. All this is intended to reinforce your public engagement, showing your support to make Jersey City, NJ a more sustainable, healthy and resilient place to both live and work.

The event is produced by **CityTri** and is a fundraiser for **Sustainable JC**, a highly activated 501(c)(3) nonprofit working on the behalf of various environmental and public health initiatives. CityTri is an experienced endurance event production company with 25+ events in the NYC area. There are four levels of sponsorship opportunities in support of this fundraiser event, with each level providing sponsors with multiple options for brand exposure.

PLATINUM

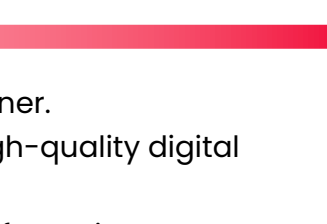
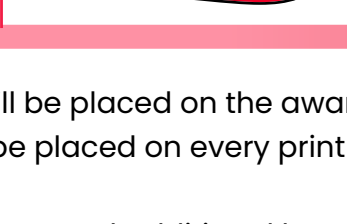
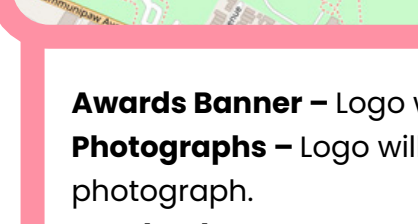
\$10,000

The proposed location will give your company visibility and easy access to the athletes. The set-up area is in front of the Lincoln Park Fountain on a green space bordered by paved paths and:

Key Location for the Event

Technical T-Shirts – Logo will be included on the back of every t-shirt.

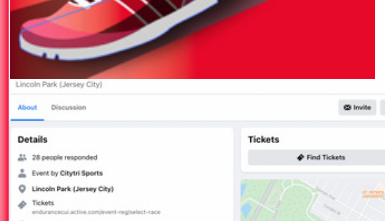
Race Bibs – Logo will be placed on every Race Bib (worn by every participant).



Awards Banner – Logo will be placed on the awards banner.

Photographs – Logo will be placed on every print and high-quality digital photograph.

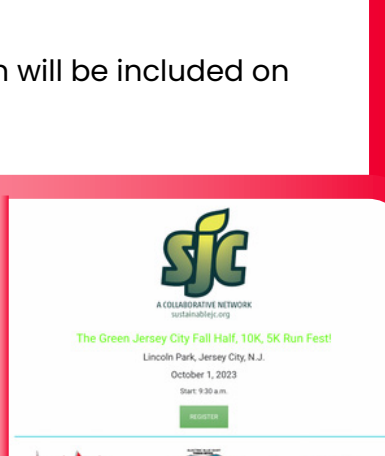
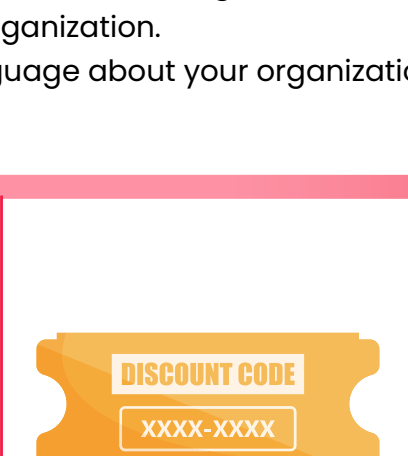
Facebook Event Page – Logo and additional language referencing your organization will be placed on the event page.



Posters & Flyers – Logo will be placed on every poster to be distributed to local schools, churches, businesses, and organizations.

Discount Code For Your Product Offering – The discount code will include the name or initials of your organization.

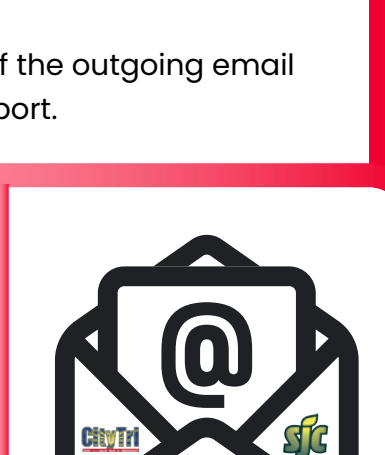
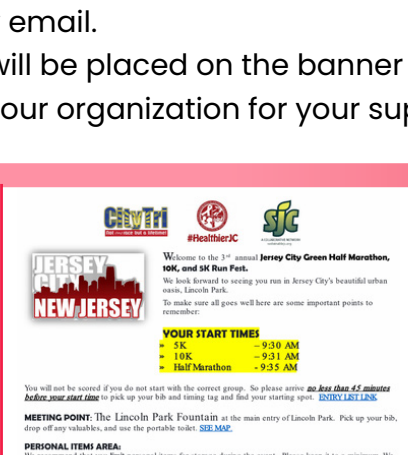
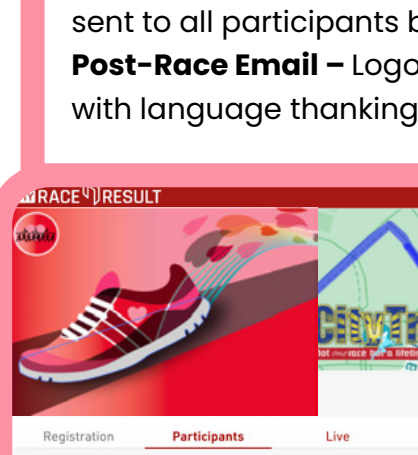
Web Site – Logo and language about your organization will be included on the event page.



Results Page – Logo will be placed on the banner of the results page.

Pre-Race Guide – Logo and language will be placed on the pre-race guide sent to all participants by email.

Post-Race Email – Logo will be placed on the banner of the outgoing email with language thanking your organization for your support.



GOLD

\$5,000

Technical T-Shirts – Logo will be included on the back of every t-shirt.

Awards Banner – Logo will be placed on the awards banner.

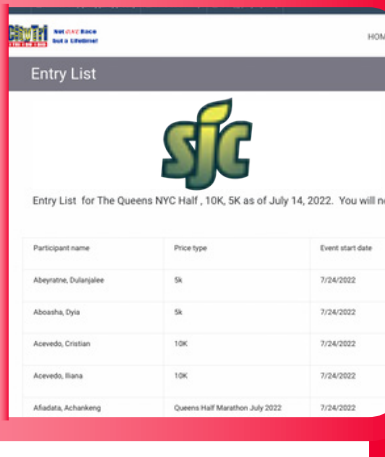
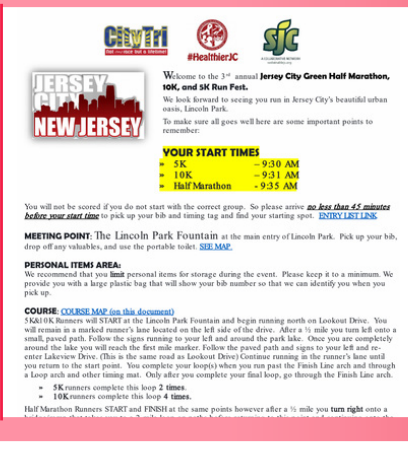
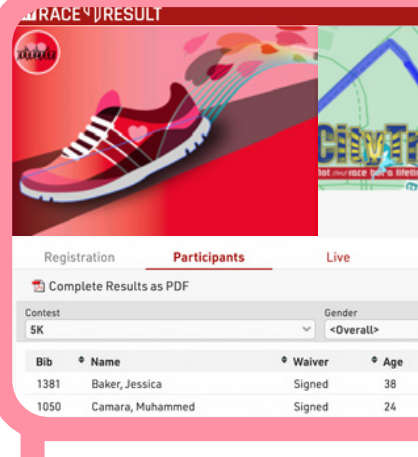
Photographs – Logo will be placed on every print and high-quality digital photograph.



Results Page – Logo will be placed on the banner of the results page.

Pre-Race Guide – Logo and language will be placed on the pre-race guide sent to all participants by email.

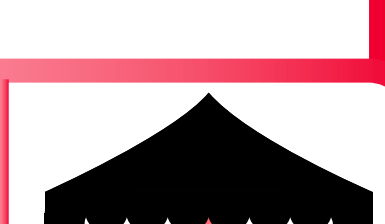
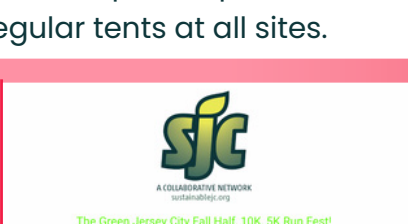
Participant Entry List – logo or name on the online Participant Entry List.



Race Day Announcements – Include information in the race day announcements by Medal Addict, the official announcer on that day. Include the logo on the pre-race day Instagram and Facebook post.

Web Site – Logo and language about your organization will be included on the event page.

Product Samples, Coupons, & Information – Distribution of promotional materials. Small tents provided upon request. Branded tents allowed at specific event sites and regular tents at all sites.



SILVER

\$2,500

Technical T-Shirts – Logo will be included on the back of every t-shirt.

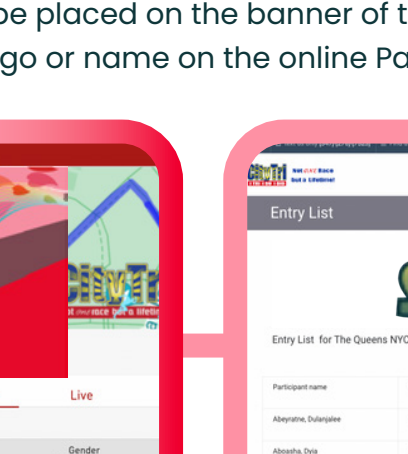
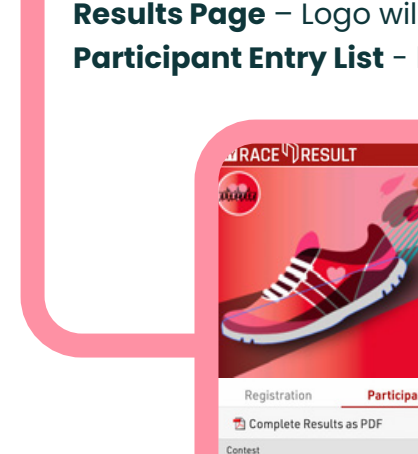
Awards Banner – Logo will be placed on the awards banner.

Photographs – Logo will be placed on every print and high-quality digital photograph.



Results Page – Logo will be placed on the banner of the results page.

Participant Entry List – logo or name on the online Participant Entry List.



BRONZE

\$1,000

Technical T-Shirts – Logo will be included on the back of every t-shirt.

Awards Banner – Logo will be placed on the awards banner.

Photographs – Logo will be placed on every print and high-quality digital photograph.



GREEN

\$500

Digital Promotion – 2 sponsor posts on social channel + 1 feature on Instagram stories and inclusion in Sustainable JC's monthly newsletter.



CONTACT

To inquire about sponsorship opportunities, please email SJC's Fundraising Team:

Marion Roger – Marion.Roger@SustainableJC.org

Jerry Volk – Jerry.Volk@SustainableJC.org