



Summer 2024

Dear Community Partners,

The Brain Injury Alliance of New Jersey has an exciting opportunity for you to gain exposure for your business. We are holding the 22nd Annual 5K Run/Walk for Brain Injury Awareness this fall, and you can be a part of our long standing tradition of bringing people together for a great cause!

Join us:

Saturday, September 28, 2024

Saddle River County Park, Paramus (walk)
Laurel Acres Park, Mount Laurel (walk)

Saturday, October 5, 2024

5th Avenue Pavilion, Bradley Beach (5k/walk)

Participants can walk or run through a designated, accessible route and enjoy music, food, games and much more. Your company's sponsorship will help bring families together, increase awareness of brain injury, and raise funds for much needed support services.

The attached sponsorship material outlines the different packages available. Benefits include web, social and print media exposure, your logo on 1,000 shirts, exhibit space, and signage at the event.

The Brain Injury Alliance of New Jersey is a statewide nonprofit organization dedicated to improving the quality of life after brain injury and offering the promise of a better tomorrow. Please support our 5K/Walk so we can continue to provide services to over 10,000 New Jersey residents each year.

If you have any questions, please contact debbie.aidelman@bianj.org or 732-745-0200. Thank you in advance for making a difference in the lives of people with brain injury.

Sincerely,



Brain Injury Alliance
NEW JERSEY

PAYMENT FORM

2024 5K Run/Walk for Brain Injury Awareness

SPONSORSHIP LEVEL:

- Event Sponsor \$5,000
- All Star Sponsor \$2,500
- Varsity Sponsor \$1,000
- Bib Sponsor \$500



PLEASE COMPLETE:

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Check enclosed for: \$ _____



Pay online via credit card:
Scan QR Code or visit bianj.org/5kwalk
for online payment options

Listing and logo information:

Please provide both a full color logo and a one-color logo in PDF and PNG format, and send it to info@bianj.org. Logos should be high resolution, and must be received by September 1, 2024 to be included on event t-shirts. Please provide the company name as you would like for it to appear on materials:

Questions? Email debbie.aidelman@bianj.org.



SPONSORSHIP OPPORTUNITIES

2024 5K Run/Walk for Brain Injury Awareness

Saturday, September 28, 2024: Laurel Acres Park, Mount Laurel (walk)
Saddle River County Park, Paramus (walk)

Saturday, October 5, 2024: Bradley Beach Boardwalk, Bradley Beach (5K run/walk)

EVENT SPONSOR

\$5,000

Logo and link on BIANJ.ORG
Logo and link in BIANJ Newsletter
Acknowledgment in all event news and outreach
Logo with premium placement on 1,000 event t-shirts
Event signage, exhibit space, and 6 complimentary registrations
Recognition and opportunity to speak during welcome remarks

ALL STAR SPONSOR

\$2,500

Logo and link on BIANJ.ORG
Logo and link on BIANJ Newsletter
Acknowledgment in all event news and outreach
Company name printed on 1,000 event t-shirts
Event signage, exhibit space, and 4 complimentary registrations

VARSITY SPONSOR

\$1,000

Logo and link on BIANJ.ORG
Logo and link in BIANJ Newsletter
Acknowledgment in all event news and outreach
Event signage and 2 complimentary registrations

BIB SPONSOR

\$500

Logo or name on all of the runners' bibs (about 200)
at Bradley Beach location

3 Locations throughout New Jersey

1,000+ Attendees

20,000 Website visits leading up to event

7,413 Newsletter subscribers

8,000 Event email subscribers