



*6th Annual
Caroline Fund 5K
for Brain Cancer*

*2019 Sponsorship
Opportunities*





CAROLINE FUND 5K 2019 SPONSORSHIP OPPORTUNITIES

- WHAT:** The Caroline Fund, a 501(c)(3) nonprofit organization in support of brain cancer and the people affected by it, will host the 6th Annual Caroline Fund 5K Race and Walk on Saturday, September 14. Proceeds directly support the Caroline Vandemark Fund for Brain and Spine Tumor Research at the John Theurer Cancer Center at Hackensack University Medical Center, which conducts cutting-edge research on primary and metastatic brain tumors and performs clinical trials to advance the treatment of patients and improve their quality of life.
- WHEN:** Saturday, September 14, 2019
9:00 a.m. EST
- WHERE:** St. Aloysius Church
219 Bloomfield Avenue
Caldwell, NJ 07006
- WHY:** The goal of this annual event is to bring together the community and support those individuals whom are impacted by brain and spinal cancer while raising funds and awareness in search of a cure. Historically, the Caroline Fund 5K has attracted crowds of over 800 participants and 100 volunteers. Since its inception, the Caroline Fund has donated over \$300,000 to support the research performed at Hackensack University Medical Center in memory of Caroline Vandemark of Caldwell who lost her life at age 22 from glioblastoma, an aggressive form of brain cancer.
- AUDIENCE:** The Caroline Fund 5K Race and Walk is a grassroots charitable event that gathers individuals of all ages from the local communities, primarily located in Northern New Jersey, including Essex, Bergen, and Morris counties.
- VENDORS:** Booths can be set up in the St. Aloysius Church parking lot before and after runners and walkers cross the finish line and during the awards ceremony to follow. This is an opportunity for sponsors to gain exposure for their businesses and share information about their products and services, while offering entertainment for race participants and supporters.
- SPONSORS:** Sponsors of the Caroline Fund 5K, both businesses and individuals alike, provide the necessary support for the success of the event and help to make a difference in brain cancer research. Depending on the desired level of sponsorship, a variety of benefits and methods of exposure are offered below.



SPONSORSHIP TIERS

Presenting Sponsor (Exclusive Offers) // \$5,000+

- Company logo featured exclusively on one of the following items of your choice:
 - Custom bags, custom water bottles, racer bibs, plus more
- Company logo to be featured prominently on:
 - T-shirts
 - Race day banner
 - Cover of race day program as presenting sponsor
- Full-page in race day program
- Listed as PRESENTING sponsor on homepage of website
- Set up booth at event
- Provide materials for participant giveaway bags

**Availability of presenting sponsorships are on a first-come, first-serve basis.*

*Please visit www.carolinefund.org for an updated list of available sponsorships.**

Platinum Sponsor // \$3,000-\$4,999

- Company logo to be featured on t-shirt and race day banner
- Full-page in race day program
- Listed as PLATINUM sponsor on website with logo/name/link
- Set up booth at event
- Provide materials for participant giveaway bags

Gold Sponsor // \$1,000-\$2,999

- Company logo to be featured on t-shirt and race day banner
- Half-page in race day program
- Listed as GOLD sponsor on website with logo/name/link
- Set up booth at the event
- Provide materials for participant giveaway bags

Silver Sponsor // \$500-\$999

- Quarter-page in race day program
- Listed as SILVER sponsor on website with logo/name/link
- Set up booth at event
- Provide materials for participant giveaway bags

Bronze Sponsor // \$250-\$499


- Listed in race day program
- Listed as BRONZE sponsor on website with logo/name/link
- Set up booth at event
- Provide materials for participant giveaway bags

In-Kind Donation // Goods or Services

- Board of Directors will review size of in-kind donations and apply them to appropriate sponsorship tier
- Listed in race day program and on website with logo/name/link
- Set up booth at event
- Provide materials for participant giveaway bags



CAROLINE FUND 5K SPONSORSHIP FORM

 YES! I would like to be a sponsor of the Caroline Fund 5K Race and Walk by making a contribution to the Caroline Fund, a 501(c)(3) nonprofit organization that changes the lives of those living with brain tumors.

- PRESENTING Sponsor // **\$5,000+**
- PLATINUM Sponsor // **\$3,000-\$4,999**
- GOLD Sponsor // **\$1,000-\$2,999**
- SILVER Sponsor // **\$500-\$999**
- BRONZE Sponsor // **\$250-\$499**
- IN-KIND Sponsor // **Goods or Services**

Contact name: _____

Organization Name (as recognized on race materials): _____

Address: _____

Phone Number: _____

Email Address: _____

Donation Amount: _____

Payment can be made securely online at www.carolinefund.org/donate. Checks made payable to The Caroline Fund may also be mailed to:

The Caroline Fund
96 Central Avenue
Caldwell, NJ 07006

Please email sponsorship form and logo to CarolineFund5k@gmail.com.

**Deadline for inclusion on print, banner, t-shirts, bags - September 2, 2019*

If you have any questions regarding sponsorship opportunities, please contact Julia Tomkins at (973) 722-4736 or CarolineFund5k@gmail.com.

Thank you for supporting the Caroline Fund!

Positivity Cures!