

NJCASA'S

HEROES

FOR A SAFER GARDEN STATE

5K

SPONSORSHIP KIT

MAY 2, 2020

8 - 11 A.M.

njcoalition
against sexual assault



YOUR MISSION, SHOULD YOU CHOOSE TO ACCEPT IT...

Dear Friends and Allies,

In our work, we talk a lot about spheres of influence —the places and spaces in our everyday lives, such as our offices and communities, where we can be agents of change.

Today perhaps more than ever before, companies across the country are recognizing how they, too can be change agents by fostering safe, inclusive work environments and serving as role models for their communities.

That's why on May 2, 2020, we invite you to join us on behalf of the 1.8 million survivors of sexual violence in New Jersey at our eighth annual Heroes for a Safer Garden State 5K!

As a 5K corporate sponsor, not only will you support our statewide work to build a safer New Jersey, you will also send an important message to your employees, customers, and community that you believe sexual violence is preventable and that change begins with you.

Enclosed, please find information about how your company can stand alongside many leaders across New Jersey to be a hero for a safer Garden State!

In solidarity,

Patricia Teffenhart | Executive Director, NJCASA



WHO WE ARE

New Jersey Coalition Against Sexual Assault (NJCASA) is the state's leader in the anti-sexual violence movement. Since 1981, we have joined people in action for ending sexual violence and supported those who have been affected by it. We are the statewide advocacy and capacity building organization that represents New Jersey's 21 county-based rape crisis centers and the Rutgers University Office of Violence Prevention and Victim Assistance in New Brunswick.

Our mission is to promote the compassionate and just treatment of survivors and their loved ones; foster collaborative relationships between community systems; and affect changes in society as we work to prevent sexual violence.

RECENT ACHIEVEMENTS

- Increased state and federal funding for local sexual violence crisis and response services by \$3.3M annually
- Launched the first ever statewide sexual violence needs assessment, gathering the lived experiences of over 400 survivors to date
- Helped pass into law what has been heralded as one of the "best civil statute of sexual assault reforms" in the country
- Led a series of Implicit Bias and Gender-Based Violence Judicial trainings for nearly 400 judges across the state

THE NEED

The era of #MeToo and #TimesUp has amplified the call to strengthen policy and practice related to sexual harassment and assault prevention. The following statistics further underscore this need:

- The Centers for Disease Control and Prevention (CDC) estimates that nearly 1 in every 5 women and 1 in every 71 men have been raped in their lifetime.
- There are approximately 1.8M survivors of sexual violence living in New Jersey alone according to the CDC.
- The Federal Bureau of Investigation recognizes sexual assault as the second most violent crime in the United States next to murder.

OUR SUPPORTERS

With nearly 6,500 followers across social media channels and an e-mail base of over 4,000 subscribers, we have touched the lives of thousands of New Jerseyans, supporting survivors and empowering a movement for change. Our analytics show that of our followers/supporters:

- 82% are women
- 63% are between the ages of 25-54
- 53% are married
- 56% have a college degree or above
- 72% are homeowners
- 36% earn over 100K

These individuals are passionate about making the Garden State a better, safer place to call home, and many are corporate and community leaders.

Send a message to your employees, customers, and the public that you stand for safe and empowered communities free of sexual violence!

HEROES BENEFITS

	SUPERHERO \$10,000	DEFENDER \$5,000	CHAMPION \$2,500	WARRIOR \$1,000	ALLY \$500
Recognition in digital and print communications	● (2 <i>standalone</i> social media spotlights, 3 social media posts, 5 email blasts, press release)	● (2 <i>standalone</i> social media spotlights, 3 social media posts, 5 email blasts, press release)	● (3 social media posts, 5 email blasts, press release)	● (3 social media posts, 5 email blasts, press release)	● (3 social media posts, 5 email blasts, press release)
Day of event recognition	● (Top emcee recognition)	● (Emcee recognition)	● (Emcee recognition)	● (Emcee recognition)	● (Emcee recognition)
Logo placement on official 5K t-shirt	● (photo logo included)	● (photo logo included)	● (company name only)	● (company name only)	● (company name only)
FREE registration	● (up to 25 participants)	● (up to 15 participants)	● (up to 10 participants)	● (up to 5 participants)	● (up to 2 participants)
Ability to co-brand materials distributed on the day of the event	●	●	●		
Free customized training or workshop from NJCASA experts	● (2 trainings)	● (1 training)			
Ability to co-brand mile markers along 5K track	●	●			
Automatic sponsorship of NJCASA's September Celebration of Champions *	●				

* **ONE SPONSORSHIP,
TWO EVENTS!**

Our **Superhero Level Sponsor** also sponsors NJCASA's 2020 **September Celebration of Champions!**

**September Celebration
of CHAMPIONS**

- Event signage recognition
- Tickets for your staff + donation tickets
- Emcee acknowledgment at event
- Website and e-communications recognition



THANK YOU FOR BEING OUR HERO!

NAME OF SPONSORING COMPANY		
CONTACT PERSON		
ADDRESS 1		
ADDRESS 2		
CITY	STATE	ZIP CODE
PHONE		
FAX		
EMAIL		
WEBSITE		
CONTACT PERSON		

TOTAL SPONSORSHIP AMOUNT:

Checks should be made payable to NJCASA.

TYPE OF CARD	
CREDIT CARD #	
EXPIRATION DATE	SECURITY CODE
NAME ON CARD	

Please return this form to NJCASA:
 Email to: drodriguez@njcasa.org | Mail to: NJCASA, 3150 Brunswick Pike, Suite 300, Lawrenceville, NJ 08648
 For your logo to be included on our website, please email your logo to drodriguez@njcasa.org.
 Please send in a size and resolution appropriate for web viewing (.PNG file with transparent background).



NJCASA is a tax-exempt, non-profit organization as described in Section 501(c)(3) of the IRS Code of 1984, as amended.