



## OVERVIEW OF EVENT

Family Promise of Essex County's 5K Run/Walk will provide awareness about and raise funds for families experiencing or at-risk for homelessness throughout Essex County. The 5K Run/Walk will take place on **Saturday, June 24<sup>th</sup> at 8:30am at Verona Park in Verona, NJ**

## ATTENDANCE & REACH

**In 2022, our events brought together over 225 walkers from all over New Jersey and raised nearly \$40,000.** With the addition of a Certified USATF 5K route, we anticipate that we will have more than 300 runners and walkers.

**Marketing and promotion** will include both print and digital media invitations, social media platforms, and directly emailing to FPE's list of 4,000+ supporters. In addition, our race timing partner, BEST Racing Systems, will share our registration page with their database of 17,000+ runners, and a registration link will also be displayed on RunSignUp's race calendar, which processed more than 2,000,000 race registrations in 2022. We will also feature race information and sponsors on our website ([www.fpessexnj.org](http://www.fpessexnj.org)) and distribute press releases to local media outlets, including The Montclair Times, Montclair Local and TapInto Montclair. We will acknowledge our sponsors in both pre-event publicity and in all post-event communications.

## ABOUT FAMILY PROMISE OF ESSEX COUNTY

Family Promise of Essex County's (FPE) mission is to help homeless and at-risk families achieve self-sufficiency by providing shelter, social services, and housing assistance through a community-based approach. FPE envisions a community in which every family has a home, a livelihood, and the chance to build a better future.

Family Promise of Essex County (FPE) began in 1988 as a non-sectarian response to the crisis of family homelessness in Essex County. FPE is an affiliate of Family Promise, which currently has over 200 affiliates nationwide. In 2022, over 550 people received FPE services, and approximately 50% of this number were children. FPE recognizes that family homelessness and poverty are complex issues that require comprehensive, innovative solutions. Solving homelessness is not just about housing. Our holistic approach to the crisis of family homelessness includes these areas of focus: prevention and diversion, emergency shelter and housing and stabilization.

## IMPACT OF SUPPORT IN 2022

- In 2022, our annual fundraising events raised \$120,000+ to support our Prevention and Diversion Programs, Emergency Shelter Programs and Housing Programs.
- In 2022, we served over 550 people, across all programs.
- Our Prevention Programs have expanded to serve over 300 people to address rental assistance, rental arrears, past-due utility bills to keep families in their homes.

## SPONSORSHIP OPPORTUNITIES

Please select a sponsorship package and return the enclosed form by April 24, 2023. If you would like to discuss an alternative level of support, make an in-kind donation or make a sponsorship payment via our race website, please **contact Angela Lewis at 973-786-3546 or by email at [angela@fpessexnj.org](mailto:angela@fpessexnj.org)**

Sponsorship Benefits	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Bronze Sponsor \$1,000	Community Sponsor \$500
Company <i>logo</i> on event website page	x	x	x		
Company <i>name</i> on event website page				x	x
Company <i>logo</i> included in event email blasts	x	x	x		
Company <i>name</i> included in event email blasts				x	x
Social media acknowledgment(s)	X	X	X	X	X
Complimentary Race Registration and T-shirt(s)	6	5	4	3	1
Mention in campaign press releases	x	x			
Company logo on Race T-shirts	x	x			
Company logo on banner	x	x	x		
Company name on banner				x	x
Listed in FPE Annual Report	x	x	x	x	x
Ad in program booklet for Fall event	½ page	¼ page	1/6 page		
Company logo and link on FPE website as a Community Partner	x	x	x		
Company name and link on the FPE website as a Community Partner				x	x

## SPONSORSHIP COMMITMENT FORM

Please indicate your sponsorship support below and return by April 24, 2023.

**FPE has our support! We are proud to be a Walk/Run sponsor to assist families who are experiencing homelessness in our communities:**

- Platinum Sponsorship: \$10,000       Gold Sponsorship: \$5,000  
 Silver Sponsorship: \$3,000       Bronze Sponsorship: \$1,000  
 Community Sponsorship: \$500

Sponsor Name: \_\_\_\_\_

*Please list name exactly as you would like it to appear.*

Address: \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please return form/payment to: Family Promise of Essex County | 46 Park St. | Montclair, NJ 07042**