



2017 Sponsorship Proposal

jerseywomenstrong.com

dana@jerseywomenstrong.com



Thank you for your interest in sponsoring Jersey Women Strong! Please take a moment to read through our 2017 Sponsorship Package to learn of the many benefits of sponsoring our team.

Jersey Women Strong Club Profile

Official Name: Jersey Women Strong, LLC

Jersey Women Strong is a multisport team for women, located primarily in the Northern New Jersey area. Our membership includes women of all ages and abilities, including those who have never run or exercised. We currently have over 135 women on the team.

Many of our team members compete in local races throughout the year, while some simply join to reap the benefits of exercising with other like-minded individuals. We offer weekly coached workouts, nutrition and fitness education, seminars, unlimited motivational support and perks from our sponsors. Our training groups include: Walkers, Beginner 5K (walk to run), Faster 5K, 10K, Half Marathon, Marathon and Triathlon.

Charitable outreach is an important tenet of our program. We have worked closely with and raised thousands of dollars for local organizations such as Oasis: A Haven for Women and Children (Paterson), Center for Hope and Safety (Hackensack), The Community Chest of Englewood, Center for Safety and Change (Rockland), NJ Food and Clothing Rescue (Passaic), as well as other local groups and families.

Website: www.jerseywomenstrong.com

Social Media Information: Facebook, www.facebook.com/jerseywomenstrong
Instagram, <http://instagram.com/jerseywomenstrong/>
Twitter, @njwomenstrong

Contact Info: Dana Anello White, Founder/Head Coach, dana@jerseywomenstrong.com, 201-560-8640

Date Formed: March 2014

Location: Primarily Bergen County, NJ, with most group events at the Ridgewood Duck Pond

Membership: Over 135 paid yearly members, with up to 75 additional seasonal members. Email distribution list over 700 recipients. Bi-Monthly newsletter. Frequent presence on all social media sites.

Mission Statement: Our goal is to provide an innovative, women's health and fitness team to connect like-minded individuals, offer support through structured training, and enhance quality of life. We are devoted to meeting the unique and collective needs of the group through tailored fitness programs and supplemental resources, while strengthening our local communities through philanthropic outreach.

Sampling of Outreach Events we've hosted: Town-Wide Yard Sale, Waldwick, raising over \$3000 in 2013 and 2014 for various charities; Summer Shopping Night, Ho-Ho-Kus, 2013, 2014, 2015 and 2016, raising over \$15,000 in three years to benefit Oasis: A Haven for Women and Children (Paterson); Annual Thanksgiving Turkey Drive, 2012, 2013, 2014, 2015, 2106, purchasing over 400 turkeys for families in need at the Center for Hope and Safety (Hackensack).

Events with a large team presence: Philly Love Run, Waldwick 5K, NJ Marathon/Long Branch Half Marathon and Relays, Ridgewood Run, Wyckoff Triathlon, Women's Distance Festival 5K, NJ State Triathlon, Jersey Girl Triathlon, Perfect 10 Miler.

Why Become a Jersey Women Strong Sponsor?

Jersey Women Strong and its members can provide you with an exceptional promotional opportunity for your business in exchange for your financial and/or equipment discounts, etc. Our group truly provides the ultimate endorsement for advertisers who wish to express their commitment to a healthy lifestyle and community outreach. Our membership provides a huge consumer base because we, along with our families, friends and children, participate in a variety of athletic and non-athletic events throughout the community.

A typical team members competes in several events throughout the year, and spends countless hours training in club gear. In addition, we spend money and influence others who do so as well. Depending on your sponsorship level, your logo and/or slogans would be placed prominently on workout gear, race kits, our website, newsletter, race tent, etc.



Sponsorship Opportunities:

Your company or business can become a sponsor of JWS in one of several ways:

Financial support: There are various financial sponsorship levels. Please note that our members compete in local, regional and nationwide events. Your financial support can help defray participation costs for our members, as well as operating costs for our team (liability and other insurance, website and advertising costs, etc.).

Equipment Support: Your company or business could provide products to our members in exchange for marketing exposure.

Discounts: Your company or business could provide member only discounts on products and/or services.

Sponsorship Levels

Gold Sponsor Level (\$500+):

Logo placement on custom team kits (limited to four total sponsors)
Logo placement on team tech shirts (limited to four total sponsors)
Prominent logo placement on Jersey Women Strong website with link-back to your website
Prominent logo placement in team newsletter, email blasts and all print material
Company or business banner hung at official Jersey Women Strong events (where applicable)
Company or business will be mentioned at least twice monthly via social media outlets
Opportunity to speak at club meetings or practices
Opportunity to host club workouts from your place of business (where applicable)
Distribution of your business marketing materials to our members

Silver Level Sponsor (\$250)

Logo placement on Jersey Women Strong website with link-back to your website
Company Name listed on in team newsletter, email blasts and all promotional print material.
Company Name listed (collectively) and hung at official Jersey Women Strong events (where applicable)
Company or business will be mentioned at least monthly via social media outlets
Opportunity to speak at club meetings or practices
Opportunity to host club workouts from your place of business (where applicable)
Distribution of your business marketing materials to our members

Bronze Level Sponsor (\$100)

Company name listed on Jersey Women Strong website with link-back to your website
Company Name listed on in team newsletter, email blasts and all promotional print material.
Opportunity to speak at club meetings or practices
Opportunity to host club workouts from your place of business (where applicable)
Distribution of your business marketing materials to our members

Product Donations

We are happy to accept product donations. Our team maintains a strong presence at local races and throughout the community. We are happy to distribute products or marketing materials at these events, or raffle off donated merchandise either to our members, or to guests at our fundraising events. This is a win-win, as our team benefits from your products and you receive exposure to several hundred people.

Member Discounts

If you are unable to provide monetary support or product donations, we are also interested in securing member discounts. We always encourage members and their family/friends to support our sponsors.

Other Ideas

We are open to your suggestions. If you would like to offer something we haven't mentioned, please contact us.

Thank you for your support!!!

