



# SPONSORSHIP OPPORTUNITIES





# ABOUT US

## JUDE

Jude Theodore Zayac was born a healthy, happy baby boy on April 19, 2014. He gave his parents, Greg and Theo Lawless Zayac, a lifetime of love during his short time on earth. Jude enjoyed quiet naps on the dock at Lake Ariel and to the delight of his parents, got to dip his toes in the ocean and relax on the beach just two weeks before his passing. Watching his big brother, Gregory Jr., play and be silly brought endless laughs and smiles to Jude's sweet face. On July 23, 2014, Jude unexpectedly and tragically passed away at only three months old. His life was claimed by a silent killer known as "SIDS" – Sudden Infant Death Syndrome.

## SIDS

In 2015, there were about 3,700 sudden unexpected infant deaths (SUID) in the United States. These deaths occur among infants less than 1 year old and have no immediately obvious cause. SIDS, a medical subset of SUIDS, is the number one cause of death in infants between the ages of one month and one year. Each year SIDS claims over 2,000 lives, more than every type of childhood cancer between ages 1 and 19.

## JUDE ZAYAC FOUNDATION

To honor their son, Jude, and to fight to protect other babies from this devastating syndrome, Greg and Theo Zayac established the Jude Zayac Foundation in 2015. The mission of Jude's Foundation is to raise funds to support SIDS research and to enrich the lives of living children in our community. Enrichment that Greg and Theo know in their hearts sweet Jude would have provided if he were here.

## WHERE YOUR MONEY GOES

The costs of operating the Jog for Jude are sustained by participant registration fees. Without the benefit of a large national non-profit network, the Jude Zayac Foundation (a 501(c)(3) public charity) is managed entirely by volunteer community leaders and activists; which means that 100% of your sponsorship dollars will go to fight SIDS and help underprivileged children in our community. The research mission of Robert's Program is to determine the causes and pathogenesis of SUDP utilizing multidisciplinary and state-of-the-art approaches. **Despite the significant loss of life claimed by SIDS each year, funding for SIDS by the federal government run National Institute of Health ("NIH") continues to decline, with fiscal year 2020 funding estimated to decrease over -14% from 2018 and over -65% since 2014, which is the largest decrease for any research area supported by the NIH over that time. SIDS ranks 277th out of 286 research areas funded by the NIH.**

If you have additional questions about sponsorship of Jog for Jude please feel free to contact **Kevin Hayes**, Development Chair: Phone (570) 346-7651 or Email: [khayes@dohertyhayes.com](mailto:khayes@dohertyhayes.com)



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# JOG FOR JUDE 2020

The sixth annual Jog for Jude will be held Sunday, April 19, 2020 at the Dunmore Community Center in Dunmore. Each of the first five versions of the Jog for Jude have set records as the largest SIDS Awareness 5K in the entire country!

## Not Your Ordinary Road Race

- Jog for Jude includes traditional 5K and 1 Mile races, and a mascot race
- Over 150 basket and gift cards raffled away, valued at over \$10,000
- Complimentary refreshments (water, soft drinks, coffee, doughnuts, breakfast sandwiches, and other baked goods) provided to all participants
- Complimentary entertainment for children including, balloon animals, bounce houses and slides, face painting and character appearances
- Over 2,300 runners and 300 volunteers

## Media Coverage

- Featured on WNEP's "Good Morning Pennsylvania" and "Leckey Live" in the weeks leading up to the race
- In 2019, Jude Zayac Foundation Facebook page had a total post reach of over 400,000 with over 1,000,000 impressions; our average post reached over 2,200 unique users and had over 3,500 impressions
- Jog for Jude has previously been covered by WBRE, WYOU, the Scranton Times-Tribune, the Dunmorean, and "You Be the Judge" hosted by Todd O'Malley
- Race registration website, [runsignup.com/jogforjude](https://runsignup.com/jogforjude), had over 23,000 unique visitors in 2019

## Average Jog for Jude Registrant

- Average age was 29 years old
- 71% under the age of 40
- 61% female
- 86% from Luzerne and Lackawanna counties

## Our Progress

Since inception, the Jude Zayac Foundation has raised over \$540,000, donating:

- \$360,000 to Boston Children's Hospital's Robert's Program,
- \$155,000 to the Baby Pantry at Saint Joseph's Center, which serves thousands of underprivileged children each year in Northeastern Pennsylvania, and
- \$25,000 to the Sherwood Youth Association for the construction of a splash pad at Sherwood Park, also in Dunmore.



# SPONSORSHIP OPPORTUNITIES

For the 2020 Jog for Jude, 100% of proceeds from your Company's participation in our Pink & Blue Dress Down Day on March 20, 2019 and 50% of the race registration fee paid by your company on behalf of your employees will be counted toward your sponsorship pledge.

## \$250

**BRONZE SPONSOR**

- Recognition in program book provided to each race participant
- Recognition on the Foundation's website
- Recognition on signage during Jog for Jude weekend
- Most importantly, visibility as a community leader in the fight against SIDS!

## \$500

**SILVER SPONSOR**

- Name of Your Company displayed on the back of the race t-shirt given to each race participant
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages
- Recognition on signage during Jog for Jude weekend
- Most importantly, visibility as a community leader in the fight against SIDS!

## \$1,000

**GOLD SPONSOR**

- Name of Your Company displayed on the back of the race t-shirt given to each race participant
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages
- Recognition on signage during Jog for Jude weekend
- Five (5) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jog-forjude](https://runsignup.com/jog-forjude)
- Most importantly, visibility as a community leader in the fight against SIDS!



# SPONSORSHIP OPPORTUNITIES

## \$2,000

### RACE COURSE SPONSOR

- Your Company's logo prominently displayed on the back of the race t-shirt given to each race participant
- Exclusive rights as the official Race Course Sponsor, including recognition on a social media post publicizing the course, as well as exclusive signage on the course
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Five (5) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Most importantly, visibility as a community leader in the fight against SIDS!

## \$2,000

### VOLUNTEER SPONSOR

- Your Company's logo prominently displayed on the back of the race t-shirt given to each race participant
- Exclusive rights as the official Volunteer Sponsor, including recognition on a social media post publicizing our volunteers, as well as exclusive signage at the Volunteer Tent and your logo on the Volunteer shirt given to over 300 individuals
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Five (5) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Most importantly, visibility as a community leader in the fight against SIDS!

## \$3,000

### PACKET PICKUP SPONSOR

- Your Company's logo prominently displayed on the back of the t-shirt given to each race participant
- Company's logo prominently displayed on each pickup bag disbursed to all race participants
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Opportunity to add promotional item to each of the packet pickup bags
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!
- Exclusive rights to promote your business during packet pickup period the day before the race



# \$3,000

## COMMUNITY CELEBRATION SPONSOR

- Your Company's logo prominently displayed on the back of the race t-shirt given to each race participant
- Exclusive rights to the Community Celebration following the Jog for Jude
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo recognition on signage during Jog for Jude weekend
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!

# \$3,000

## PACE CAR SPONSOR

- Your Company's logo prominently displayed on the back of the race t-shirt given to each race participant
- Exclusive rights as the official Pace Car for both the 5K race and the 1 Mile Fun Run. Opportunity to have those vehicles on display
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo recognition on signage during Jog for Jude weekend
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!

# \$3,000

## RACE BIB SPONSOR

- Your Company's logo prominently displayed on the back of the t-shirt given to each race participant
- Exclusive rights to your Company's logo on front of the race participant's bib, including recognition on a social media post publicizing the race
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo recognition on signage during Jog for Jude weekend
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!

# \$3,000

## FINISH LINE SPONSOR

- Your Company's logo prominently displayed on the back of the race t-shirt given to each race participant
- Exclusive rights as the official Finish Line Sponsor, with the Finish Line branded with your Logo
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo recognition on signage during Jog for Jude weekend
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!



# \$5,000

## **PINK & BLUE DAY SPONSOR**

- Your Company's logo prominently displayed on the front of the pink and blue t-shirt, as well as on the back of the t-shirt given to each race participant
- Exclusive rights to Pink and Blue Day - March 20th, 2020
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo recognition on signage during Jog for Jude weekend
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!

# \$5,000

## **HEALTHCARE SPONSOR**

- Your Company's logo prominently displayed on the back of the race t-shirt given to each race participant
- Exclusive rights as the official EMT team during the race
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo recognition on signage during Jog for Jude weekend
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!

# \$7,500

## **PRESENTING SPONSOR OF THE JOG FOR JUDE**

- Your Company's Logo prominently displayed on the front of the race t-shirt given to all race participants
- Exclusive "Presenting Sponsor" rights to the Jog for Jude
- \$1,500 of radio advertising courtesy of Entercom Radio and \$1,800 of billboard advertising courtesy of Lamar Advertising.  
\*Must be fulfilled in advertising, no bill credits permitted\*
- Recognition in program book provided to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages, with a hyperlink to your Company's website
- Logo will be prominently displayed at start & finish lines and at packet pickup the weekend of the Jog for Jude
- Twenty (20) complimentary registrations to the Jog for Jude, a code will be given to you for use on [runsignup.com/jogforjude](https://runsignup.com/jogforjude)
- Company's logo on awareness banner to be hung in Dunmore Corners
- Most importantly, visibility as a community leader in the fight against SIDS!



# BECOMING A SPONSOR

The Jude Zayac Foundation, Jude's parents Greg and Theo Zayac, and the Lawless and Zayac families thank you for honoring the memory of Jude by becoming a sponsor of the 2019 Jog for Jude 5K Race and Community Celebration. Your generosity will have a direct impact on the Jude Zayac Foundation's efforts to "Stomp Out SIDS". To ensure proper and timely recognition for your Company, please complete the following Sponsorship Agreement by **Friday, April 3, 2020** and return to:

**The Jude Zayac Foundation  
P.O. Box 482  
Dunmore, PA 18512**

☐

**YES,  
I would like to  
sponsor the  
2020 Jog for  
Jude 5k &  
Community  
Celebration**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>\$7500</b>	<b>\$5000</b>	<b>\$5000</b>	<b>\$3000</b>	<b>\$3000</b>	<b>\$3000</b>	<b>\$3000</b>
<small>PRESENTING SPONSOR OF 5K RACE</small>	<small>HEALTH CARE SPONSOR</small>	<small>PINK &amp; BLUE SPONSOR</small>	<small>FINISH LINE SPONSOR</small>	<small>RACE BIB SPONSOR</small>	<small>PACE CAR SPONSOR</small>	<small>COMMUNITY CELEBRATION SPONSOR</small>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>\$3000</b>	<b>\$2000</b>	<b>\$2000</b>	<b>\$1000</b>	<b>\$500</b>	<b>\$250</b>	
<small>PACKET PICKUP SPONSOR</small>	<small>VOLUNTEER SPONSOR</small>	<small>RACE COURSE SPONSOR</small>	<small>GOLD SPONSOR</small>	<small>SILVER SPONSOR</small>	<small>BRONZE SPONSOR</small>	

Please send an electronic copy of your Company's logo to: **JudeZayacFoundation@gmail.com**

Company Name : \_\_\_\_\_

Contact Name : \_\_\_\_\_

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

Phone # : \_\_\_\_\_

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

Card Number : \_\_\_\_\_

Expiration Date : \_\_\_\_\_

CSC : \_\_\_\_\_

## Payment Method

- ☐ Invoice Me
- ☐ Check Enclosed (Make Checks Payable to Jude Zayac Foundation)
- ☐ MasterCard
- ☐ Visa
- ☐ Amex

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

- ☐ Pay Online

[www.judezayacfoundation.com/donate](http://www.judezayacfoundation.com/donate)  
(Please add a note to online form when using this option)

If you have additional questions about sponsorship of Jog for Jude please feel free to contact Kevin Hayes, Development Chair: Phone (570) 346-7651 or Email: [khayes@dohertyhayes.com](mailto:khayes@dohertyhayes.com)

The Jude Zayac Foundation has been incorporated under the Pennsylvania Nonprofit Corporation Law of 1988, 15 Pa. C.S. § 5101, et seq, as amended. and has received approval from the Internal Revenue Service for Section 501(c)(3) tax exempt status.

The official registration and financial information of the Jude Zayac Foundation may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800) 732-0999. Registration does not imply endorsement.