



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

Each year, there are about 3,400 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 100% sustained by participant registration fees. Without the benefit of a large national non-profit network, the Jude Zayac Foundation (a 501(c)(3) nonprofit organization) 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 at Boston Children's Hospital is to determine the causes and pathogenesis of SUID 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 through the National Institute of Health ("NIH") continues to decline. In fact, funding for SIDS research ranks 275 out of 309 research areas funded by NIH in 2023.

Source: Centers for Disease Control and Prevention, <https://www.cdc.gov/sids/data.htm>. , Source: National Institute of Health, <https://report.nih.gov/funding/categorical-spending#/>

If you have additional questions about sponsorship of Jog for Jude please feel free to contact **Kevin Hayes**, Development Chair: Phone (570) 362-1576 or Email: hayeslakeariel@gmail.com



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KEVIN HAYES
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JOG FOR JUDE

The 10th annual Jog for Jude will be held on Saturday, April 20, 2024. Since its inception in 2015, Jog for Jude has been the largest SIDS Awareness 5K in the entire country in terms of the number of participant and amount of funds raised to support SIDS research!

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 provided to all participants.
- Complimentary entertainment and amusements for children, including rides, balloon animals, bounce houses and slides, face painting and character appearances
- Over 2,300 runners and 300 volunteers.

Media Coverage

- Featured on WNEP in the weeks leading up to the race
- On an annual basis, Jude Zayac Foundation's Facebook page has 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
- In past years, the Jog for Jude race registration website, runsignup.com/jogforjude, had over 23,000 unique visitors.

Average Jog for Jude Registrant

- Average age was 36 years old
- 71% under the age of 40
- 55% female
- 86% from Luzerne and Lackawanna counties



Our Progress

Since inception, the Jude Zayac Foundation has raised over \$820,000, donating:

- Over \$530,000 to Boston Children's Hospital's Robert's Program
- Over \$260,000 to the Baby Pantry at Saint Joseph's Center, which serves thousands of underprivileged children each year in Northeastern Pennsylvania
- \$25,000 to the Sherwood Youth Association for the construction of a splash pad at Sherwood Park, also in Dunmore

SPONSORSHIP OPPORTUNITIES

\$250

BRONZE SPONSOR

- Recognition in program book program book emailed 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 program book emailed 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 program book emailed 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
- Most importantly, visibility as a community leader in the fight against SIDS!

\$1,500

PLATINUM SPONSOR

- Name of Your Company displayed in large font on the back of the race t-shirt given to each race participant
- Recognition in program book program book emailed to each race participant
- Recognition on the Jude Zayac Foundation's website and social media pages
- Recognition on signage during Jog for Jude weekend
- Seven (7) complimentary registrations to the Jog for Jude, a code will be given to you for use on runsignup.com/jog-forjude
- Most importantly, visibility as a community leader in the fight against SIDS!

\$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 us on 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 us on runsignup.com/jogforjude
- Most importantly, visibility as a community leader in the fight against SIDS!

\$2,000

AMUSEMENT 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 Amusement Sponsor, including recognition on a social media post publicizing our Amusement offerings, as well as exclusive signage in the Amusement Area, where there will be amusement rides and activities for children who attend the event.
- 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 us on runsignup.com/jogforjude
- Most importantly, visibility as a community leader in the fight against SIDS!

\$2,000

REFRESHMENT 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 Refreshment Sponsor, including recognition on a social media post publicizing the free refreshment offerings as well as exclusive signage in the Refreshment Areas and the prominent placement of your company's logo on the free refreshments made available at the event including ice cream and snow cones.
- 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 us on 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 race t-shirt given to each race participant
- Company's logo prominently displayed on each pickup bag disbursed to all race participants at packet pickup in the week leading up to the race with exclusive rights to promote your business during packet pickup period on the day before 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
- 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 us on runsignup.com/jogforjude
- Most importantly, visibility as a community leader in the fight against SIDS!

\$3,000

BABY MEMORIAL SPONSOR

- Your Company's logo prominently displayed on the back of the t-shirt given to each race participant
- Company's logo displayed on signs honoring babies from around the country who were victims of SIDS. These signs will include a photo of the baby and will be on display for one week on the lawn of the Lackawanna County Courthouse in Scranton and placed along the racecourse on the day of the event.
- Recognition in program book provided to each race participant
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for us on runsignup.com/jogforjude
- Most importantly, visibility as a community leader in the fight against SIDS

\$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 us on 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 us on 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 us on 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 us on 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!

SOLD



\$5,000

SPONSOR OF PINK AND BLUE DAY

SALE

- 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 22nd, 2024
- 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 us on runsignup.com/jogforjude
- Company logo on the t-shirt to be hung in Dunmore Corners
- Name mention/logo placement in all Pink and Blue Day radio and billboard promotions
- Most importantly, visibility as a community leader in the fight against SIDS!

\$7,500

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
- Exclusive social media interview/media
- Logo recognition on signage during Jog for Jude weekend
- Name mention/logo placement in all radio and billboard promotions
- Ten (10) complimentary registrations to the Jog for Jude, a code will be given to you for us on runsignup.com/jogforjude
- Most importantly, visibility as a community leader in the fight against SIDS!

\$10,000

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
- 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
- Exclusive social media interview/media
- Logo will be prominently displayed at start & finish lines and at packet pickup the weekend of the Jog for Jude.
- Name mention/logo placement in all radio and billboard promotions
- Twenty (20) complimentary registrations to the Jog for Jude, a code will be given to you for us on runsignup.com/jogforjude
- 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 2024 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 Monday, April 1, 2024 and return to:

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

☐

YES,

I would like to
sponsor the 2024
Jog for Jude 5k &
Community
Celebration

<input type="checkbox"/> \$250 BRONZE SPONSOR	<input type="checkbox"/> \$500 SILVER SPONSOR	<input type="checkbox"/> \$1,000 GOLD SPONSOR	<input type="checkbox"/> \$1,500 PLATINUM SPONSOR	<input type="checkbox"/> \$2,000 RACE COURSE SPONSOR	<input type="checkbox"/> \$2,000 VOLUNTEER SPONSOR
<input type="checkbox"/> \$2,000 AMUSEMENT SPONSOR	<input type="checkbox"/> \$2,000 REFRESHMENT SPONSOR	<input type="checkbox"/> \$2,000 WINNER'S CIRCLE SPONSOR	<input type="checkbox"/> \$2,000 WINNER'S CIRCLE SPONSOR	<input type="checkbox"/> \$3,000 PACKET PICKUP SPONSOR	<input type="checkbox"/> \$3,000 PUBLIC SAFETY SPONSOR
<input type="checkbox"/> \$3,000 PACE CAR SPONSOR	<input type="checkbox"/> \$3,000 RACE BIB SPONSOR	<input type="checkbox"/> \$3,000 FINISH LINE SPONSOR	<input type="checkbox"/> \$5,000 COMMUNITY ENRICHMENT	<input type="checkbox"/> \$5,000 PINK & BLUE SPONSOR	<input type="checkbox"/> \$7,500 HEALTHCARE SPONSOR
					<input type="checkbox"/> \$10,000 PRESENTING SPONSOR

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
(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) 362-1576 or Email: hayeslakeariel@gmail.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.