



FOSTER *care.*  
& ADOPTION

**The Salvation Army Children's Services 7th Annual Rock N' Run**, will take place at Coca Cola Park in Allentown, PA on **May 12, 2018**. We greatly appreciate your generous support of The Salvation Army and our Children's Services Foster Care and Adoption Program.

May is **National Foster Care Month**, and our **Rock N' Run** not only helps us raise funds, it also helps raise awareness of the urgent need in our community. *We rely on support from caring individuals and organizations so we can continue to help rebuild shattered lives and provide hope and strength to foster and adopted children and their families.* This year, we are pulling out all the stops for this event so that we can provide children and families with more support services, recruit and train more foster parents and raise awareness to help even more kids in our area.

Our annual **Rock N' Run** attracts over 400 runners of all skill levels, as well as their family, friends, local musicians and hundreds of volunteers. We receive generous coverage of the event from local media and **we expect the event to grow significantly this year as a result of our promotion plans:**

- New this year, we're partnering with **B104** to launch a **2 week radio ad campaign prior to the event and culminating with a live broadcast at the Rock N' Run** with the Lehigh Valley's Number One Morning Show host Stephanie Wells! This campaign will deliver over 96 commercials with 490,000 impressions.
- **Billboard advertising campaign and digital ad campaign** with an estimated 800,000 impressions
- **Social media campaigns including targeted paid Facebook advertising** with an anticipated reach of over 260,000 people
- PR outreach to local TV, newspapers and websites
- **Email blasts** anticipated to reach 20,000 race participants, volunteers, partners and sponsors
- **Website and email promotion** by sports management agencies to reach 20,000 runners
- Event listing on over 50 regional PA running websites

These are just a few of the plans we have confirmed, we expect this list of opportunities to continue to grow.

Please take a moment to review the enclosed sponsorship information and **return the sponsorship form by March 15, 2018**. Please feel free to contact me if you have any questions or would like to discuss. **We hope you will support us in Doing the Most Good for Kids!**

Sincerely,

Sindy M. Berner

Community Resource Specialist



FOSTER *care.*  
& ADOPTION

## 2018 Rock N' Run Sponsorship Opportunities

### Presenting Sponsor:

**\$10,000**

---

Open to only **one sponsor**, this exclusive level of support helps us do the most good for kids in our community while providing the **maximum level of marketing opportunity and event participation**. Presenting Sponsorship includes:

- Exclusive opportunity to speak or give a 5-minute presentation before the start of the race
- 1 dedicated pre-event email blast to race participants and volunteers recognizing your support, recognition as Presenting Sponsor in 1 post-event email featuring all sponsors
- Feature as Presenting Sponsor in 96 radio ads airing on B104 in weeks prior to the event, as well as a dedicated one-minute one air segment at the event during the live B104 radio broadcast.
- Space in stadium concourse entertainment area to exhibit on behalf of your organization
- Recognition in all pre-event marketing materials including billboards and digital advertising
- Full image of sponsor's logo displayed periodically at the event on the Coca Cola Park big screen
- Sponsor's logo and 100 word statement featured on rocknrun4kids.com
- 2 dedicated social media promotions to Salvation Army Children's Services followers
- Insertion of sponsor-provided promotional materials in participant race bags
- 15 complimentary race registrations for sponsor staff or clients
- Large-size logo and sponsor level on participant t-shirts
- 2 page spread in race program book distributed to all participants (sponsor to provide ad or content)

### Platinum Level Sponsorship:

**\$5,000**

---

**Limited to three sponsors**, this exceptional level of support for our Foster Care and Adoption Program provides resources and support services to local kids and families served by our program. Platinum level sponsorship includes:

- Mention in all pre-event marketing materials including billboards and digital advertising
- Recognition of Platinum Level sponsors during a 60 second segment on live B104 broadcast
- Space in concourse entertainment area to exhibit on behalf of your organization
- Full image of sponsor's logo displayed periodically at the event on the Coca Cola Park big screen
- Sponsor's logo and 50 word statement featured on rocknrun4kids.com
- 1 dedicated social media promotion to Salvation Army Children's Services followers
- Insertion of sponsor-provided promotional materials in participant race bags
- 10 complimentary race registrations for sponsor staff or clients
- Recognition as Platinum Level Sponsor in post-event email featuring all sponsors
- Company logo and sponsor level on participant t-shirts
- Full page ad in race program book distributed to all participants (sponsor to provide content)

*Continued on next page*

## Gold Level Sponsorship

**\$2500**

---

With **just 5 positions available**, Gold Level Sponsorship reflects a strong level of support for kids and families served by our program in the local community. Gold Level Sponsorship includes:

- Recognition at event as a sponsor during live B104 broadcast
- Company logo shown as part of a Gold Level Sponsor graphic displayed periodically at the event on the Coca Cola Park big screen
- Sponsor's logo and 25 word statement featured on rocknrun4kids.com
- Mention in a dedicated Gold Level Sponsor social media promotion to Salvation Army Children's Services followers
- 8 complimentary race registrations for sponsor staff or clients
- Recognition as Gold Level Sponsor in post-event email featuring all sponsors
- Insertion of sponsor-provided promotional materials in participant race bags
- Company logo and sponsor level on participant t-shirts
- 1/2 page ad in race program book distributed to all participants (sponsor to provide content)

## Silver Sponsorship:

**\$1000**

---

Silver Level Sponsorship provides generous support for our program and includes:

- Mention at event as a sponsor during live B104 broadcast
- Company logo shown as part of a Silver Level Sponsor graphic displayed periodically at the event on the Coca Cola Park big screen
- Sponsor's logo on rocknrun4kids.com
- Mention in a dedicated Silver Level Sponsor social media promotion to Salvation Army Children's Services followers
- 5 complimentary race registrations for sponsor staff or clients
- Recognition as Silver Level Sponsor in post-event email featuring all sponsors
- Company logo on participant t-shirts
- 1/4 page ad in race program book distributed to all participants (sponsor to provide content)

## Bronze Sponsorship:

**\$500**

---

Bronze Level Sponsorship provides generous support for our program and includes:

- Company logo shown as part of a Silver Level Sponsor graphic displayed periodically at the event on the Coca Cola Park big screen
- Sponsor's logo on rocknrun4kids.com
- Mention in a dedicated Bronze Level Sponsor social media promotion to Salvation Army Children's Services followers
- 2 complimentary race registrations for sponsor staff or clients
- Recognition as Silver Level Sponsor in post-event email featuring all sponsors
- Company logo on participant t-shirts
- 1/8 page ad in race program book distributed to all participants (sponsor to provide content)

*Continued on next page*

**Supporting Sponsor:**

**\$100**

- Sponsor's name listed on event website rocknrun4kids.com
- Recognition as Supporting Sponsor in post-event email featuring all sponsors
- Company logo on participant t-shirts
- Company name listed in a thank you ad in race program book given to all participants

**Please complete the attached Sponsorship Commitment Form and return it  
with your payment by March 15, 2018**

For more event information, or to register to participate in the 5K, 10K or Kids Fun Run, visit our website at [www.rocknrun4kids.com](http://www.rocknrun4kids.com)

If you have any questions about sponsorship or an in-kind sponsorship donation, please contact Sindy Berner, Community Resource Specialist at [sindy.berner@use.salvationarmy.org](mailto:sindy.berner@use.salvationarmy.org) or call 610-821-7706.

## **Our Mission:**

### **Doing the Most Good for Kids by Nurturing Children, Strengthening Families & Engaging Communities**

**The Salvation Army Children's Services Foster Care Program** provides for the temporary protection, support and nurturing of children placed in our trained and highly qualified foster families. These families are committed to providing a safe, temporary home for children who have been abused and neglected or experienced severe family distress and are unable to remain living in their own homes. Our program provides case management services, trauma-informed education programs, visit coaching, parent training, on-going support and family networking activities to support all the children and families in our program.

Our **Adoption Program** provides case management services for adoptive families and children through our contract with the Statewide Adoption Network (SWAN) and also provides services for private adoption home studies. Adoption services include child profiles, child preparation, family profiles, adoption finalizations and post permanency services. Most of the referrals are for children within our own foster care program that become available for adoption and are adopted by their foster parents. In 2018, we are launching a new trauma-informed intensive therapy program to support adoptive families and children.

**Foster Care and Adoption Services** are provided in a holistic manner; promoting the safety and well-being of children while responding to the diverse cultural and ethnic backgrounds of the children and families we serve. **We promote the delivery of services without discrimination while addressing the physical, social, and spiritual needs of all children placed in our care.**



FOSTER *care.*  
& ADOPTION

# 2018 Rock N' Run Sponsorship Commitment Form

***Please Return by March 15, 2018***

Our organization would like to support foster care and adoption services provided by The Salvation Army Children's Services through the following sponsorship:

- \_\_\_\_\_ \$10,000 **Presenting Sponsor**
- \_\_\_\_\_ \$5,000 **Platinum Sponsor**
- \_\_\_\_\_ \$2,500 **Gold Sponsor**
- \_\_\_\_\_ \$1,000 **Silver Sponsor**
- \_\_\_\_\_ \$500 **Bronze Sponsor**
- \_\_\_\_\_ \$100 **Supporting Sponsor**

*If you wish to provide a product or service, please list type and value of your in-kind sponsorship:*

\_\_\_\_\_

Name of Company/Organization as it should appear in print:

\_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

A check in the amount of \$ \_\_\_\_\_ is enclosed

**Checks for your sponsorship should be mailed to our NEW ADDRESS and made payable to:  
The Salvation Army Children's Services, 2200 Hamilton Street, Suite 200, Allentown, PA 18104**

*Please email your company logo to [sindy.berner@use.salvationarmy.org](mailto:sindy.berner@use.salvationarmy.org) by 3/15/18*