



## The 2023-2024 Jersey Cares Coat Drive

Hello,

Each year, thousands of our New Jersey neighbors struggle to stay warm and travel to school, work, or pick up prescriptions from the store due to the lack of a warm winter coat. The 28<sup>th</sup> Annual Jersey Cares Coat Drive – taking place from **November 8th, 2023 to January 7<sup>th</sup>, 2024** – allows individuals and groups to collect new and gently used coats in support of public schools, homeless shelters, and other nonprofits throughout the state.

Corporate partnerships are essential to maximizing the impact of The Jersey Cares Coat Drive. Each year, Jersey Cares places 10+ coat containers across the state to provide volunteers with accessible drop off locations. With the support of your company, Jersey Cares will be able to engage more communities through additional coat collection sites.

Below are varying levels in which your company can help keep our New Jersey neighbors warm this winter.

### Presenting Sponsor: \$12,500

- Recognition:
  - Listed as the Presenting Sponsor on the Jersey Cares website home page and lead logo placement on all outgoing marketing materials related to the Coat Drive.
  - Company logo featured on 10+ container sites across the state.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide winter coats to 175 individuals participating in the Coat Drive.
- If signing up to donate coats:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Coat Drive virtually.
  - Customized communications for your company to promote and execute a Coat Drive internally.
  - Complimentary donation pick-up for up to 500 coats or from up to 2 New Jersey locations by Friday, January 5<sup>th</sup>, 2024.
- Please note: Presenting Sponsorships are non-exclusive and must be determined no later than **Friday, September 29<sup>th</sup>, 2023**.

### Un-br-r-lievable: \$5,000

- Recognition:
  - Logo listed on all outgoing marketing materials related to the Coat Drive.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide winter coats to 70 individuals participating in the Coat Drive.
- If signing up to donate coats:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Coat Drive virtually.
  - Customized communications for your company to promote and execute a Coat Drive internally.
  - Complimentary donation pick-up for up to 300 coats or from up to 2 New Jersey locations by Friday, January 5<sup>th</sup>, 2024.

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### **Heart Warmer: \$2,500**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the Coat Drive.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide winter coats to 35 individuals participating in the Coat Drive.
- If signing up to donate coats:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Coat Drive virtually.
  - Complimentary donation pick-up for up to 200 coats from 1 New Jersey location by Friday, January 5<sup>th</sup>, 2024.

### **Coat Captain: \$1,000**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the Coat Drive.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide winter coats to 10 individuals participating in the Coat Drive.
- If signing up to donate coats:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Coat Drive virtually.

### **Container Site Sponsorships**

Jersey Cares places 20-foot shipping containers throughout the state to provide convenient locations for volunteers to drop-off their winter coat donations between November-January. These “Container Sites” are high-traffic areas where hundreds of individuals convene to donate coats, sort coats, and pick-up coat donations. By sponsoring a Container Site, your company will help Jersey Cares identify additional coat collection sites to help even more neighbors stay warm during the winter:

### **Container Site Sponsor: \$2,000**

- Recognition:
  - Logo included on the Coat Drive webpage of the Jersey Cares website – listed as a Container Sponsor.
  - Logo included on the Coat Drive banner at the chosen Container Site.
  - Logo included on the Coat Drive directional signage at the chosen Container Site (if available).
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn.
- Container Site Locations:
  - Companies can sponsor one or more Container Sites during 2023-2024 Jersey Cares Coat Drive. The Container Site locations during last year’s Coat Drive (2022-2023) are as follows:
    - Bergen County (2 Locations) – Ramsey, NJ & Garfield, NJ
    - Camden County – Cherry Hill, NJ
    - Essex County (2 Locations) – Livingston, NJ & West Caldwell, NJ
    - Hudson County – Jersey City, NJ
    - Middlesex County – Metuchen, NJ
    - Monmouth County – Freehold, NJ
    - Morris County – Morristown, NJ
    - Somerset County – Branchburg, NJ
    - Union County – Union, NJ
    - Warren County – Hackettstown, NJ
  - *While the county locations of the container sites will remain the same during the 2022-2023 Coat Drive, the locations of the cities are subject to change.*
- Conditions:
  - Container Site sponsorships are non-exclusive and must be determined no later than **Friday, September 29<sup>th</sup>, 2023.**

### **Sponsorship**

An investment in Jersey Cares will support delivery of the full range of Jersey Cares’ programs and provide capacity to engage employees in these programs according to the company’s goals and the interests of its employees. Your gift will enable Jersey Cares to reach out to New Jersey’s communities, bringing together our residents to tackle our most pressing challenges, create opportunities for struggling neighbors and make life in our state better for all who live and work here.

Conditions:

- Jersey Cares will distribute coat donations to registered 501c3 nonprofit organizations that have pre-registered to receive coat donations. Companies cannot select nonprofit beneficiaries.
- If signing up to donate coats:
  - Corporate sponsors are responsible for collecting items listed on the accepted Coat Drive list. Jersey Cares is not responsible for purchasing or gathering any items for your company.
  - Jersey Cares will not provide collection boxes or other containers for collection.
  - Sponsors at the “Coat Captain” sponsorship level will be responsible for delivering or shipping collected coat donations to their nearest container site (list may be found on the Jersey Cares website beginning in November). **All donations must be dropped off no later than Sunday, January 4<sup>th</sup>, 2024.**

### Cause Marketing Opportunities


If your company is looking for additional ways to support the Jersey Cares Coat Drive with a financial sponsorship, please consider organizing a Cause Marketing Campaign. Jersey Cares will partner with your company to create a custom Cause Marketing Campaign that promotes your company’s product or service while mutually benefitting the Jersey Cares Coat Drive. For more information about Cause Marketing opportunities, please contact Evan Lewis, Director of Corporate & Foundation Relations at [evan@jerseycares.org](mailto:evan@jerseycares.org).

### Your Support at Work

In 2022, Jersey Cares executed 7 statewide collection drives benefitting thousands of individuals throughout New Jersey. In partnership with over 250 nonprofit organizations, Jersey Cares donated 4,790 school supply kits to under resourced students through our School Supply Drive; over 62,000 diapers through our Diaper Drive, benefitting hundreds of families during the COVID-19 pandemic; 18,208 winter coats to individuals through our Coat Drive; 3,890 Halloween costumes for children of low-income families through our Halloween Costume Drive; 4,603 gifts for children who may not normally receive gifts around the holidays; thousands of hygiene items through our First Night Kit program, benefitting homeless or transitioning individuals; and hundreds of supplies for animal shelters through our Animal Shelter Helpers program.

I look forward to talking with you more and beginning a creative partnership with your company through the support of The 2022-2023 Jersey Cares Coat Drive. We will follow up with you shortly, however, please feel free to call our office at 973-533-1993 should you have any questions or if you would like additional information in the interim. Again, all of us at Jersey Cares are pleased to be continuing this conversation and look forward to hearing back soon.

Sincerely,



Brian E. Dean  
President and Chief Executive Officer