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*Jersey Cares 2023 Halloween Costume Drive*

Hello,

For thousands of children across New Jersey, the Halloween traditions of dressing up, candy, and trick-or-treating are anything but magical when costumes don't make the list of essentials in the family budget. The Jersey Cares Halloween Costume Drive – taking place from **September 6<sup>th</sup> to October 18<sup>th</sup>** – allows individuals and groups to collect costumes, make-up, treat bags, and accessories in support of public schools, youth organizations, and other nonprofits throughout the state.

Corporate partnerships are essential to maximizing the impact of the Halloween Costume Drive. With the support of your company, thousands of New Jersey children can participate in Halloween carnivals, trick-or-treating and the possibility of being their favorite superhero.

Below are varying levels in which your company can help bring imaginations and magic to life for children across New Jersey.

**Presenting Sponsor: \$7,000**

- 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 Halloween Costume Drive.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide Halloween costumes to 140 children participating in the Halloween Costume Drive.
- Complimentary 1-hour customized virtual volunteer activity for up to 50 volunteers. Project details to be determined with Corporate Relations Manager. *(Jersey Cares will provide your company with a list of customized virtual volunteer opportunities to choose from).*
- If signing up to donate Halloween costumes:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Halloween Costume Drive virtually.
  - Customized communications for your company to promote and execute a Halloween Costume Drive internally.
  - Complimentary donation pick-up from up to 3 New Jersey locations by Friday, October 13<sup>th</sup>, 2023.
- Please note:
  - Presenting Sponsorships are non-exclusive.
  - Presenting Sponsorships must be confirmed by Friday, September 8<sup>th</sup>, 2023.

**Fang-tastic: \$2,500**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the Halloween Costume Drive.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide Halloween costumes to 50 children participating in the Halloween Costume Drive.
- If signing up to donate Halloween costumes:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Halloween Costume Drive virtually.
  - Customized communications for your company to promote and execute a Halloween Costume Drive internally.
  - Complimentary donation pick-up from up to 2 New Jersey locations by Friday, October 13<sup>th</sup>, 2023

### **Spook-tacular: \$1,000**

- Recognition:
  - Logo listed on all outgoing marketing materials related to the Halloween Costume Drive.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Sponsorship will provide Halloween costumes to 20 children participating in the Halloween Costume Drive.
- If signing up to donate Halloween costumes:
  - Access to online registration materials.
  - Customized Amazon Wish List managed by Jersey Cares to engage your employees in the Halloween Costume Drive virtually.
  - Complimentary donation pick-up from up to 1 New Jersey location by Friday, October 13<sup>th</sup>, 2023

### **Fab-boo-lous: \$500**

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

### **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 costume donations to registered 501c3 nonprofit organizations that have pre-registered to receive Halloween Costumes. Companies cannot select nonprofit beneficiaries.
- If signing up to donate Halloween costumes:
  - Corporate sponsors are responsible for collecting items listed on the accepted Halloween Costume 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 "Fab-boo-lous" sponsorship level will be responsible for delivering or shipping collected costume donations to the Jersey Cares office at 290 W Mt. Pleasant Avenue, Suite 1320, Livingston, NJ 07039. All donations must arrive to the Jersey Cares office no later than Wednesday, October 18<sup>th</sup>, 2023.

### **Cause Marketing Opportunities**

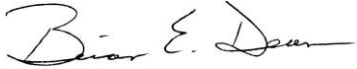
If your company is unable to support the Jersey Cares Halloween Costume Drive with a financial sponsorship, please consider organizing a Cause Marketing Campaign. Jersey Cares will partner with your company to create a custom Cause Marketing Campaign that promotes your company's product or service while mutually benefitting the First Night Kit Program. 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 continuing a creative partnership with your company through the support of the Halloween Costume 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,

A handwritten signature in black ink that reads "Brian E. Dean". The signature is written in a cursive style with a large, prominent initial "B".

Brian E. Dean  
President and Chief Executive Officer