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*Jersey Cares Dr. Martin Luther King Jr. Day of Service 2023*

Hello,

The Jersey Cares Dr. Martin Luther King, Jr. Day of Service engages people across the state to embody Dr. King's vision and bring people of all ages and backgrounds together to strengthen their communities and build a stronger New Jersey. On Monday, January 16<sup>th</sup>, 2023, individuals and groups from across the state will come together to honor Dr. King's legacy through a variety of impactful volunteer projects.

Corporate partnerships are essential to maximizing the impact of the 2023 Dr. Martin Luther King Jr. Day of Service. By sponsoring our efforts to honor MLK Day, you show to the community that your company is invested in giving back and is committed to fighting for greater social equity throughout New Jersey. Below are varying levels in which your company can support the Jersey Cares Dr. Martin Luther King Jr. Day of Service 2023:

**Presenting Sponsor: \$10,000**

- Recognition:
  - Listed as the Presenting Sponsor on the Jersey Cares website home page banner and lead logo placement on all outgoing marketing materials related to MLK Day of Service 2023.
  - Company logo featured as Presenting Sponsor on the Jersey Cares MLK Day of Service website page.
  - Company logo featured as Presenting Sponsor on Zoom backgrounds and presentations during MLK Day of Service virtual volunteer events.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Benefits:
  - Customized virtual volunteer project for up to 25 of your company's employees on MLK Day. (*Jersey Cares will provide your company with a list of customized virtual volunteer opportunities to choose from.*)
  - Up to 20 reserved volunteer spots for the MLK Day of Service volunteer project of choice (if available).
  - Customized communications for your company to promote MLK Day to employees internally.

**Contributor: \$5,000**

- Recognition:
  - Company logo featured as Contributor Sponsor on the Jersey Cares MLK Day of Service website page.
  - Company logo featured as Contributor Sponsor on presentations during MLK Day of Service virtual volunteer events
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Benefits:
  - Up to 15 reserved volunteer spots for the MLK Day of Service volunteer project of choice (if available).
  - Customized communications for your company to promote MLK Day to employees internally.

**Supporter: \$2,500**

- Recognition:
  - Company logo featured as Supporter Sponsor on the Jersey Cares MLK Day of Service website page.
  - Company logo featured as Supporter Sponsor on presentations during MLK Day of Service virtual volunteer events.
  - Publicity provided via Jersey Cares social media pages – Facebook, Instagram, Twitter, LinkedIn
- Benefits:
  - Up to 10 reserved volunteer spots for the MLK Day of Service volunteer project of choice (if available).
  - Customized communications for your company to promote MLK Day to employees internally.

**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:**

- For Presenting sponsors, customized virtual volunteer projects must be selected prior to **December 21<sup>st</sup>, 2022**. Sponsors must choose a virtual volunteer project from a list provided by Jersey Cares. Jersey Cares will provide the virtual volunteer project list upon request.
- Volunteer spots for MLK Day of Service volunteer projects can only be reserved if they are still available to the public.
- Sponsorships are non-exclusive.

**Cause Marketing Opportunities**

If your company is unable 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 2020-2021, Jersey Cares created thousands of volunteer opportunities that strengthened local communities despite the devastating effects of the COVID-19 pandemic. In partnership with corporations, community groups, and individual volunteers, Jersey Cares served hundreds of nonprofits through our core programs: Frosty's Friends – providing holiday gifts to 5,511 children; Coat Drive – distributing 20,461 winter coats to individuals in need; School Supply Drive – distributing backpacks with school supplies to 4,646 students; Halloween Costume Drive – distributing Halloween costumes to 4,984 children; Volunteer Opportunity Calendar – matching tens of thousands of volunteers to impactful opportunities that support dozens of nonprofits around New Jersey; Dr. Martin Luther King Jr. Day of Service – bringing hundreds of people of all ages and backgrounds together to build a stronger New Jersey; Care of the Park – creating community stewardship in the historic Branch Brook Park in Newark, NJ. We would be honored to work with your company to amplify this impact.

I look forward to talking with you more and continuing a creative partnership with your company through the support of the Jersey Cares Dr. Martin Luther King Jr. Day of Service. We will follow up with you shortly, however, please feel free to call Evan Lewis, Director of Corporate & Foundation Relations 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