



Dear Friend,

I am writing to introduce you to The Ashley Lauren Foundation and to request your assistance by becoming a SPONSOR for our upcoming “Run for Hope 5K & 1-Mile Walk/Fun Run” to be held on September 24, 2017 in Brielle, NJ and hosted by Brielle Ale House.

Becoming a SPONSOR is a great opportunity for you or your company to be seen by the many runners that will be participating in our “Run for Hope”. We hope that you will consider becoming a SPONSOR knowing that you will be helping us work toward the same goal – helping children with cancer that do not deserve to suffer as they do.

The Ashley Lauren Foundation is a 501(c)3 non-profit organization, incorporated by the State of NJ on July 6, 2005, whose mission is to bring hope and help to children in New Jersey who have been diagnosed with cancer. It was founded because of a passion to make a difference in the lives of these children and their families. Unlike national organizations that fund research, we are an independent New Jersey based non-profit (located in Spring Lake, NJ), working hands-on with each family. We provide immediate relief for the daily burdens thrust upon those who are battling pediatric cancer.

The goal of The Ashley Lauren Foundation is to ease the journey when pediatric cancer is diagnosed by providing Direct Financial Assistance (household bills, medications not paid through medical insurance, traveling expenses to and from hospitals, funeral expenses, etc.); Material Assistance (food, clothing, household items); Emotional Support (for the entire family); 4 Major Parties for the Children and their families (Summerfest, Harvest Party, Christmas Party and Spring Party at the Boardwalk); Advocacy; “Making Dreams Come True” Program; Birthday Brigade (gifts, cake, balloons delivered personally to each child); Outings (horse riding at the farm, fishing at the farm); Hospital Parties and anything else that is needed to make their lives easier and bring smiles to their faces.

Thank you for your careful consideration of this request. For more information on the Foundation, please visit www.ashleylaurenfoundation.org. For further information on our “Run for Hope”, go to <https://runsignup.com/Race/NJ/Brielle/ALFRunforHope>.

Most sincerely,

Monica Vermeulen

Founder/CEO, The Ashley Lauren Foundation

Sponsorship Opportunities

Run Sponsor - \$1000.00

Includes company logo on front of race t-shirt (1 available) and acknowledgement on social media, at the event, and in post press

Hope Sponsor - \$250.00

Includes company logo on back of t-shirt (9 available) and acknowledgement on social media, at the event, and in post press

Butterfly Sponsor - \$100.00

Includes company name listed on back of t-shirt (30 available) and acknowledgement on social media and in post press

Company Name: _____

Name & Title: _____

Address: _____

Contact Number: _____

Contact Email: _____

Check #: _____ (checks payable to "The Ashley Lauren Foundation")

Credit Card: VISA MasterCard AMEX Discover

Number: _____

Name on Card: _____

Expiration: _____ **Security Code:** _____

Address Card is Billed to: _____

Please send this form and payment by September 1st to:

The Ashley Lauren Foundation

309 Morris Avenue, Suite D

Spring Lake, NJ 07762

Any questions, please contact:

Kim Bennett at 732.598.8913 or Nikki Pandozzi at 732.619.5064