



The Ethical Community Charter School – Jersey City



How Funds are Used

- **\$10,000** furnishes three new fifth grade classrooms for the 2013-2014 school year with chairs, tables, desks and bookcases.
- **\$2500** helps fund updated technology in the classrooms, offering students exposure to Macbooks; which enhances math, language arts, science & social studies lessons.
- **\$1500** provides one classroom with an interactive white board, or purchases 3 rugs for our new fifth grade classrooms.
- **\$1000** funds an assembly for the entire K-5 school, such as musicians, dancers, a storyteller or even a portable planetarium from the Liberty Science Center.
- **\$500** purchases headphones for every student in the school, allowing in class learning with many different educational devices.
- **\$250** enrolls an economically disadvantaged student for one year in our Funivities aftercare program, allowing the student access to sports, languages, science or art.



readwriterun@teccsjc.org

ReadWriteRun5k.com

95 Broadway · Jersey City · NJ · 07306

You're Invited...

The Ethical Community Charter School of Jersey City (TECCS) invites you to support local public education by sponsoring the 2nd Annual Read Write Run 5K- a race and festival on June 15, 2013 in scenic Liberty State Park. The day starts with a 5K race with views of the Manhattan skyline, followed by live entertainment, food, games, crafts and more, all while raising funds for TECCS. Last year, Read Write Run 5K drew over 330 race participants, along with a large number of local families, festival guests & volunteers and we raised over \$16,000!!!

How can you help?

As a local business you have a vested interest in the success of our community. With your participation in our 2nd Annual Read Write Run 5K your company will get extensive media exposure throughout our campaign, allowing you to effectively reach a vibrant and growing family community while supporting a local school. It's an active way to support our children's education.

EXPOSE your business to Hudson County area athletes and the Jersey City community

INCREASE brand recognition of your product and services.

DISTRIBUTE information and materials to showcase your products and services.

LEAD participants to your website.

SUPPORT PUBLIC EDUCATION: proceeds benefit the Ethical Community Charter School.

Who Benefits From Your Support?

The Ethical Community Charter School of Jersey City is a school where teachers lead and collaborate with students in a culture of rigorous academics and mutual respect; where analytical thinking and creativity are prized over learning by repetition; where children become individuals of integrity, insight, autonomy and socially productive citizens, workers & leaders. TECCS was recently chosen as the 54th school from the US to be admitted into the UNESCO (United Nations Educational, Scientific and Cultural Organization) Associated Schools Project Network.

Like Jersey City, TECCS is extraordinarily diverse. With students from cultures all over the world, a minority population of more than 70%, and more than 34% of students receiving free or reduced lunch. Unfortunately, due to the current state education funding formula, TECCS receives less funding per pupil than any other public school in Jersey City. Indeed, its funding is the second lowest in the entire State, and less than half the funding per pupil provided to Jersey City's traditional public schools—yet TECCS students outperform the district average on standardized tests. The school is in urgent need of supplies to help students learn in a first-class environment, and for funding to help TECCS continue to offer such fundamental specials classes as ethics, arts, music, and world language studies.

2013 Sponsorship Packages

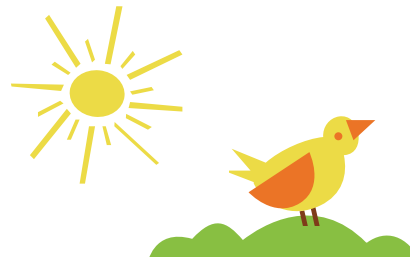


“Literacy” Sponsor \$2,500 Or In-Kind Equivalent

- **Prominent Name/Logo recognition on Race-Day t-shirts**
- **Prominent Name/Logo & Link included on the Read Write Run 5K website**
- **Name/Logo recognition as a “Sponsor” in event marketing and press release**
- **Prominent placement on banners, flyers, and email blasts reaching hundreds of local families**
- **Prominent Name/Logo recognition as “Sponsor” on board at race Start/Finish line**
- **Table Space at event to meet and greet attendees and runners with your company paraphernalia and/or product**
- **5 Free Race Entries (to use or to gift)**

“Storytime” Sponsor \$1500 Or In-Kind Equivalent

- **Name/Logo recognition on Race-Day t-shirts**
- **Name/Logo included on the Read Write Run 5K website**
- **Name/Logo recognition on banners, flyers, and email blasts reaching hundreds of local families**
- **Name/Logo recognition on sponsor board at race Start/Finish line**
- **Table Space at event to meet and greet attendees and runners with your company paraphernalia and/or product**



“Vocabulary” Sponsor \$1000 Or In-Kind Equivalent

- **Name/Logo recognition on Race-Day t-shirts**
- **Name/Logo included on the Read Write Run 5K website**
- **Name/Logo recognition on sponsor board at race Start/Finish line**

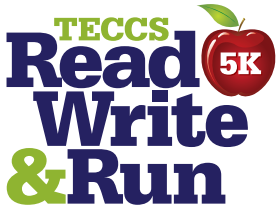


“ABC’s” Sponsor \$500 Or In-Kind Equivalent

- **Name/Logo included on the Read Write Run 5K website**
- **Name/Logo recognition on sponsor board at race Start/Finish line**

“Spelling Bee” Sponsor \$250 Or In-Kind Equivalent

- **Product/Printed ad placement in race participant goody bag**
- **Name/Logo recognition on sponsor board at race Start/Finish line**



2013 Sponsorship Contract

Completed form and full payment must be received by May 17, 2013

Sponsor Information please print or type

TERMS: All materials and participants must be pre-approved by **Read Write Run 5K**. Completed sponsorship order form must be received by May 17, 2013 to comply with program deadlines included in this contract. Payment is due immediately upon submission of contract. This order form serves as the official invoice for the sponsorship. Contract cancellations are not permitted and all payments are non-refundable.

LIABILITY AND OBSERVANCE OF REGULATIONS: **Read Write Run 5K** will not be held liable for any losses or damages incurred by sponsor during event. Sponsor is responsible for carrying individual liability insurance for its event participation. Sponsor agrees to abide by all rules and regulations of **Read Write Run 5K** and event venues in connection with this event.

Yes, Company Name: _____ would like to accept the **Read Write Run 5K**

Sponsorship Package: _____ and agrees to the terms and conditions outlined above.

Authorized Signature, Sponsor Company: _____ Date: _____

Name (Last, First) _____

Title _____

Email _____

Company Name _____

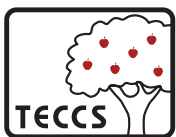
Company Address _____

City _____ State _____ ZIP Code _____

Telephone _____ Fax _____

TOTAL \$ _____ P.O. # (if required) _____

Please make checks payable to **"The Ethical Community Charter School – JC"** and send with completed forms to:



Read Write Run 5K
The Ethical Community Charter School
95 Broadway, Jersey City, NJ 07306