



Dear Community Partner:

Please join us for the 2nd annual Berkeley Heights 5K Race for Mental Health, **presented by the Kimberly Anne Wilson Foundation on Sunday, September 21, 2025**, at Veterans Memorial Park. The race is an officially sanctioned USATF event that attracted more than 620 runners last year.

The Kimberly Anne Wilson Foundation, a 501(c)(3), was created in memory of Kim Wilson, a Berkeley Heights, New Jersey resident who passed away in 2017 at the age of 24. Kim was passionate about supporting those who struggled with mental illness, which ultimately led her to pursue an education and career as a counselor in the mental health field. Through this foundation, we seek to support her legacy of kindness and empathy toward others.

The Foundation provides mental health presentations, kindness-themed programs, anti-bullying initiatives, music, art, and pet therapy, social-emotional learning tools, parent and teacher wellness presentations, individual counseling for economically disadvantaged high school students, wellness fairs, and, recently, a program titled Screenagers, which discusses the effects of social media and gaming on kids' mental health. To date, we've positively impacted over 5,000 students, 23 schools and organizations.

By becoming a sponsor, you can impact the lives of children in your community. Explore the attached sponsorship opportunities to see how you can support this initiative.

*Please contact **Linda Jennings, Sponsorship Chair** at [lindaj.kaw@gmail.com](mailto:lindaj.kaw@gmail.com) or (908) 209-7109 to secure your sponsorship spot today!*

**With sincere thanks,**

**Linda Jennings**  
**Sponsorship Chairperson**  
**Kimberly Anne Wilson Foundation (ID#83-1604076)**

Learn More: [www.kawfoundation.org](http://www.kawfoundation.org)  
Contact: [kawfoundation@gmail.com](mailto:kawfoundation@gmail.com) / (908) 872-3348  
20 Sunset Lane, Berkeley Heights, NJ 07922





Below is information on the sponsorship opportunities available. Complete the form below and send it along with a check to the KAW Foundation.

Mail to:  
**KAW Foundation**  
**c/o Linda Jennings**  
**195 Valhalla Drive, Mantoloking, NJ 08738**

**AVAILABLE SPONSORSHIPS:**

Diamond Level	\$2,500
Platinum Level	\$1,000
Gold Level	\$ 500
Silver Level	\$ 250
Donation in Kind	\$ _____

Sponsorship of Interest: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

*For Diamond and Platinum sponsorships, please email your LOGO in .jpg or .png format to [lkulback@comcast.net](mailto:lkulback@comcast.net). Your logo will be included on marketing materials.*

*Questions? Contact Linda Jennings, [lindaj.kaw@gmail.com](mailto:lindaj.kaw@gmail.com) / (908) 209-7109*

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**KIMBERLY ANNE WILSON FOUNDATION**  
**Berkeley Heights 5K Race for Mental Health**  
**2025 Sponsorship Levels**

**DIAMOND LEVEL - \$2500+**

- Business Name, Logo and Company Website displayed on **RUNSIGNUP REGISTRATION PAGE**
- Business Name and Logo on **INDIVIDUAL BANNER AT THE EVENT**
- Business Name and Logo on **STREET BANNER** across Springfield Avenue
- Business Name and Logo on **GROUND BANNERS** throughout Berkeley Heights
- Business Name and Logo on **JERSEY PEAK MEDIA** Digital Truck during event - 1 sponsor per page
- Business Name and Logo on **EVENT T-SHIRTS** and **GIVEAWAY BAGS**
- Business Name and Logo on KAW Foundation **WEBSITE**
- Business Name and Logo on KAW Foundation **SOCIAL MEDIA POSTS**
- PA announcements throughout Event
- Table at Event

**PLATINUM LEVEL - \$1000**

- Business Name and Logo on **GROUND BANNERS** throughout Berkeley Heights
- Business Name and Logo on **JERSEY PEAK MEDIA** Digital Truck during event - 2 sponsors per page
- Business Name and Logo on **EVENT T-SHIRTS** and **GIVEAWAY BAGS**
- Business Name and Logo on KAW Foundation **WEBSITE**
- Business Name and Logo on KAW Foundation **SOCIAL MEDIA POST**
- PA announcements throughout Event
- Table at Event

**GOLD LEVEL - \$500**

- Business Name Listed on **GROUND BANNERS** throughout Berkeley Heights
- Business Name Listed on **JERSEY PEAK MEDIA** Digital Truck during event
- Business Name on **EVENT T-SHIRTS**
- Business Name and Logo on KAW Foundation **WEBSITE**
- Business Name on KAW Foundation **SOCIAL MEDIA POST**
- PA announcements throughout Event
- Table at Event

**SILVER LEVEL - \$250**

- Business Name on **EVENT T-SHIRTS**
- Business Name on KAW Foundation **WEBSITE**
- Business Name on KAW Foundation **SOCIAL MEDIA POST**

**DONATION IN KIND** *Any amount you donate is genuinely appreciated and defrays our event expenditures*

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Contact: [kawfoundation@gmail.com](mailto:kawfoundation@gmail.com) / (908) 872-3348  
20 Sunset Lane, Berkeley Heights, NJ 07922



<i>What You'll Get:</i>	<i>Diamond Sponsor</i>	<i>Platinum Sponsor</i>	<i>Gold Sponsor</i>	<i>Silver Sponsor</i>
<i>Business Name and Logo on RunSignUp Registration Page</i>	*			
<i>Your company website link featured on RunSignUp</i>	*			
<i>INDIVIDUAL COMPANY BANNER AT EVENT</i>	*			
<i>STREET BANNER</i>	*			
<i>GIVEAWAY BAGS</i>	* <i>Logo</i>	* <i>Logo</i>		
<i>GROUND BANNER</i>	* <i>Business Name and Logo</i>	* <i>Business Name and Logo</i>	* <i>Business Name</i>	
<i>JERSEY PEAK MEDIA Digital Ad at Event</i>	* <i>Logo on Individual Slide</i>	* <i>Logo on Shared Slide 2 per slide</i>	* <i>Name on Shared Slide 8 per slide</i>	
<i>PA Announcements by DJ throughout event</i>	*	*	*	
<i>Table at Event</i>	*	*	*	
<i>EVENT T-SHIRTS</i>	* <i>Logo</i>	* <i>Logo</i>	* <i>Business Name</i>	* <i>Business Name</i>
<i>KAW FOUNDATION WEBSITE</i>	* <i>Business Name and Logo</i>	* <i>Business Name and Logo</i>	* <i>Business Name</i>	* <i>Business Name</i>
<i>KAW FOUNDATION SOCIAL MEDIA POST</i>	* <i>Business Name and Logo</i>	* <i>Business Name and Logo</i>	* <i>Business Name</i>	* <i>Business Name</i>