

# LAVA WALK

**THE Tone Foundation**  
a recognized 501 c 3 non-profit

**Lavallette Municipal Alliance**  
Alcohol & Drug Abuse Prevention Programs

Dear Business Owner,

The calls and the donations we received already regarding this years walk have been inspiring. The feedback has lead us to develop an event that embraces our current circumstances. The Annual **Lavallette Breast Cancer Walk** will continue but will encourage personal responsibility and embrace social distancing. On **Sunday, August 1, 2021 at 8:30am will KICK-OFF the Lavallette Breast Cancer Walk.**

People will be encouraged to walk the Lavallette Loop. For the past 16 years, participants received a T-Shirt, Water Bottle, and a scoop of ice cream after the walk. Nothing will change; however, each participant feel that during this time you want a volunteer to walk for you, we have a team ready. You can even start your leg of walk whenever they wish throughout the week



The Municipal Alliance and The Tone Foundation have created this very successful endeavor to help in the fight against breast cancer. This year we continue to encourage online registration at [www.LavaWalk.org](http://www.LavaWalk.org).

Many businesses, such as yours, have participated in advertising in the Breast Cancer Walk. Over the years, we have enhanced the exposure of those contributing businesses by presenting their logos on the back of the Walk T-shirt. This change benefited businesses, making their name more visible over a longer period. Business names are also added to advertisements placed for this event. Participating businesses will see their names in the Ocean Star and Little Paper.

Businesses that have donated \$500 or more and donated their services or large items that help facilitate the event were deemed Sponsoring Partners. This status can put your logo at the top of the shirt with your phone number. New this year, sponsoring partner's logos will also be added to the rotating animation on the website.

We invite you to advertise your business on the 2021 Walk T-shirt and in the Walk Program. Please fill out the attached order form and submit it with your advertisement. Advertising is limited and will be treated on a first come basis.

Enclosed is the back of the 2020 shirt. If your business is listed and you wish to use the same artwork, please notate that on the order form.

Please do not hesitate to contact us at 732-854-2779. We look forward to your response regarding the Lavallette Breast Cancer Walk which we've subtitled, "Create a Tone: Together, We Can Lick This."

Sincerely,

LavaWalk Marketing Team  
[advertise@lavawalk.org](mailto:advertise@lavawalk.org)

**LAVALLETTE BREAST CANCER WALK**  
**ADVERTISING ORDER FORM**  
**FAX SIGNED FORM TO 844-854-2779**

I would like to sponsor and have my business logo appear in the (*checkmark*  *your choices*):

**Walk T-shirt**

PART I:

Local Business Support Section (2.5" x 1.75") for \$200 Donation (includes 1 registration, which includes 1 large event shirt)

Sponsoring Partner Section (includes phone number) for Donations over \$500

PART II:

Use SAME Artwork as in 2020 (see the attached shirt back)

Use NEW Artwork and submit JPEG or PDF by June 19<sup>th</sup> to [advertise@lavawalk.org](mailto:advertise@lavawalk.org)

Sign X \_\_\_\_\_

**Give us your commitment today and we will bill you later!**

Pay Online [Click Here](#) or go to [www.lavawalk.org/sponsor](http://www.lavawalk.org/sponsor)



Checks should be made out to "The Tone Foundation" 501(c)3

**Please submit your artwork in JPEG or PDF by JUNE 30, 2020.**

SEND IT: **BY EMAIL to: [advertise@lavawalk.org](mailto:advertise@lavawalk.org)**

(or) **BY MAIL to:** The Tone Foundation 2305 ½ Grand Central Ave Lavallette, NJ 08735

(or) **Call 732-854-2779** and we will pick it up from you.

Please strive for your ad to be camera ready. If you need us to put your ad together for the program, we will certainly do it for \$50 and then provide the camera-ready artwork back to you for other publications. You may choose to enclose a business card or the front of your menu.

T-shirt artwork & logos will need to be provided in black & white. Grayscale images will not print.

Thank you.

2305 ½ Grand Central Ave. Lavallette, NJ 08735 • 732-854-2779

Email: [advertise@lavawalk.org](mailto:advertise@lavawalk.org)

2020 Event T-shirt Back  
 The image has been reduced for this printing



# 2020 Lavallette Breast Cancer Walk

Hosted By



Sponsoring Partners



732-854-2779

PETER SALERNO, INC.  
 Award Winning Kitchen & Baths  
 201-251-6608



Local Business Support



LENNY'S  
 PIZZA & ITALIAN GRILL



LAVA JAVA  
 HOUSE



LINDA'S LAVALLETTE BLINDS

CRAB'S CLAW INN



Tradewinds Motor Lodge

ENRIGHT  
 CHIROPRACTIC



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 Email: advertise@lavawalk.org