

HIGH BRIDGE

BOROUGH

Hunterdon County, New Jersey

High Bridge Events Committee

2015 Annual Sponsorship Packages

❑ Premier Sponsor: \$10,000

- Title Sponsor naming rights to *all* 2015 Borough events
- First mention and logo placement in all media advertising including: the Borough Website, Newsletter, posters, ads for specific events placed in the local and regional press, entry/registration forms for specific events, etc.
- Verbal acknowledgement of your sponsorship at the opening and closing of each event
- Large Banner display at all Borough events
- Full page color ads on the outside back covers of the Soap Box Derby and Plein Air Paint Out Programs
- Sole logo or other graphic placement on the Commons Stage Banner (May - October)
- Large Logo placement on Paint Out Tote bags and Soap Box Derby Racer T-shirts
- Starting Line Towers at the Soap Box Derby

❑ Gold Sponsor: \$5,000

- Second Mention in all media advertising, as mentioned above
- Shared Logo or other graphic placement on the Commons Stage Banner
- Medium Banner display at all Borough events
- Verbal acknowledgement of your Sponsorship at the opening and closing of each event
- Full page color ads on the back covers of the Soap Box Derby and Plein Air Paint Out Programs
- Logo placement on Paint Out Tote bags and Soap Box Derby Racer T-shirts

❑ Silver Sponsor: \$2,500

- Mention in all media advertising, as mentioned above
- Small Banner display at 3 Borough events of your choice
- Verbal acknowledgement of your Sponsorship at the opening and closing of each event
- Full page ads in the Soap Box Derby and Plein Air Paint Out Programs
- Logo placement on Paint Out Tote bags and Soap Box Derby Racer T-shirts

❑ Bronze Sponsor: \$1,250

- Mention in all media advertising, as mentioned above
- Verbal acknowledgement of your Sponsorship at the opening and closing of each event
- Full page ad in your choice of the Soap Box Derby *or* Paint Out Programs
- Logo placement on your choice of the Paint Out Tote bags *or* Soap Box Derby Racer T-shirts

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2015 Individual Event Sponsorships

Sponsors will receive acknowledgement similar to that noted in the Annual Sponsorship Packages, for the corresponding level of support, or as specified below.

Soap Box Derby – June 6, Main Street

Race Course Advertising

- Title Sponsor: \$5,000 All materials, press releases, publications, etc. will be titled “The High Bridge Soap Box Derby, presented by (Your Company Name)”. You will also be entitled to the Finish Line Banner (material supplied by sponsor) to be hung over Main Street.
- Finish Line Towers: \$500 each or... \$850 for the pair
- Starting Line Towers: \$500 each or... \$850 for the pair
The Start/Finish Line Towers present a great photo opportunity!
- Hay Bales: \$50 each
Hay Bales line the entire length of the Race Course!!

Raceday Program Advertising

- Back Cover, full color ad: 1/2 Page \$ 300 Full Page \$ 500
- Inside Back Cover, full color: \$300
- Inside Front Cover, full color: \$300
- Full Page Ad, color: \$150
- 2/3 Page Ad, color: \$100 1/3 Page Ad, color: \$50

Pooch Parade – June 13, Commons Park.

- Gold Sponsor: \$300
- Silver Sponsor: \$200
- Bronze Sponsor: \$100
- Other: \$ _____

Friday Night Flicks (June 13, 19, 26), Commons Park

- Premier Sponsor: \$500 – be the Title Sponsor of any 1 Movie!
- Gold Sponsor: \$300
- Silver Sponsor: \$200
- Bronze Sponsor: \$100
- Other: \$ _____

Concerts in the Commons (TBD), Commons Park

- Premier Sponsor: \$1,000 – be the Title Sponsor of any 1 Concert!
- Gold Sponsor: \$500
- Silver Sponsor: \$250
- Bronze: \$ 100
- Other: \$ _____

Continued on reverse...

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2015 Individual Event Sponsorships - continued

Community Day – September 19, Union Forge Park – a joint presentation of the Events Committee and the High Bridge Police Department

- Title Sponsor: \$5,000 All materials, press releases, publications, etc. will be titled “High Bridge Community Day, presented by (Your Company Name)”. You will also be entitled to the Community Day Banner (material supplied by sponsor) to be hung over Washington Avenue beginning approximately 2 weeks prior to the event.
- Game/Attraction Sponsor: \$2,500 Sponsor an inflatable game or attraction for the kids!
- Gold Sponsor: \$1,000
- Silver Sponsor: \$500
- Bronze: \$ 250
- Other: \$ _____

Plein Air Paint Out – October 3, On or near Main Street

- Title Sponsor: \$3,000 All materials, press releases, publications, etc. will be titled “High Bridge Paint Out, presented by (Your Company Name)”.
- Premier Sponsor: \$1,000 – Full page color ad in event booklet, size approx. 4.5”x6.5”
- Gold Sponsor: \$500 – Full page ad in event booklet, size approx. 4.5”x6.5”
- Silver Sponsor: \$250 – Half page ad, size approx. 4.5”x4”
- Bronze: \$ 100 – Third page ad, size approx. 4.5”x2”
- Other: \$ _____

*All sponsors will have their company logo printed on the event tote bags given to participants.

Fine Arts Sponsorship: \$3,000 Be recognized as a Premier Sponsor of the Concerts in the Commons, Friday Night Flicks and Plein Air Paint Out and you will be entitled to:

- Full page, full color ad in the Plein Air Paint Out Program
- First Mention in all media advertising for these 3 events, as mentioned above
- Large Logo placement on Tote Bags (Paint Out)
- Large Banner display at these 3 events

Commons Stage Banner: Have your logo or other graphic displayed on the Commons Stage Banner all season (May through October). The Commons is the setting for the Friday Night Flicks, Concerts, and Pooch Parade, and is visited by hundreds of people every week hiking, biking or walking their dogs on the Columbia Trail.

- Full Banner Sponsorship \$500** **Half Banner Sponsorship \$250**

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2015 Special Sponsorship Opportunities

General Event Sponsorships: If none of our Packages or Event Sponsorships appeal to you, please specify an amount, and your contribution will support as many events as possible. Your contribution will be acknowledged throughout the year.

\$2,500 \$1,000 \$500 \$250 \$125 Other \$ _____

Sponsorship In-Kind: Some of our event organizers welcome donations of product, materials or services. These can be in the form of printing services, signs, banners, food and beverages, or products that can be used as awards and trophies. If you would like to make an In-Kind Sponsorship donation, please indicate the event(s) you would like to support, and tell us what services or products you would like to contribute to that event:

Easter Egg Hunt: _____

Soap Box Derby: _____

Pooch Parade: _____

Movies: _____

Concerts: _____

Community Day: _____

Paint Out: _____

Fall/Winter Activities (Pumpkin Display, Halloween, Gingerbread Display): _____

Should you choose to make a Sponsorship In-Kind, the Event Coordinator will contact you to finalize your contribution, and assure proper recognition.

Payment Options: Please check the box(s) for the event(s) you would like to sponsor, provide your contact information, and select from the payment options below.

Contact Name/Company: _____

Street Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Our check is enclosed for \$ _____

We pledge to contribute \$ _____. Please send us a reminder on this date: _____

We would like to make payments in equal amounts on these dates: _____ and _____

Checks should be made payable to the High Bridge Events Committee and mailed, with the appropriate forms, to Borough Hall. Have any questions? Feel free to email the Events Committee: events@highbridge.org, or call Borough Hall directly. Thank you in advance for your support!