

HIGH BRIDGE

BOROUGH

Hunterdon County, New Jersey

High Bridge Events Committee

February 1, 2016

Dear Event Sponsor,

We're writing to you at this time for two reasons. The first is to thank you for your past support of events in High Bridge. All the events coordinated by the Events Committee are not funded in the Borough budget and we rely solely on contributions from our sponsors to produce them. *Your generosity makes it all possible. Thank you!*

Our mission is to produce and promote events in the Borough and to develop new events in the future to further enrich our community. We began by supporting established events such as the Pooch Parade and Friday Night Flicks, while taking the lead on events such as the Soap Box Derby and Community Day that were previously coordinated by other Borough groups. It is our goal to ensure that all events are self sustaining and will continue for many years.

The second reason for this letter is to ask you to continue your support in 2016. In the past, donations have been solicited multiple times by phone or mail from different coordinators as each event came up on the calendar. We would like to streamline the process as well as make it easier for your contribution planning to Borough events by **asking for your support one time, early in the year**. This will also help our event coordinators better plan their events, knowing that they are fully funded well ahead of time.

To that end, please find the attached Sponsorship Forms, which offer three ways in which you can maximize the advertising potential for your business with a contribution. First, on the yellow sheet are Annual Sponsorship Packages, which will support several events with one contribution. Second, the white sheet lists all the individual events with suggested sponsorship levels you may pick separately. Third, on the blue sheet you can make a blanket contribution and give our Committee the discretion to support events as needed. We have also included an option to spread your contribution out over the year, if you prefer.

Again, we thank you for your continued support of High Bridge Events!

Best regards,

JAMIE TAYLOR

Jamie Taylor, Chair
High Bridge Events Committee

and all of our Committee Members and Event Coordinators:

Ruby Reuter & Michele Davis – Pooch Parade
Lynn Hughes – Friday Night Flicks
Anthony Birritteri – Concerts in the Commons
Jamie Taylor – Soap Box Derby and
Community Day
Michele Schwartz – Plein Air Paint Out and
Recording Secretary

Samantha Wenrich – Easter Egg Hunt and
Fall/Winter Events
Samantha Wenrich – Budget Coordinator
Natalie Ferry – All Events
Erin Delgado – All Events
John Moskway – All Events



High Bridge Events Committee

2016 Annual Sponsorship Packages

❑ Premier Sponsor: \$10,000

- Title Sponsor naming rights to *all* 2016 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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2016 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 4, 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
- Hay Bales: \$50 each - Hay Bales line the entire length of the Race Course!!

Raceday Program Advertising

- Back Cover, full color ad: Full Page \$ 500
- Inside Back or 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 18, Commons Park.

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

Friday Night Flicks (June 10, 17 & 24), 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: \$ _____

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2016 Individual Event Sponsorships - continued

Community Day – September 17, 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 8, At the Solitude House

- Title Sponsor: \$3,000 All materials, press releases, publications, etc. will be titled “High Bridge Paint Out, presented by (Your Company Name)”.
- Gold Sponsor: \$200 – Full page ad in event booklet, size approx. 4.5”x6.5”
- Silver Sponsor: \$100 – Half page ad, size approx. 4.5”x4”
- Bronze: \$ 50 – Third page ad, size approx. 4.5”x2”
- 1st Prize Sponsor: \$1000 – Company Name associated with “first prize” mention in all materials, press releases, etc. Full page inside cover color ad in event booklet or full back cover ad if there is no Premier Sponsor
- 2nd Prize Sponsor: \$500 – Company Name associated with “second prize” mention in all materials, press releases, etc. Full page inside cover color ad in event booklet
- 3rd Prize Sponsor: \$300 – Company Name associated with “third prize” mention in all materials, press releases, etc. Full page color ad in event booklet
- Other: \$ _____

*Gold & Prize 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**



High Bridge Events Committee

2016 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.

- Checkboxes for \$2,500, \$1,000, \$500, \$250, \$125, and 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:

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: _____

- Checkboxes for payment options: 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!