

2012 Cherry Hill Township Corporate Sponsorship Opportunities

CULTURAL ARTS

Ensemble Concert Series

Fall '12-'13 starting October 21

The Ensemble Series at Croft Farm brings world-class conductors and musicians to Cherry Hill. Typically, four concerts make a season and programs range in genre from classical to contemporary and have even included classic rock, bluegrass and pops. **Attendance: 200 per concert**

Level 1: \$1,600

- ◆ Inclusion in following: blast email campaigns for each concert sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Inclusion in fall, winter & spring *Cherry Hill Community Magazine* mailed to 28,000 residents
- ◆ 2 tickets to each concert
- ◆ Half page ad in each program

Level 2: \$5,000

- Level 1 benefits plus...*
- ◆ 2 additional tickets to each concert
 - ◆ Company banner displayed in Arts Center throughout season
 - ◆ Speaking opportunity during opening remarks
 - ◆ Full page ad in each concert program
 - ◆ 1/12 page ad (2.431"x2.436" in size) in 3 issues of *Community Magazine* which reaches over 28,000 Cherry Hill homes

Ensemble Concert Program Ad

Fall '12-'13 starting October 21

Purchase a half page ad to promote your business. You determine the incentive and effective dates. Each person in attendance (up to 225 people) receives a program.

\$150 per concert

\$500 for all 4

*We greatly appreciate your support.
Thank you!*

Art Blooms

April 28 - May 6, 2012

Art Blooms is an annual arts festival that spans one week in the spring at the Croft Farm Arts Center (100 Bortons Mill Road) and includes an Earth festival, senior citizen luncheon and an ensemble concert. **Attendance: 2,500 (week of events)**

Level 1: \$600

- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Inclusion on exhibit program
- ◆ Inclusion in spring *Cherry Hill Community Magazine* mailed to 28,000 residents

Level 2: \$3,000

- Level 1 benefits plus...*
- ◆ Company banner displayed in Arts Center during Art Blooms week
 - ◆ Top billing (name/logo) on all promotional materials including various media/press outlets and programs
 - ◆ 1/12 page ad (2.431"x2.436" in size) in 2 quarterly issues of *Community Magazine* mailed to 28,000 residents
 - ◆ Logo included on one outdoor sign (posted at Brace/Borton's Mill Road)

Fall Into the Arts

October 20 - 28, 2012

Fall Into the Arts is a sister project of Art Blooms that debuted in November 2007. The centerpiece of this event is a juried photography exhibit spanning one week. The event includes Harvest Festival, a senior luncheon and an ensemble concert. **Attendance: 2000 (week of events)**

Level 1: \$600

- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Inclusion on exhibit program
- ◆ Inclusion in fall *Cherry Hill Community Magazine* mailed to 28,000 residents

Level 2: \$3,000

- Level 1 benefits plus...*
- ◆ Company banner displayed in Arts Center during Fall Into the Arts week
 - ◆ Top billing (name/logo) on all promotional materials including various media/press outlets and programs
 - ◆ 1/12 page ad (2.431"x2.436" in size) in 2 quarterly issues of *Community Magazine* mailed to 28,000 residents
 - ◆ Logo included on one outdoor sign (posted at Brace/Borton's Mill Road)

Sponsor both Art Festivals and save!

Level 1: \$1000 | Level 1: \$5000

Event Bundle Opportunity!

CULTURAL ARTS - \$10,000

\$1000 SAVINGS!

Art Blooms

Ensemble Concert Series

Fall Into the Arts

As a Cultural Arts Sponsor, you will receive the following benefits:

- o Named top sponsor of each event and included in blast email campaigns to over 6,000 recipients, publicity such as flyers, press releases, websites and social networking sites
- o A table to interact with residents and other attendees at Earth Festival (April) and Harvest Festival (October)
- o Recognition in opening remarks of each event and speaking opportunity at each Ensemble Concert
- o An ad (1/12 of page or 2.431"x2.436" in size) in 4 issues of *Community Magazine* (seasonal) as well as being listed on the event ad. The *Community Magazine* reaches over 28,000 Cherry Hill homes.
- o Logo on outdoor signs located at Brace & Bortons Mill Roads, as well as Springdale & Kresson Roads.

2012 Cherry Hill Township Corporate Sponsorship Opportunities

FAMILY EVENTS

Music Under the Stars

Tuesday, July 10, 17 and 24, 2012

Music Under the Stars is a free outdoor concert series held at the Barclay Farmstead each summer. Families are encouraged to bring their chairs and picnic dinner to enjoy a variety of music.

Level 1: \$700

- ◆ Inclusion in following: blast email campaigns for each concert sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Table provided for on-site promotion at each concert
- ◆ Recognition during opening remarks before each concert
- ◆ Inclusion in summer *Cherry Hill Community Magazine* mailed to 28,000 residents

Level 2: \$3,000

Level 1 benefits plus...

- ◆ Company banner displayed on stage at each concert
- ◆ Logo included on two outdoor signs (posted at Springdale & Kresson Road and Brace & Bortons Mill Road)
- ◆ 1/12 page ad (2.431"x2.436" in size) in summer issue of *Community Magazine* mailed to 28,000 residents

Holiday Lighting

December 5, 2012 (tentative)

Each year, we welcome the holiday season as a community by lighting the Township Menorah and Christmas tree as a symbol of this special time of year. Area youth choirs are invited to sing the traditional sounds of the season and light refreshments are served. **Attendance: 200**

Level 1: \$500

- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Recognition during opening remarks
- ◆ Inclusion in fall *Cherry Hill Community Magazine* mailed to 28,000 residents
- ◆ Inclusion on event program

Level 2: \$1,500

Level 1 benefits plus...

- ◆ 1/12 page ad (2.431"x2.436" in size) in the fall issue of *Community Magazine* which reaches over 28,000 Cherry Hill homes

Harvest Festival

October 28, 2012

Each October, Cherry Hill Township hosts its annual Harvest Festival and Fire & Life Safety Day at Croft Farm along with the Cherry Hill Fire Department. Children can enjoy activities such as quick crafts, live entertainment, fire and police safety demonstrations, pony rides and even paint their own pumpkin. Children are encouraged to dress in Halloween Costumes and stay for the Costume Parade. **Attendance: 2500**

Level 1: \$600

- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Table provided for on-site promotion
- ◆ Recognition during opening remarks
- ◆ Inclusion in fall *Cherry Hill Community Magazine* mailed to 28,000 residents
- ◆ Inclusion on event program

Level 2: \$5,000

Level 1 benefits plus...

- ◆ Company banner displayed at event
- ◆ Speaking opportunity during event
- ◆ 1/12 page ad (2.431"x2.436" in size) in summer issue of *Community Magazine* mailed to 28,000 residents
- ◆ Logo included on three outdoor signs (posted at Route 70/Haddonfield Rd., Springdale/Kresson Rd., and Brace/Bortons Mill Rd)

Activity: \$1,000

Level 1 benefits plus...

- ◆ Name on flyer & event program with activity
- ◆ Sign/banner near activity
 - Stage
 - Balloon Artists
 - Pumpkin Painting
 - Pony Rides
 - Rock Wall

Independence Day

July 4, 2012

Attendees fill the Jonas Morris Football stadium and surrounding grounds at Cherry Hill High School West for a family-friendly evening of music and fireworks. **Attendance: 7,000**

Level 1: \$5000

- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Table provided for on-site promotion
- ◆ Recognition during opening remarks
- ◆ Inclusion in summer *Cherry Hill Community Magazine* mailed to 28,000 residents

Level 2: \$10,000

Level 1 benefits plus...

- ◆ Half page ad (4.958"x7.5" w or 7.485" x 4.968" w in size) in the summer issue of the *Community Magazine* which reaches over 28,000 Cherry Hill homes and a 1/12 page ad (2.431"x2.436" in size) in 2 consecutive issues

Level 3: \$20,000

Level 1 benefits plus...

- ◆ Full page ad (10.012" x 7.5" w in size) in the summer issue of the *Community Magazine* which reaches over 28,000 Cherry Hill homes and a 1/12 page ad (2.431"x2.436" in size) in 2 consecutive issues
- ◆ Company banner displayed at event
- ◆ Speaking opportunity before event
- ◆ Logo included on three outdoor signs (posted at Route 70/Haddonfield Rd., Springdale/Kresson Rd., and Brace/Bortons Mill Rd)

Event Bundle Opportunity!

FAMILY ACTIVITY EVENTS - \$18,000

*Independence Day
Harvest Festival*

*Music Under the Stars
Holiday Lighting*

As a Family Sponsor, you will receive the following benefits:

- o Named top sponsor of each event & included in blast email campaigns to over 6,000 recipients, publicity such as flyers, press releases, websites & social networking sites
- o Table for on-site promotion at each concert in the Music Under the Stars Series, July 4th and Harvest Festival
- o Recognition in opening remarks & speaking opportunity before event (*where applicable*)
- o Company banner displayed at Music Under the Stars, Harvest Festival & July 4th
- o 1/12th page ad (2.431"x2.436" in size) in 4 quarterly issues of *Community Magazine* as well as being listed on the event ad. The *Community Magazine* reaches over 28,000 Cherry Hill homes.
- o Logo on outdoor signs located at Brace/Bortons Mill Roads and Springdale/Kresson Roads.

2012 Cherry Hill Township Corporate Sponsorship Opportunities

----- SENIOR CITIZEN -----

Senior Citizen Luncheons

Once a month, 10 a year

Featuring lunch followed by live music or a movie, these fun afternoons offer residents ages 55 and older the perfect setting for a mid-day get-together. These events are scheduled year-round and take place at the Croft Farm Arts Center (100 Bortons Mill Road). **Attendance: 125 per lunch**

Benefits include:

- ◆ Table provided for on-site promotion during lunch for promotional items & literature
- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Speaking opportunity prior to movie/entertainment

Movie: \$250 each

- April 20
- June 15
- September 20
- November 16

Entertainment: \$500 each

- March 16
- ~~May 4~~ (already sponsored)
- July 20
- October 26
- December 13
- January 2013

Sponsor all luncheons: \$3000

Senior Citizen Open House

October 22, 2012

This event seeks to educate Cherry Hill Township senior citizens on the many valuable services available to residents ages 55 and over. In addition to valuable exhibitor information, there will also be free refreshments. **Attendance: 200+**

Level 1: \$100

- ◆ Inclusion in following: blast email campaigns sent to 6,000+ recipients, flyers, press releases and programs.
- ◆ Table provided for on-site promotion

Level 2: \$2000

Level 1 benefits plus...

- ◆ Top billing (name/logo) on promotional materials including various media/press outlets
- ◆ Company banner displayed at event
- ◆ 1/12 page ad (2.431"x2.436" in size) in the fall issue of *Community Magazine* which reaches over 28,000 Cherry Hill homes

Senior Holiday Party

December 2012

Each year Cherry Hill's Senior Citizens come together to celebrate the start of the Holiday season. This luncheon, a Cherry Hill staple for more than 30 years, features music and door prizes. **Attendance: 100**

Level 1: \$500

- ◆ Inclusion in publicity like blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Recognition during opening remarks
- ◆ Inclusion in fall issue of *Cherry Hill Community Magazine* mailed to 28,000 residents
- ◆ Inclusion on event program

Level 2: \$1500

- ◆ Top billing (name/logo) on promotional materials including various media/press outlets
- ◆ Company banner displayed at event
- ◆ 1/12 page ad (2.431"x2.436" in size) in the fall issue of *Community Magazine* which reaches over 28,000 Cherry Hill homes

----- RECREATION -----

Morning Fun

June 25 -August 10, 2012

Cherry Hill Township's Morning Fun summer camp program was created to help make a positive difference in the lives of young children and teenagers within our community. More than 800 enrollees range in age from kindergarten to sixth grade. During the seven-week camp session they participate in athletic and artistic activities. At one site the campers work together to produce a full stage production that is attended by the other camper and parents.

Each site is supervised by teacher and several camp counselors ranging in age from 16-22 (on average). The Site Supervisors act as mentors to the counselors. In addition to gaining first-time job experience, these young counselors mature quickly with the new responsibility of mentoring camp attendees. The structure and leadership skills learned during Morning Fun camp are invaluable to the counselors in helping them grow into successful and productive adults.

The counselors, in turn, play a valuable role in mentoring the young campers. They lead games and activities, always encouraging teamwork, inclusion and creativity. Many camp attendees have such fond memories of their experience that they become camp counselors as soon as they are able.

The Morning Fun summer camp program is provided to residents at a fraction of the cost of comparable area camp programs. While the Morning Fun camp has always been successful and important within the Cherry Hill community, it has become invaluable as families adjust to the changing economic status. Children are able to build new relationships, learn new skills and engage in fun activities that might not otherwise be available to them.

Level 1: \$5,000

- ◆ Logo included on camp t-shirt (campers are required to wear the shirt every day of camp), logo included on weekly camp newsletter sent home to parents
- ◆ Inclusion in: blast email campaigns sent to 6,000+ recipients, flyers, press releases, websites & social networking sites
- ◆ Inclusion in summer *Cherry Hill Community Magazine* mailed to 28,000 residents
- ◆ 1/12 page ad (2.431"x2.436" in size) in the summer *Community Magazine* which reaches over 28,000 Cherry Hill homes

Event Bundle Opportunity!

Senior Citizen - \$6,500

**Senior Citizen Luncheons
Senior Citizen Open House
Senior Holiday Party**

As a Senior Package Sponsor, you will receive the following benefits:

- o Named top sponsor of each event and included in blast email campaigns to over 6,000 recipients, publicity such as flyers, press releases, websites and social networking sites
- o A table to interact with residents and other attendees at the Senior Citizen Luncheons, Senior Open House and Senior Citizen Holiday Party.
- o Recognition in opening remarks of each event, where applicable
- o A 1/12th page ad (2.431"x2.436" in size) in 4 quarterly issues of *Community Magazine* as well as being listed on the event ad. The *Community Magazine* reaches over 28,000 Cherry Hill homes.

2012 Cherry Hill Township Corporate Sponsorship Opportunities

-----RECREATION-----

Advertising Opportunities

Now accepting advertisements for future issues of the Community Magazine - a publication mailed to over 28,000 homes and businesses in Cherry Hill and posted on the Township website.

Download specs at:

www.cherryhill-nj.com/pdfs/SponsorshipSpecs.pdf.

- 1/12 page 2.431" x 2.436" \$100
- 1/6 page 4.958" x 2.436" \$200
OR
2.431" x 4.968"
- 1/4 page 7.485" x 2.436" \$250
OR
2.431" x 7.500"
- 1/3 page 10.012" x 2.436" \$300
OR
4.958" x 4.968"
- 1/2 page 4.958" x 7.500" \$450
OR
7.485" x 4.968"
- 2/3 page 10.012" x 4.968" \$550
- 3/4 page 7.485" x 7.500" \$650
- Full page 10.012" x 7.500" \$850
- Back cover 10.012" x 7.500" \$1200

Sponsor a Team

Athletes of all abilities in grades 2 through 8 are welcome in the Township Recreation leagues for Softball (spring) and Basketball (fall/winter and summer leagues). Teams consist of 15-20 young athletes who each receive team t-shirts with your company name printed on the back. Participants (based on 2011 numbers): Softball – 10 teams; Basketball – 30 teams

**\$250/team or
entire league for \$185/team**

- Basketball (fall/winter)
- Basketball (summer)
- Softball (spring)

**Call us for a customized
Recreation sponsorship
bundle.**

-----TO COMPLETE & RETURN-----

The Township of Cherry Hill reserves the right to accept or reject any and all sponsorship requests submitted in the best interest of the Township.

Please indicate the events and amount you would like to sponsor:

CULTURAL ARTS

- Art Blooms \$ _____
- Ensemble Concerts \$ _____
- Ensemble Program Ads \$ _____
- Fall Into the Arts \$ _____
- BUNDLE \$ _____

FAMILY EVENTS

- Independence Day \$ _____
- Music Under the Stars \$ _____
- Harvest Festival \$ _____
- Holiday Lighting \$ _____
- BUNDLE \$ _____

SENIOR CITIZEN

- Senior Citizen Luncheons \$ _____
- Senior Citizen Open House \$ _____
- Senior Holiday Party \$ _____
- BUNDLE \$ _____

RECREATION

- Morning Fun Camp \$ _____
- Community Magazine Ads \$ _____
- Team Sponsorship \$ _____
- BUNDLE \$ _____

Please call us for additional sponsorship bundles if you're interested in sponsoring multiple events from different categories.

Business Name _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

To receive all benefits, return your form by Friday, February 10, 2012.

Please return with your check made payable to Cherry Hill Township to:
Department of Recreation, 820 Mercer Street, Room 102, Cherry Hill, NJ 08002 ATTN: Megan Brown

Office: 856-661-4810

Email: MBrown@CHTownship.com

Fax: 856-488-7895

We thank you for your support!

