

*Mayor Bernie Platt, Cherry Hill Township Council and the Department of Recreation
proudly bring you the*

Corporate Sponsorship Opportunities 2011



www.CherryHill-NJ.com
856-661-4810

Senior Citizen Luncheons:

various dates

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 Rd.). **Maximum Attendance: 115**

Sponsorship benefits include:

- ◆ Table provided for on-site promotion during luncheon for promotional items or literature
- ◆ Inclusion in all publicity including printed materials, press releases & mailings
- ◆ Inclusion in all online publicity including Cherry Hill Township's website and social networking sites
- ◆ Speaking opportunity during lunch (prior to start of entertainment/movie)
- ◆ Opportunity to provide door prize for raffle. You will be given a list of attendees to build a mailing list.

Lunch and a movie

\$200/luncheon

Sponsor 2 luncheons for \$350

Available dates to choose from:

September 15, 2011

November 18, 2011

Luncheon featuring live music

\$500/luncheon

Sponsor 2 luncheons for \$800

Available dates to choose from:

May 6, 2011 - ALREADY SPONOSORED

October 27, 2011

December 16, 2011



Independence Day Fireworks:

July 4, 2011

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	\$1,000	Level 2	\$10,000	Level 3	\$20,000
----------------	----------------	----------------	-----------------	----------------	-----------------

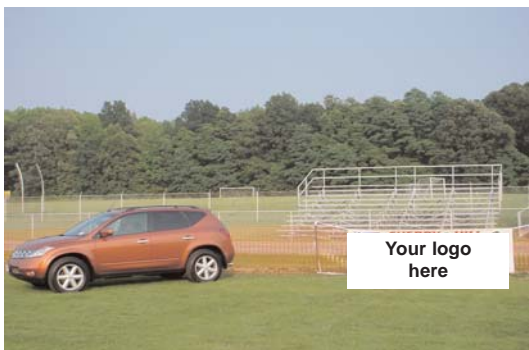
- Recognition in opening remarks
- Table provided for on-site promotion
- Recognition in all press

Level 1 benefits plus...

- Inclusion in summer issue of the **Cherry Hill Community Magazine** mailed to 31,000 Cherry Hill addresses
- Inclusion in blast email campaigns sent to 6,000 recipients
- Logo on posters distributed around Cherry Hill

Level 1 & 2 benefits plus...

- Company banner displayed on stage
- Speaking opportunity before event
- Logo included on three outdoor signs (posted at Route 70 & Haddonfield Road, Springdale & Kresson Road, and Brace & Borton's Mill Road)



July 4th Celebration

Sponsored by

Your logo here

July 4

(rain date: July 5)

8 p.m.

FREE

Cherry Hill High School West

Jonas Morris Football Stadium
Michael J. Santarpio Field

The smallest park is better place

For more information, contact Cherry Hill Township

665-6500

www.CherryHill-NJ.com

Music Under the Stars:

July 12 - July 26, 2011

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 the many different types of music.

Attendance: 200/night (3 Tuesday nights)

Level 1 **\$700**

- Table provided for on-site promotion at each concert
- Recognition during opening ceremony
- Recognition in all press
- Inclusion in summer issue of the **Cherry Hill Community Magazine** mailed to 31,000 Cherry Hill addresses
- Inclusion in blast email campaigns sent to 6,000 recipients each week
- Logo on posters distributed around Cherry Hill

Level 2 **\$3,000**

Level 1 benefits plus...

- Company banner on stage for each concert
- Logo included on two outdoor signs (posted at Springdale & Kresson Road and Brace & Borton's Mill Road)

Mayor Bernie Platt and Cherry Hill Township invite you to enjoy

Music Under the Stars

Enjoy "Summer Nights" in Cherry Hill!

Everyone's invited on Tuesday nights for free concerts and fun under the stars. Bring a chair, blanket, and even a picnic dinner, just don't forget your appetite for great music! Each evening will feature a different musical adventure for all ages. Enjoy music and fun outdoors at the Historic Barclay Farmstead.

Tuesday Nights
7:00 p.m.
FREE

Barclay Farmstead, 209 Barclay Lane
Rain date: The following Thursday night

July 11	Magic & Melodies - What a great way to start the summer! This first night of Music Under the Stars will open with a DJ dance party followed by amazing magical illusions.
July 18	Steve Pullara & The Cool Beans Band - This high-energy favorite will keep your toes tapping at the Barclay Farmstead. The Cool Beans Band performs all over the region.
July 25	Ernie & Neal - This evening will bring you and your children an adventure in rock, jazz, blue grass and folk music. Ernie & Neal are one of the favorites on XPN's Kid's Corner.
August 1	Hank's Cadillac - Combining the great sounds of American history, Hank's Cadillac performs country, rock n' roll, R&B, folk and rock-a-billy favorites.
August 8	Merchant St. Jazz Band - Enjoy this six-piece band playing traditional jazz in the New Orleans style which combines timeless melodies and toe-tapping rhythms to create a fun evening for all.

Sponsored By

Your logo here

Please call the Recreation Department at 488-7868 for more information.



Music Under the Stars allows for the perfect opportunity for face to face interaction with the public.



Fall Into the Arts Week:

October 22 - 30, 2011

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. **Attendance: 1,500 (week of events)**

Similar to Art Blooms, the week includes multiple events:

- Photography Exhibit Gallery Reception
- Poetry Reading
- Film Review

Level 1

\$500

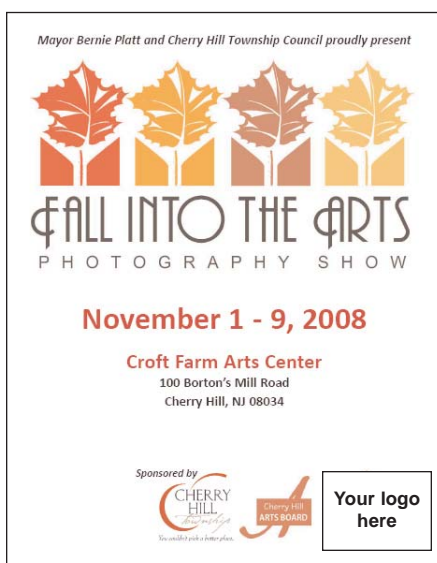
- Recognition in all press
- Inclusion in fall issue of the **Cherry Hill Community Magazine** mailed to 31,000 Cherry Hill addresses
- Inclusion in blast email campaigns sent to 6,000 recipients
- Inclusion on Cherry Hill Arts Board website
- Inclusion on posters distributed around Cherry Hill
- Inclusion on event flyers
- Inclusion on event programs for art exhibit and poetry reading

Level 2

\$3,000

Level 1 benefits plus...

- Company banner displayed at event
- Top billing (name/logo) on all promotional materials including various media/press outlets and programs
- Logo included on one outdoor sign (posted at Brace/Borton's Mill Road)



Sponsors will have their name and logo on the event program that is distributed throughout the entire week of events.

Harvest Festival and Fire & Life Safety Day: October 30, 2011

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 and even paint their own pumpkin. Children are encouraged to dress in Halloween Costumes and stay for the Costume Parade. **Attendance: 3,000**

<u>Level 1</u>	<u>\$600</u>	<u>Level 2</u>	<u>\$5,000</u>
<ul style="list-style-type: none"> • Table provided for on-site promotion • Recognition during opening ceremony • Inclusion in fall issue of the Cherry Hill Community Magazine mailed to 31,000 Cherry Hill addresses • Inclusion in blast email campaigns sent to 6,000 recipients • Inclusion on posters distributed around Cherry Hill • Inclusion on event program distributed to all attendees 		<p><i>Level 1 benefits plus...</i></p> <ul style="list-style-type: none"> • Company Banner displayed at event • Speaking opportunity during event • Logo included on three outdoor signs (posted at Route 70/Haddonfield Rd., Springdale/Kresson Rd., & Brace/Borton's Mill Rd.) 	

Activity Sponsorship Opportunities: **\$1,000 (choose an activity)**

Level 1 benefits plus...

- Name on flyer and event program with activity
- Sign/banner near activity

Stage	Pony Rides	Balloon Artists
Pumpkin Painting	Rock Wall	



Several sponsorship opportunities are available. Your business' name and logo could appear on signs, flyers, even our stage.

Mayor Bernie Platt and Cherry Hill Township Council invite you to enjoy

Safe Trick-or-Treating

at this year's
Harvest Festival

Sunday, October 26
Noon - 4 p.m. FREE
Croft Farm, 100 Bortons Mill Rd.
Rain or Shine

Activities Include

- Balloon Artists
- pony Rides
- Magic Shows
- Trick-or-Treating Trail
- storyteller
- Costume Parade
- Pumpkin Painting
- Food Court
- Jack-O-Lantern Contest

Fire & Life Safety Day 2008
brought to you by
The Cherry Hill Fire Department

Fire & Life Safety information is valuable to children of any age. Important guidelines about how to react in an emergency situation as well as becoming familiar with firefighting equipment are critical education pieces that help children and parents alike better respond to a home fire.

Together with our Cherry Hill fire fighters, children will learn a great deal about fire safety while having fun with activities like:

- Fire Safety Scavenger Hunt
- Touch-A-Truck & Equipment Display
- "Save a Life" Kids Challenge
- Quizzing a Fire Hose

Jack-O-Lantern Contest
Get tips and ideas for your Jack-O-Lantern at our Creative Pumpkin Carving workshop on Oct. 22 at the Croft Farm Arts Center. Festival attendees will vote on the winning Jack-O-Lantern; winners will be announced during Harvest Festival. For contest guidelines email Events@CHTownship.com or call 488-7868.

International Sports & Shooting Center • JRA Opinion Research
Cherry Hill Toyota/Jeep • Marlton Rehabilitation Hospital • Cherry Hill Rotary Breakfast Club • Garden State Discovery Museum • My Gym • Cabot Creamery • C&H Bank • NJM Junction of Marlton

For information: 856-488-7868 or Events@CHTownship.com

Ensemble Series at Croft Farm:

Fall '11 - Spring '12

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**

SPONSORSHIP OPPORTUNITIES for the Entire Season

Level 1 \$400

- Inclusion in blast email campaigns sent to 6,000 recipients (for each concert)
- Inclusion in opening remarks of each concert
- Inclusion on posters distributed around Cherry Hill

Level 2 \$1,600

Level 1 benefits plus...

- Inclusion in fall, winter & spring issues of **Cherry Hill Community Magazine** mailed to 31,000 Cherry Hill addresses
- 2 tickets in reserved section
- Inclusion on Cherry Hill Arts Board website
- Half page ad in each program

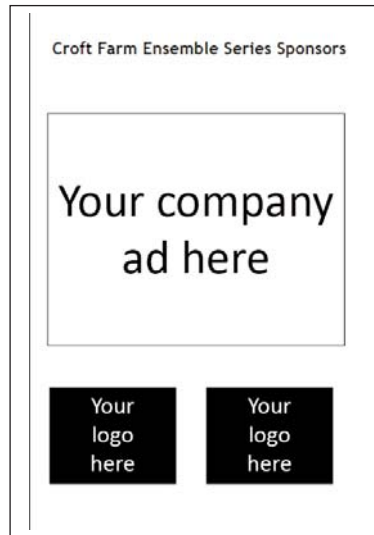
Level 3 \$3,000

Level 1 & 2 benefits plus...

- 2 additional tickets in reserved section (4 total tickets)
- Company banner displayed in Arts Center throughout the season
- Full-page ad in program for each concert
- Speaking opportunity during opening remarks of each concert



Sample of poster with your company's logo



Sample program with half page ad and sponsor logos



Sample full page program ad

Concert Program Ad \$150 or \$500/season (Buy a program ad for all 4 concerts and save \$100!)

Every concert attendee (up to 225 people) receives a concert program. You may purchase a half-page ad in that program to advertise your business and include a business promotion if you'd like: you determine the incentive and effective dates of the promotion. Coupons or other incentives are great ways to get people into your place of business.

A new concert season schedule will begin fall 2011-spring 2012; dates to be determined.



Sample of half page program ad

Senior Holiday Party: *Tentatively November 13, 2011*

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: 150**

<u>Level 1</u>	<u>\$500</u>	<u>Level 2</u>	<u>\$1,250</u>	<u>Level 3</u>	<u>\$5,000</u>
<ul style="list-style-type: none"> Name listed on the following: <ul style="list-style-type: none"> Cherry Hill Township website Event flyers Event program 		<p><i>Level 1 benefits plus...</i></p> <ul style="list-style-type: none"> Inclusion in the fall issue of the Cherry Hill Community Magazine mailed to 31,000 Cherry Hill addresses Inclusion in blast email campaigns sent to 6,000 recipients 		<p><i>Level 1 & 2 benefits plus...</i></p> <ul style="list-style-type: none"> Company banner displayed at event Top billing (name/logo) on all promotional materials including various media/press outlets Full page ad in program 	



Program (left) and ticket (above) showcasing the event sponsors.

Advertising Opportunities Available!

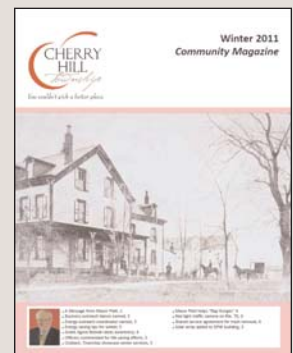
Advertise in our seasonal Community Magazine and reach 70,000 Cherry Hill Residents.

Cherry Hill Township is now accepting advertisements for the spring 2011 issue of this magazine - a publication mailed to over 30,000 homes and businesses in Cherry Hill and posted on the Cherry Hill Township website.

Advertising prices start at \$150, providing opportunities for small and large business owners alike. For complete advertising specifications and information, please contact the Purchasing Department at 856-488-7848 or download advertising guidelines at:

www.CherryHill-NJ.com/pdfs/SponsorshipSpecs.pdf

Don't miss this opportunity to reach the entire community!



2011 Cherry Hill Township Corporate Sponsorship Opportunities

Senior Citizen Luncheons

Various dates through 2011
Croft Farm Arts Center
Attendance: 115 per luncheon

Lunch & a movie

- Sept. 15, 2011 \$200
- Nov. 18, 2011 \$200
- 2 luncheons \$350
- 4 luncheons \$750

Lunch & live music

- Oct. 27, 2011 \$500
- Dec. 16, 2011 \$500
- 2 luncheons \$800
- 4 luncheons \$1,500

Harvest Festival and Fire & Life Safety Day

October 30, 2011
Croft Farm
Attendance: 3,000

- Level 1 \$600
- Level 2 \$5,000
- Activities \$1,000

List activity: _____

Independence Day Fireworks

July 4, 2011
Jonas Morris Football Stadium, Cherry Hill West H.S.
Attendance: 7,000

- Level 1 \$1,000
- Level 2 \$8,000
- Level 3 \$16,000

Music Under the Stars

July 12 - July 26, 2011; Tuesdays
Barclay Farmstead
Attendance: 200/night

- Level 1 \$700
- Level 2 \$2,000

Fall Into the Arts Week

October 22 - 30, 2011
Croft Farm
Attendance: 1,500 (week of events)

- Level 1 \$500
- Level 2 \$3,000

Ensemble Series at Croft Farm

Fall '11 - Spring '12
Croft Farm
Attendance: 200 per concert

- Level 1 \$400
- Level 2 \$1,600
- Level 3 \$3,000

Concert Program Ad

- Concert 1 (Date TBD) \$150
- Concert 2 (Date TBD) \$150
- Concert 3 (Date TBD) \$150
- Concert 4 (Date TBD) \$150
- All 4 concerts \$500

Senior Holiday Party

December 4, 2011 (tentatively scheduled)
Location TBD
Attendance: 150

- Level 1 \$500
- Level 2 \$1,250
- Level 3 \$5,000

Community Magazine Advertisements

- Yes, please send me more information.

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.

Business Name _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ Email _____

To receive all benefits, return your form by Wednesday, February 17, 2009.



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!