

# Warren Township Recreation

## 2022 Holiday Festival Sponsorship

October 2022

Dear Warren Business/Organization:

Warren Township Recreation is seeking donations for our Holiday Festival event scheduled for December 10, 2022 from 4:00pm-7:00pm with fireworks at 7pm. This event offers township residents, as well as neighboring towns, the opportunity of a FREE family night out. We strive to bring our community together and offer events throughout the year. Won't you consider a sponsorship to this event?

There are several ways to participate as a Sponsor:

- Sponsors provide donations of funds, supplies or services and receive mention in our press releases, signage, posters, website.
- Vendors can set-up a booth to reach hundreds of neighbors with their products or services.
- Food Concessions – there will be an area for food service.
- Activity Providers – provides fun activities for the public.
- Volunteers – we will need people to help in a variety of ways throughout the year!

*Your business could use this opportunity to reach even more residents with your products, services and/or message. We expect 2,000+ people to come out for this event, based on past attendance.*

**Enclosed is a Sponsor form for this event.** Please let us know how your business would like to help. **Please respond ASAP prior to the event to secure your spot.** Your business/organization provides a valuable service, already making a difference in our community. We appreciate all the support you are giving us. Thank you for continuing to serve the families of Warren Township through the various avenues you may choose from.

Per Recreation Township Donation Policy, before being accepted, all donations must be reviewed and approved by the Township Administrator and Recreation Director.

If I can be of any service or if you have any questions, I can be reached during business hours at 908-753-8000 ext. 270 or email at [recreation@warrennj.org](mailto:recreation@warrennj.org)

Thank you for your valued support,

*Joseph Passaro*  
*Warren Township Recreation Director*

*Amanda Frech*  
*Warren Township Recreation Program Coordinator*

## Partnership Recognition & Benefits

All donations will be recorded and reported in our annual report. Depending on your level of partnership, recognition will be mentioned on flyers, brochures, banners/signs, press releases, announcements, programs, shirts, etc.. In addition, introductions will be made at your sponsored event, letters of gratitude will be sent and, when possible, a photo of the event will be attached so that you can see the fruits of your donation.

### Below are two suggested ways you can become an annual partner with the Warren Township Recreation

1. Full or partial financial donation for a specific event, program or activity. You may select the event or have us make the selections for you based on amount donated.
2. In-kind donation – gifts/food/coupons to be used at an event, or the donation of time through the various volunteer opportunities available for corporate employees, service clubs or residents wishing to give back to the community.

#### **Marquee Partner: \$2,001+**

- Top billing on all promotional materials (Must be available 6 weeks before event)
- Your name or logo on banners, signs, flyers, brochures, press releases, public access TV, website, social media Facebook/twitter and email blasts. (Must be available 6 weeks before event)
- One (1) free pavilion/field rental for company/organization meeting or event
- If admission charged ten (10) free tickets to event
- May have your own banner at specially placed area
- Recognition at event through acknowledgement of individuals in attendance
- Announcements made at event
- Official thank you letter
- Attendance at event is available and table is provided (May bring own tent)

#### **Primary Partner: \$1,000-\$2,000**

- Your name or logo on banners, signs, fliers, brochures, press releases, public access TV, website, social media Facebook/twitter and email blasts. (Must be available 6 weeks before event)
- One (1) free pavilion rental for company/organization meeting or event
- If admission charged five (5) free tickets to event
- May have your own banner at specially placed area
- Recognition at event
- Announcements made at event
- Official thank you letter
- Attendance at event is available and table provided. (May bring own tent)

#### **Associate Partner: \$200- \$999**

- Your name or logo on banners, signs, fliers, brochures, press releases, public access TV, website, social media Facebook/twitter and email blasts. (Must be available 6 weeks before event)
- May have your own banner at specially placed area of event
- If admission charged 2 free tickets to event
- Announcements made at event
- Official thank you letter
- Attendance at event is available (may bring own table and tent) (booth \$200 minimum)

# Warren Township Recreation Winter Sponsor Form

**YES! Please include our organization/business as a Warren Recreation Sponsor!**

Below is what is needed to keep this a FREE event: all or partial donation is appreciated

**Holiday Festival: December 10, 2022 - 4 to 7pm**

*Deadline for advertising purposes by November 10*

NEEDED	ITEM	Promised Sponsors
\$4,000	Fireworks	
\$4,500	Iceless Skating Rink	
\$2,500	Clydesdale Horse and Carriage ride	
\$1,000	Petting Zoo	
\$900	Ice Carver	
\$250	Supply Hot Choc-65gal; 2,000 Hot Cups & lids	Warren Lions Club
\$200	Vendor Booth	

\_\_\_\_\_ **Volunteer - Event:** \_\_\_\_\_ **Date:** \_\_\_\_\_ **#People** \_\_\_\_\_

*(Please feel free to discuss our needs for any particular event)*

**We wish to become a partner: (see back for explanation of partnership) please circle one**

- **Marquee Partner:** \$2,001+
- **Primary Partner:** \$1,001 - \$2,000
- **Associate Partner:** \$200- \$1,000

Name of Organization/business (as you would like it to appear in print/advertising)

\_\_\_\_\_

Name of Authorized Person/Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**I HAVE A LOGO**

**Email, Fax or Mail to Warren Recreation: 46 Mountain Blvd. Warren, NJ 07059 / recreation@warrennj.org / Fax 908-757-9173 / Phone 908-753-8000 Ext 270-271**

**Township use only:**

Signature Recreation Director: \_\_\_\_\_ Date: \_\_\_\_\_

Signature Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

Year to date donation: \_\_\_\_\_

Amount of donation: \_\_\_\_\_ Check Number: \_\_\_\_\_ Date: \_\_\_\_\_