



To Whom It May Concern,

The [Sourland Conservancy](#) is delighted to offer local businesses the opportunity to advertise at the 2017 [Sourland Music Festival](#), the premier musical event in the region, on June 17, 2017.

The Sourland Conservancy is the only organization solely dedicated to caring for the cultural and natural heritage of this unique region. The 90-square-mile Sourland region is home to the largest contiguous forest in central New Jersey, and encompasses a complex ecosystem of forest, wetlands and grasslands. Its mosaic of habitats is home to an incredibly rich diversity of animal and plant species, many rare or endangered.

The Sourland Music Festival, which will be held at the Hillsborough Country Club, is our biggest fund-raising event of the year, drawing a large crowd from the area, mainly over-40s, affluent, homeowners, and engaged in their communities. There will also be a strong emphasis on families this year, with many child-focused activities scheduled.

As an advertiser, you can help preserve the Sourland Mountain for the next generation, promote your company and help another non-profit of your choice through our complimentary VIP Tickets program.

The Ryland Inn VIP Service

This year's VIP service will be provided by the [Ryland Inn](#), a superb, Zagat-rated restaurant, making this a very attractive addition to the Festival – and to sponsors eligible for complimentary tickets.

Sponsors can do whatever they wish with the tickets; use them themselves to network on the day, give to key clients or employees or donate them to a school or other fundraising effort. The VIP tickets also come with a \$25 gift certificate each for use at the Ryland Inn.

We would be happy to discuss sponsoring specific activities at the Festival, vendor opportunities, demonstrations or other ways in which you might want to promote your company. If you are interested, please contact Gery Juleff on 609 529 0149 or by email on musicfestsponsors@sourland.org



2017 SPONSORSHIP PROPOSAL

Festival Info

When: June 17th, 3:00PM - 10:00PM

Where: Hillsborough Golf & Country Club, Hillsborough, NJ

Tickets: General Admission: \$25 online, \$35 at door; VIP: \$80

Expected Attendance: 1,000-1,500

Website: www.sourlandmusicfest.org

Features

- Presenting popular local bands (details tbc)
- VIP package to be provided by the [Ryland Inn](#) (recommended by Zagat, the New York Times and others)
- Beer & Wine Garden
- Food Trucks & Craft Vendors
- Many activities for adults and children

Target Demographics

Somerset, Mercer, and Hunterdon

Age: 40+

Median Household Income: \$80,000 - \$120,000

Population: 800,000



Sponsorship Form

All sponsorships are considered a donation to the Sourland Conservancy, a 501(C)3 and are tax deductible. All sponsorship packages are negotiable and can be individually tailored to meet your objectives – for instance, you could sponsor one of the activities, zones or the beer garden. Basic packages are as follows;

Presenting Sponsor; \$5,000 – only 1 available

Premier recognition on Music Festival website and social media. Company logo on all publicity materials, including signs, posters, social media and T-shirts. Your banner can be displayed at the event. 6 complimentary tickets for the Ryland Inn VIP area (including \$25 Ryland Inn gift certificate per ticket). Full page ad in program, including coupon if desired. Speaking opportunity for company rep on main stage. Business Partner status throughout the year. Vendors table.

Friend of the Sourlands; \$1,000 – only 4 available

Heightened recognition on Music Festival website and social media. 4 complimentary tickets for the Ryland Inn VIP area (including \$25 Ryland Inn gift certificate per ticket). Full page ad in program, including coupon if desired. Opportunity to upgrade to Sourland Conservancy Business Partner status. Vendors table

Friend of the Music Festival; \$500

Recognition on Music Festival website and social media. 2 complimentary tickets for the Ryland Inn VIP area (including \$25 Ryland Inn gift certificate per ticket). ½ page ad in program, including coupon if desired.

Festival sponsor; \$300

Recognition on Music Festival website and social media. 2 complimentary tickets. ¼ page ad or coupon in program.



Sourland Conservancy Business Partner, \$1500

It is also possible to become a Sourland Conservancy Business Partner. This would give you recognition throughout the year on the main Sourland Conservancy website and at major Conservancy events, including 4 free tickets to the Music Festival and the Sourland Spectacular Bike Ride, along with ½ page ads in both programs and recognition on both websites.

Note; the rain-date will be Sunday June 18th from 2-9pm.

To learn more about the great work that the Sourland Conservancy is doing to protect, promote and preserve the unique character of the Sourland Mountain region, visit our website;

<http://sourland.org/>

or our FaceBook page;

<facebook.com/SourlandConservancy>



Select Your Level of Interest:

_____ Presenting Sponsor	\$5,000
_____ Friend of the Sourlands	\$1,000
_____ Friend of the Festival	\$500
_____ Festival sponsor	\$300
_____ Sourland Conservancy Business Partner	\$1,500

Check enclosed for \$ _____

To pay by MasterCard or Visa, please tick here _____, go to [sponsor payment page](https://www.sourlandmusicfest.org/sponsors/) and follow instructions, or go to www.sourlandmusicfest.org/sponsors/ for electronic version and follow guidance.

Company Name: _____

(Exactly as you wish it to appear in promotional materials)

Contact Name: _____ Title: _____

Street Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Checks Payable To: Sourland Conservancy Contact: Gery Juleff

Send to;

Gery Juleff, 32 2nd Street

musicfestponsors@sourland.org

Hopewell, NJ 08525

Phone: (609) 529 0149

Please do not hesitate to call or email if you have any queries.

