



To Whom It May Concern,

The [Sourland Conservancy](#) is delighted to offer local businesses the opportunity to partner the 2018 [Sourland Music Festival](#), the premier musical event in the region, on June 23, 2018.

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 fundraising event of the year. The music features 4-5 well-known singer-song-writer artists from the tri-state area and a special Headliner group. The event draws a large crowd of affluent music lovers who are engaged in their community and their environment and features a strong emphasis on family and child-focused activities

As a local business, you can help preserve the Sourland Mountain for the next generation and promote your company. We – supported by a team of marketing professionals – will be reaching many more prospective customers through greatly enhanced promotional efforts. Many more potential customers will be aware of your support for the Music Festival.

The Ryland Inn VIP Service

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

Partnership options

There will be a wide variety of partnership options this year, including those in this package eg supporting specific activities (educational, bands, security etc) and co-sponsoring the VIP area along with the Ryland Inn. We are also open to receiving appropriate services or goods in lieu of a financial contribution. We would be happy to discuss options in more detail. If you are interested, please contact Gery Juleff on 609 529 0149 or by email on musicfestponsors@sourland.org



2018 Sponsorship Proposal

Festival Info

When: June 23rd, 3:00PM - 10:00PM

Where: [Hillsborough Golf & Country Club](#), Hillsborough, NJ 08844

General Admission: \$15 online, \$25 at door, \$10 for young people (12-18), children under 12 free; VIP: \$100

Expected Attendance: 1,000-1,500

Website: www.sourlandmusicfest.org

Features

- Presenting popular singer-song writers and bands from the tri-state area
- 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
- Educational and fun activities for adults and children

Target Demographics

- Somerset, Mercer, and Hunterdon Counties
- Age: 40+ with families, new emphasis on 20-30 age group
- 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

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 with the Sourland Conservancy throughout the year. Free vendors table.

Friend of the Sourlands; \$1,000

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. Free 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. 4 complimentary general admission tickets. ¼ page ad or coupon in program.



Sourland Conservancy Business Partner, \$1,500-\$10,000

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 complementary tickets to the Music Festival and the [Sourland Spectacular Bike Ride](#), along with ads in both programs and recognition on both websites. We have a number of levels and further details can be given on request.

Note; there is no rain date.

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](https://www.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-\$10,000

Check enclosed for \$ _____

To pay by MasterCard or Visa, please tick here _____, go to [sponsor payment page](http://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, 14 1st Street, Hopewell, NJ 08525 Phone: (609) 529 0149 musicfestponsors@sourland.org

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