

Mayor David Fleisher & Cherry Hill Township Council Present



2024

COMMUNITY SPONSORSHIP



INCREASE YOUR EXPOSURE & MAKE AN IMPACT ...RIGHT IN YOUR OWN COMMUNITY



Sponsoring a Cherry Hill Township event provides you with an opportunity to connect with the local community and build brand awareness and recognition. There are countless ways in which you can sponsor. The Recreation Department can work with you to find the best fit possible and make it a success for everyone!

MARKETING SNAPSHOT

74k +
Residents

43
Median age

39
Businesses Participated
in 2023

11k+
Facebook Followers

7.4k+
X Followers

4k+
Instagram Followers

16k+
Email Subscribers

30k
Community Magazines
Distributed

HOW TO BE A SPONSOR!

- STEP ONE -

Review this packet and select your desired Sponsorship levels & the events you want to attend.

- STEP TWO -

Complete the form on page 11 of this packet and email it to Events@chnj.gov.

- STEP THREE -

We'll send you an invoice with instructions on how to complete your payment.

- STEP FOUR -

Send us a JPG, PNG, or EPS version of your logo so that we can begin promoting your business.

- STEP FIVE -

Let's get ready for fun! We'll be in touch with details about each event you're sponsoring.

SELECT A LEVEL

Whether your budget is big or small there is a level for everyone!

Cherry on Top – \$25,000 (All Events)

Includes Diamond benefits plus...

- Logo & link on Township's Recreation website for the entire year
- Top billing on all promotional materials
- Prominent location at ALL events*
- Inclusion in Mayor's event announcement videos*
- Additional customized benefits to fit your brand

Diamond – \$10,000 (All Events)

Includes Platinum benefits plus...

- Top billing + logo/link/tag on all promotional materials (flyers, emails, social media posts, event website, etc)
- Speaking opportunity during opening remarks*
- Logo/link included in 12 monthly Recreation emails, sent to over 16,000 subscribers
- 8 total complimentary tickets to each ticketed performance*

Platinum – \$5,000 (10 events)

Includes Gold benefits plus...

- Table provided with priority location, at up to 10 events of your choice*
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for up to 10 events
- Full page ad in printed event program*
- Logo/link included in 10 monthly Recreation emails, sent to over 16,000 subscribers
- 4 total complimentary tickets to each ticketed performance*

Gold – \$2,500 (5 events)

Includes Silver benefits plus...

- Table provided at up to 5 events of your choice*
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for up to 5 events
- Half page ad in printed event program*
- Opportunity to display company banner at events
- Logo/link included in 5 monthly Recreation emails, sent to over 16,000 subscribers
- 2 total complimentary tickets to each ticketed performance*



Silver – \$1,500 (3 events)

Includes Bronze benefits plus...

- Table provided at up to 3 events of your choice*
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for up to 3 events
- Quarter page ad in printed event program*
- Logo/link included in 3 monthly Recreation emails, sent to over 16,000 subscribers

Bronze – \$600 (1 event)

- Logo & link on Township's website
- Table provided at one event of your choice*
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for one event
- Inclusion on printed event program*
- Recognition during opening remarks*
- Logo/link included in 1 monthly Recreation email, sent to over 16,000 subscribers

**if applicable*

Art Events

We strongly believe that art and culture form the essence of any community. Hence, we take pride in offering a diverse range of cultural events that showcase local talent and bring world-class performances to our town.

Art Blooms & Fall Into the Arts

Juried Art/Photography Exhibits

Cherry Hill's Croft Farm Arts Center hosts two annual juried art exhibits, Art Blooms and Fall Into the Arts. Both exhibits attract artists and photographers of all ages from the tri-state area. These shows have been a staple in the Cherry Hill Community for over 25 years.

Dates: May 2024 (Art Blooms); November 2024 (Fall Into the Arts)

Target Demographic: All Ages (approx 14+) & abilities

Anticipated Audience Size: 500+/show



Ensemble Series at Croft Farm

Classical/Contemporary Music Performances

The Ensemble Series at Croft Farm has been bringing world-renowned musicians to Cherry Hill since 1995. The setting is intimate, creating a unique and interactive experience for both musicians and audience members. The season consists of two concerts with programs that range in genre from classical to contemporary, including classic rock, bluegrass, and pops.

Dates: April 14, 2024; October 13, 2024

Target Demographic: Adults & Senior Citizens

Anticipated Audience Size: 125 per concert



Weekend Entertainment Series

Music/Entertainment Performances

Discover the ultimate entertainment series for adults aged 30 to 60, hosted by the esteemed Cherry Hill Arts Board. Enjoy a fabulous night out that won't break the bank! The series has included a wide range of events such as dueling pianos, dance parties, jazz nights, and much more.

Dates: March 1, 2024; Fall TBD

Target Demographic: Adults & Senior Citizens

Anticipated Audience Size: 125 per show



I Heart Art

Youth Art Show

Young artists in grades K-8 share their love of art with the community. This is the 2nd year for the show and after how popular it was, we've expanded the number of entries. Each young artist receives a canvas that they must create their work of art on. All pieces submitted will be hung. The show is on display for 2 weeks and ends with an afternoon reception.

Dates: February 11 - 23, 2025

Target Demographic: Youth

Anticipated Audience Size: 125 artists & their families



Senior Citizen Events

Cherry Hill recognizes the importance of senior citizens in our community and is dedicated to providing a welcoming environment for them to live in. We host a variety of exciting and engaging events designed specifically for residents aged 55 and older. With your support, we can continue to offer a wide range of activities to keep everyone busy and connected with others in the community.

Senior Festival Resource Fair

The Senior Festival is an event designed to inform the senior citizens of Cherry Hill Township about the wide range of services that are available to residents aged 55 and older. Various township departments, local businesses, non-profit groups, and organizations will participate in this event. The attendees from Cherry Hill will be provided with a boxed lunch during the festival.

Date: September 6, 2024

Target Demographic: Cherry Hill Senior Citizens, ages 55+

Anticipated Audience Size: 350



Senior Holiday Party Luncheon and Live Entertainment

Join us for the annual Senior Holiday Party! Seniors aged 55 and older are invited to enjoy a buffet lunch, music, dancing, and the chance to win prizes with friends. This is a lively social event to celebrate the holidays.

Date: December 12, 2024

Target Demographic: Senior Citizens, ages 55 +

Anticipated Audience Size: 75-100



Signature Events

Cherry Hill Township hosts a range of events that are essential to the community's morale and provide exciting and enjoyable activities for all ages. Sponsoring a Township event can be a great opportunity for you to connect with the local community, build brand recognition, and increase awareness about your business. With each event, you will be able to reach a different group of potential customers and engage with them in a fun and entertaining way.

Al Fresco Affair Food Truck Series

Join us for dinner at the historic Croft Farm property, where you can experience some of the finest food trucks in the area. Relax and enjoy live music with your family and friends, while indulging in a variety of good eats that are sure to please everyone's taste buds. It's the perfect way to ease into the long weekend!

Dates: May 23, 2024; August 29, 2024

Target Demographic: Families; All Ages

Anticipated Audience Size: 750 - 1000+ per night



Music Under the Stars Summer Concert Series

Music Under the Stars features free, family-friendly concerts on Tuesday evenings in July on the lawn of Barclay Farmstead. Bring your chairs or blankets, grab a bite from local food trucks, and enjoy top headliners under the stars!

Dates: July 16, 23, and 30, 2024

Target Demographic: Families, All Ages

Anticipated Audience Size: 750 - 1000+ per night



National Night Out Community Policing Celebration

The annual crime prevention and community policing celebration event is organized by the Cherry Hill Police Department, Cherry Hill Alliance on Alcohol and Drug Abuse and the Cherry Hill Township Recreation Department.

Activities have included a DJ, prizes, a police obstacle course, K-9 demonstrations and much more fun for the whole family!

Date: August 6, 2024

Target Demographic: Families, All Ages

Anticipated Audience Size: 1000+



Signature Events

Harvest Festival Community Event

Join us for the Harvest Festival, a beloved tradition in our community for over 30 years! Co-hosted by Cherry Hill Township, the Cherry Hill Police, and Fire Department, the festival offers a variety of fun activities such as a pumpkin patch, a crafter/vendor fair, and a petting zoo with pony rides. Adults can unwind at the beer garden while listening to live music, and the food court will satisfy all your cravings. Don't miss out on the chance to create unforgettable memories at the Harvest Festival!



Date: October 20, 2024

Target Demographic: Families, All Ages

Anticipated Audience Size: 5000+

Winter Festival at Croft Farm

Experience the enchantment of winter at Croft Farm! Gather the whole family for a day of fun featuring a free hot chocolate bar, an array of children's activities, and so much more. Feast on delectable food from our diverse vendors, sip on libations at the beer & wine lodge, and warm up by the cozy fire pits. Don't miss out on exploring the festive holiday market for unique treasures. It's a magical event you won't want to miss!



Date: December 8, 2024

Target Demographic: Families, All Ages

Anticipated Audience Size: 1000+



Patriotic Events

Cherry Hill takes great pride in paying tribute to its brave men and women who have made the ultimate sacrifice for our nation. With a deep sense of patriotism and hometown spirit, we are thrilled to announce the return of our annual fireworks display, celebrating the spirit of Independence Day. Join us in honoring our heroes!

Memorial Day Ceremony

Cherry Hill Township is honored to collaborate with the Jewish War Veterans Furer-Barag Wolf Post 126 and American Legion Post 372 to pay tribute to our brave Armed Forces members who sacrificed their lives while serving our country. This yearly ceremony will feature a keynote speaker, musical tributes, a wreath-laying ceremony, and a moment of remembrance.

Date: May 27, 2024

Target Demographic: Families, Senior Citizens, Veterans

Anticipated Audience Size: 250+



Fireworks

Independence Day Celebration

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.

Date: July 3, 2024

Target Demographic: Families; All Ages

Anticipated Audience Size: 7,500+



General Recreation Programs

The Recreation Department is seeking interested businesses to help support events, programs, classes and camps offered to residents of all ages.

Monetary & In-Kind Sponsorship Opportunities

Environmental Events & Activities

Together with the Cherry Hill Environmental Board (CHEB), we bring you a number of nature and trail-related activities including Migratory Bird Day, National Trails Day and National Public Lands Day. These events invite residents of all ages to help improve Cherry Hill trails while educating people on the importance of preserving our open spaces.

Items like building materials & supplies, gift cards to local home improvement stores, etc. can help the Environmental Board improve and preserve Cherry Hill's open spaces.

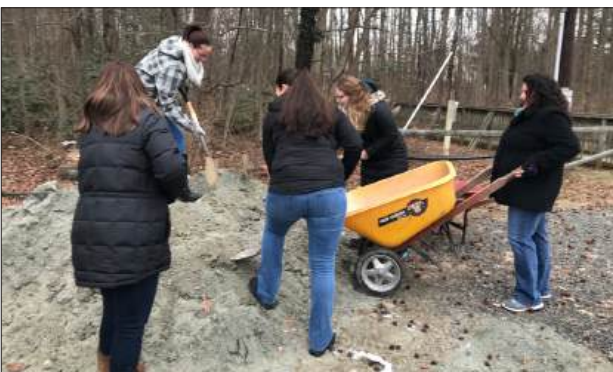
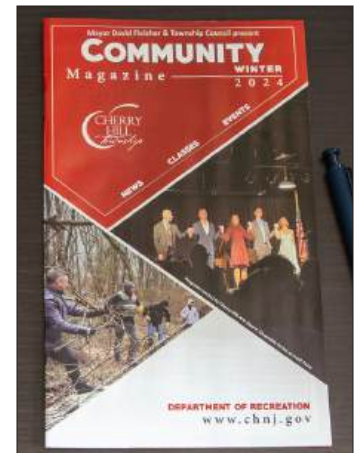


Recreation Events, Programs, Classes & Camps

The donation of food, raffle prizes, and materials can also aid the Department in providing top-notch services. Monetary funds will help to support material, staffing and advertising costs.

Cherry Hill Community Magazine

The Community Magazine is a publication that is printed four times a year and is mailed to every home in Cherry Hill. The magazine includes important information as well as events and classes offered through the Recreation Department.



Volunteer Time

The Recreation Department relies heavily on volunteers for larger events like Harvest Festival, Illuminate, Senior Festival, and trail improvements/clean-ups. Volunteers are critical in helping to make any event run as smoothly as possible. Contact us if your business would be interested in volunteering at specific events.

Interested in making an in-kind donation? Reach out to discuss!

856-488-7868 or Events@chnj.gov

CALENDAR OF EVENTS

MARCH

1 Jazz Night

APRIL

14 Ensemble Concert

28 Earth Day Tree Give Away

MAY

5-16 Art Blooms

11 Migratory Bird Day

23 Al Fresco Affair

27 Memorial Day Ceremony

JUNE

1 National Trails Day

JULY

3 Ind. Day Celebration

16 Music Under the Stars

23 Music Under the Stars

30 Music Under the Stars

AUGUST

6 National Night Out

29 Al Fresco Affair

SEPTEMBER

6 Senior Festival

28 National Public Lands Day

OCTOBER

13 Ensemble Concert

20 Harvest Festival

NOVEMBER

4-15 Fall Into the Arts

DECEMBER

8 Winter Festival

12 Senior Holiday Party

FEBRUARY 2025

11-23 I Heart Art Youth Art Show

More events will be added once dates are confirmed.

2024 SPONSOR COMMITMENT

CONTACT INFORMATION

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone/Cell: _____

Website: _____ Facebook: _____

SPONSORSHIP LEVEL (Check all that apply.)

<input type="checkbox"/> CHERRY ON TOP \$25,000 ALL EVENTS	<input type="checkbox"/> DIAMOND \$10,000 ALL EVENTS	<input type="checkbox"/> PLATINUM \$5,000 Check up to 10 events	<input type="checkbox"/> GOLD \$2,500 Check up to 5 events	<input type="checkbox"/> SILVER \$1,500 Check up to 3 events	<input type="checkbox"/> BRONZE \$600 Check ONE (1) event
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ART EVENTS

- ☐ Ensemble Concert Series
- ☐ Art Exhibits
- ☐ Weekend Events
- ☐ I Heart Art

SENIOR EVENTS

- ☐ Senior Festival
- ☐ Senior Holiday Party

SIGNATURE EVENTS

- ☐ Al Fresco Affair Food Truck Series
- ☐ Music Under the Stars
- ☐ National Night Out
- ☐ Harvest Festival
- ☐ Winter Festival

PATRIOTIC

- ☐ Memorial Day Ceremony
- ☐ Independence Day Celebration

GENERAL RECREATION

- ☐ Environmental Events/Activities
- ☐ In-Kind Recreation Events/Programs/Classes/Camps
- ☐ Community Magazine
- ☐ Volunteer Time

TOTAL COMMITMENT: _____

AGREEMENT

SPONSOR hereby agrees to waive, release and hold harmless Cherry Hill Township, all of its affiliates, employees, agents, representatives and successors from any and all claims or causes against Cherry Hill Township that may arise as a result in any action resulting from said services; and

SPONSOR is required to submit a **certificate of insurance** naming Cherry Hill Township, all of its affiliates, employees, agents, representatives and successors as additional insured on general liability including Products & Completed Operations Insurance with a minimum combined single limit of liability per occurrence for bodily injury and property damage of one million (\$1,000,000) dollars and evidence of auto liability and workers comp.

SPONSOR understands that their monetary contribution to the Cherry Hill Township Recreation Department will help to support ALL current and future programming and events. SPONSOR also understands that there will be no refunds for donations whatsoever. Should an event be canceled by the Township for any reason, SPONSOR will be able to attend another mutually agreed upon event within one (1) calendar year from the date of the originally scheduled event.

If any portion of this release from liability shall be deemed by a Court of competent jurisdiction to be invalid, then the remainder of this release from liability shall remain in full force and effect and the offending provision or provisions severed herefrom.

SPONSOR REPRESENTATIVE PRINTED NAME

SPONSOR REPRESENTATIVE SIGNATURE

DATE

**Return your completed form to: Events@chnj.gov
or mail with check (payable to: Cherry Hill Township) to: 820 Mercer Street, Cherry Hill, NJ 08002**



Mayor David Fleisher

TOWNSHIP COUNCIL

William Carter, Council President

Michele Golkow, Council Vice President

Carole Roskoph

Sangeeta Doshi

Jennifer Apell

Daniel V. DiRenzo, Jr.

Jill Hulnick

Events@chnj.gov | 856-488-7868