

Mayor David Fleisher & Cherry Hill Township Council Present



2025

CORPORATE SPONSORSHIP





Mayor David Fleisher

Dear Community Partner,

My first year as Mayor of Cherry Hill Township was a BIG one! We brought back fireworks, expanded our senior events, enhanced our summer concerts and food truck events, continued our focus on recreation programs and activities, and will introduce our new Winter Fest on December 8, all in an effort to bring our community together. Next up, I will be launching the Mayor's Wellness Campaign focused on residents of all ages, working to make Cherry Hill "healthier together." We are seeing record attendance at our events, and our community spirit is stronger than ever.

As we jump into 2025 with more community activities, I am asking for your partnership to help keep the momentum going.

In Cherry Hill, we remain dedicated to providing a variety of community-minded programming in our diverse town of more than 76,000 residents, which swells to over 200,000 with visitors and employees working in our area. With festivals, concerts and art exhibits, my team continues to create community-building events that make our town special.

As a 2025 sponsor, you will become an important part of our community-based events and have the opportunity to build personal relationships with our residents.

Enclosed, please find a detailed packet showcasing the 2025 special events. Alongside these events you will find the various sponsorship levels and opportunities, as well as benefits of becoming a corporate sponsor. Please take a moment to read over the many offerings and see what events match your corporate goals.

If you are interested in reaching out to Cherry Hill's diverse community, or connecting with residents from South Jersey's largest town, please complete the attached paperwork or contact us to discuss your custom sponsorship package.

If you have any questions or are interested in becoming an exclusive banner sponsor, please contact Megan Brown, Director of Recreation, at (856) 661-4810 or MBrown@CHNJ.gov.

I hope you will partner with us, as your support will help create yet another memorable year for Cherry Hill's special events.

Your Mayor,

Dave Fleisher

BOOST YOUR BRAND

and Make a Difference in Your Own Community!

Sponsoring a Cherry Hill Township event is a powerful way to connect with local residents while increasing your brand's visibility and recognition. With a variety of sponsorship options available, we can work with you to create a tailored package that aligns with your business goals and ensures a successful partnership.

Let Cherry Hill's Recreation Department help you find the perfect fit for maximum impact and community engagement!



MARKETING SUMMARY

76k +
Residents

43
Median age

39
Businesses Participated
in 2024

30k
Community Magazines
Distributed

11k+
Facebook
Followers

7.4k+
X Followers

4k+
Instagram
Followers

16k+
Email Subscribers

2025 CALENDAR OF EVENTS

FEBRUARY

11-23 | Heart Art Youth Art Show

MARCH

1 Weekend Performance

APRIL

26 Earth Day Event

MAY

4 Ensemble Concert
4-16 Art Blooms
10 Migratory Bird Day
22 Al Fresco Affair
26 Memorial Day Ceremony

JUNE

1 National Trails Day

JULY

3 Independence Day Celebration
15 Music Under the Stars
22 Music Under the Stars
29 Music Under the Stars

AUGUST

5 National Night Out
28 Al Fresco Affair

SEPTEMBER

12 Senior Festival
27 National Public Lands Day

OCTOBER

12 Ensemble Concert
19 Harvest Festival

NOVEMBER

3-13 Fall Into the Arts

DECEMBER

7 Winter Festival
11 Senior Holiday Party

Ready to get involved?

BECOME A SPONSOR TODAY!

- STEP ONE -

Review this packet and select the desired events you wish to attend.

- STEP TWO -

Work with our team to create a custom package, just for you! Events@chnj.gov or 856-488-7868

- 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.

CUSTOM PACKAGES AVAILABLE

Events@chnj.gov or 856-488-7868

2025 Community Event Sponsorship Opportunities

Cherry Hill Township hosts a broad range of events that showcase our community spirit and provide exciting and enjoyable activities for residents of all ages. Sponsoring a Township event can be a great opportunity for you to connect with the local community, while building brand recognition, and increasing 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. Our events captivate all different interests and backgrounds and are divided into 4 categories:

- **Highlighting Arts and Culture**
- **Engaging our Senior Citizens**
- **Honoring America**
- **Signature Community Events**

By sponsoring any event, your brand will gain visibility among hundreds of local families, fostering connections and enhancing your community presence. Don't miss the opportunity to engage with this vibrant and diverse audience!

Below is a chart of the available levels of sponsorship per event and what is included in each package.



PACKAGE INCLUDES	GOLD \$2,500	SILVER \$1,500	BRONZE \$600
Table provided for on-site promotion at event and recognition during opening remarks.	✓	✓	✓
Logo/link/tag on promotional materials (flyers, emails*, social media posts, event website, etc.).	✓	✓	✓
Logo/link included in monthly Recreation emails sent to over 16,000 subscribers.	✓	✓	
Ad in printed program distributed to all attendees**	✓ Half Page	✓ Quarter Page	
Complimentary tickets to each ticketed performance**	✓		
Opportunity to display company banner at event	✓		

* E-mail campaigns include event-specific emails, Mayor's Weekly Email and Recreation Department's Monthly email, each reaching up to 16,000 subscribers.

** Events like Senior Festival, Senior Holiday Party, Ensemble Series and art exhibits provide printed programs. The Ensemble Series and Weekend performances require tickets.

CUSTOM SPONSORSHIP PACKAGES AVAILABLE

Interested in sponsoring multiple events and maximizing your brand's reach? We're happy to create a **personalized sponsorship package** tailored to meet your business needs and goals. Whether you're looking to sponsor one event or many, we'll work with you to craft the perfect partnership!

Please email Events@chnj.gov or call **856-488-7868** to discuss how we can support your business goals.

In-Kind Sponsorship opportunities are also available for those looking to contribute products or services!

EVENT RECOMMENDATIONS

- ⇒ *Music Under the Stars*
- ⇒ *Senior Festival*
- ⇒ *National Night Out*
- ⇒ *Harvest Festival*
- ⇒ *Winter Festival*

Highlighting Arts and Culture

We strongly believe that art and culture form the essence of any community. Our diverse cultural events not only highlight the incredible talent within our town but also bring world-class performances to enrich the lives of our residents. By sponsoring these events, your organization will play a vital role in fostering creativity, supporting local artists, and enhancing the cultural vibrancy of our community. Together, we can continue to inspire and engage audiences of all ages through the power of the arts.

Art Blooms & Fall Into the Arts

Juried Art/Photography Exhibits

Cherry Hill's Croft Farm Arts Center proudly hosts two annual juried art exhibits, *Art Blooms* and *Fall Into the Arts*, celebrating the creativity of artists and photographers of all ages from across the tri-state area. For over 25 years, these shows have been a vibrant part of Cherry Hill's cultural fabric, fostering a deep appreciation for the arts within our community and beyond.

EVENT HIGHLIGHTS:

Dates: May 2025 (Art Blooms); November 2025 (Fall Into the Arts)

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

Anticipated Audience Size: 500+/show



Ensemble Series at Croft Farm

Classical/Contemporary Music Performances

Since 1995, the Ensemble Series at Croft Farm has been bringing world-renowned musicians to Cherry Hill, offering an intimate and interactive setting that enriches the connection between performers and audience members. This cherished series features two concerts each season, showcasing a diverse range of musical genres—from classical to contemporary, including opera, classic rock, and pops—making it a cornerstone of Cherry Hill's vibrant arts scene.

EVENT HIGHLIGHTS:

Dates: May 4, 2025; Fall 2025

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.

EVENT HIGHLIGHTS:

Dates: March 1, 2025

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.

EVENT HIGHLIGHTS:

Dates: February 11 - 23, 2025

Target Demographic: Youth

Anticipated Audience Size: 125 artists & their families



Signature Community 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

Enjoy a delightful evening at the historic Croft Farm property, where you will experience some of the best food trucks in the region. Attendees will create lasting memories with friends and neighbors while relaxing to live music in a family-friendly atmosphere. This unique event is the perfect way for families to kick off a long weekend!

EVENT HIGHLIGHTS:

Dates: May 22, 2025; August 28, 2025

Target Demographic: Families of all ages from the Cherry Hill community and beyond

Anticipated Audience Size: 750 - 1000+ per night



Music Under the Stars Summer Concert Series

"Music Under the Stars" is a beloved summer tradition, featuring free, family-friendly concerts held on Tuesday evenings in July at the scenic Barclay Farmstead. Families bring their chairs and blankets, enjoy bites from popular local food trucks, and experience a different live performance each week under the beautiful evening sky.

EVENT HIGHLIGHTS:

Dates: July 15, 22, and 29, 2025

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, community organizations and much more fun for the whole family!

EVENT HIGHLIGHTS:

Date: August 5, 2025

Target Demographic: Families, All Ages

Anticipated Audience Size: 1000+



Signature Community 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!

EVENT HIGHLIGHTS:

Date: October 19, 2025

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!

EVENT HIGHLIGHTS:

Date: December 7, 2025

Target Demographic: Families, All Ages

Anticipated Audience Size: 1000+



Engaging our Senior Citizens

Cherry Hill recognizes the invaluable contributions of our senior citizens which is why we are committed to creating a vibrant, welcoming environment for them. Our engaging events, designed specifically for residents aged 55 and older, foster social connections and promote active living. By sponsoring these activities, your organization will not only support a vital community initiative but also connect with a dedicated and growing demographic. With your help, we can continue to offer a diverse range of programs that enrich the lives of our senior citizens and strengthen community bonds.

Senior Festival Resource Fair

The Senior Festival is a unique event dedicated to connecting Cherry Hill's senior residents (ages 55+) with the vast array of services and resources available to them. The festival brings together local businesses, township departments, non-profit organizations, and community groups, providing valuable information and support to our senior citizens. Attendees enjoy a complimentary boxed lunch as they explore these offerings in a fun, welcoming environment.

EVENT HIGHLIGHTS:

Dates: September 12, 2025

Target Demographic: Cherry Hill residents aged 55+

Anticipated Audience Size: 400



Senior Holiday Party Luncheon and Dancing

The annual Senior Holiday Party is a joyous celebration where Cherry Hill residents aged 55+ come together for a festive afternoon filled with food, music, dancing and prizes. Seniors will enjoy a delicious buffet lunch and a chance to socialize, making this a highlight of the holiday season.

EVENT HIGHLIGHTS:

Dates: December 11, 2025

Target Demographic: Senior Citizens, ages 55+

Anticipated Audience Size: 85 - 100



Honoring America

Cherry Hill takes great pride in paying tribute to its brave men and women who have made the ultimate sacrifice for our nation. Join us as we come together to pay tribute to our heroes and celebrate our freedom!

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.

EVENT HIGHLIGHTS:

Date: May 26, 2025

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 live music and fireworks.

Please see page 11 for details on sponsoring this event.

EVENT HIGHLIGHTS:

Date: July 3, 2025

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.

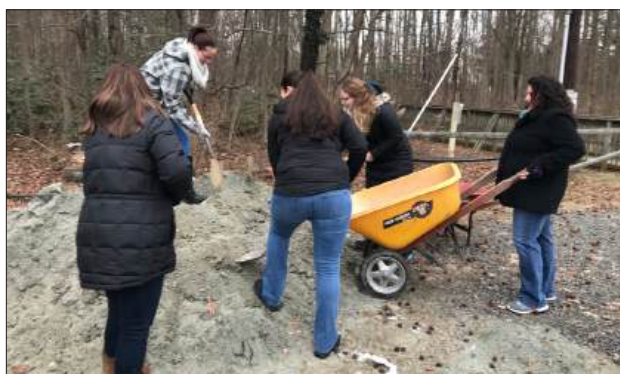


Recreation Events, Programs, Classes & Camps

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, Winter Festival, Independence Day Celebration, 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

2025 INDEPENDENCE DAY SPONSORSHIP PACKAGES

Last year Mayor Dave Fleisher brought back the **Independence Day Fireworks Display** for the first time in 11 years! The event was a booming success, and a family tradition we are excited to continue for years to come. We can't wait for next year and hope you'll join us for this fun, family-friendly event!

As the largest single event in Cherry Hill, it features live music and a dazzling fireworks display at the Jonas Morris Football Stadium and surrounding grounds of Cherry Hill High School West. This cherished celebration embodies the spirit of our community and wouldn't be possible without the support of local businesses like yours. We invite you to support this wonderful event by showing your commitment to the community and helping to make it the largest fireworks display in South Jersey!



Red – \$10,000

- Top billing + logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc)
- Table provided in prominent location for on-site promotion
- Opportunity to introduce main event on stage
- Recognition by Mayor during welcome remarks
- Inclusion in Mayor's event announcement videos*
- Opportunity to introduce band on stage
- Opportunity to distribute brand-specific marketing materials provided by you
- Company banner displayed at event
- VIP Parking
- Customized benefits to fit your brand



White – \$5,000

- Table provided in prominent location for on-site promotion
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for event
- Recognition by Mayor during welcome remarks
- Inclusion in Mayor's event announcement videos*
- Opportunity to introduce band on stage
- Opportunity to distribute brand-specific marketing materials provided by you
- Company banner displayed at event
- VIP Parking



Blue – \$1,500

- Table provided for on-site promotion
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for event
- Recognition by Mayor during welcome remarks
- VIP Parking

Your Benefits Explained

- **Emails:** Your logo/link will be featured in all promotional materials for the event, including email campaigns. In addition to event-specific emails, you will also be included in the Mayor's Weekly Email and the Recreation Department's Monthly Newsletter, reaching an audience of up to 16,000 subscribers each time.
- **Tag:** Your company will be tagged in social media posts on Facebook (@CherryHillRecreation and @CherryHillTwp) and Instagram (@CherryHillTwp).
- **Event website:** Each event gets its own webpage on the Cherry Hill Township website. Events are also listed on the calendar of events on the homepage and featured on the Recreation Department webpage.

**if applicable*

2025 CORPORATE SPONSORSHIP PACKAGES

Choose a level that works best for your business needs and goals.

Cherry on Top – \$25,000

- Logo & link on Township's Recreation website for entire year
- Top billing + logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc)
- Table provided in prominent location for on-site promotion at unlimited number of events
- All Fireworks "Red" benefits
- Full page ad in printed event program*
- Complimentary tickets to each ticketed performance*
- Company banner displayed at unlimited number of events
- Inclusion in Mayor's event announcement videos*
- Opportunity to introduce main event
- Customized benefits to fit your brand

Gold – \$15,000

- Top billing + logo/link/tag on all promotional materials (flyers, emails, social media posts, event website, etc)
- Table provided in prominent location for on-site promotion at up to 5 events
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for up to 5 events
- All Fireworks "White" benefits
- Full page ad in printed event program*
- Complimentary tickets to each ticketed performance*
- Company banner displayed at up to 5 events
- Opportunity to introduce main event

Silver – \$10,000

- Table provided in prominent location for on-site promotion at 3 events
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for 3 events
- Full page ad in printed event program*
- Complimentary tickets to each ticketed performance*
- Company banner displayed at 3 events

Bronze – \$5,000

- Table provided for on-site promotion at 2 events
- Logo/link/tag on promotional materials (flyers, emails, social media posts, event website, etc) for 2 events
- Half page ad in printed event program*
- Complimentary tickets to each ticketed performance*
- Company banner displayed at 2 events



Your Benefits Explained

- **Emails:** Your logo/link will be featured in all promotional materials for the event, including email campaigns. In addition to event-specific emails, you will also be included in the Mayor's Weekly Email and the Recreation Department's Monthly Newsletter, reaching an audience of up to 16,000 subscribers each time.
- **Tag:** Your company will be tagged in social media posts on Facebook (@CherryHillRecreation and @CherryHillTwp) and Instagram (@CherryHillTwp).
- **Event website:** Each event gets its own webpage on the Cherry Hill Township website. Events are also listed on the calendar of events on the homepage and featured on the Recreation Department webpage.
- **Printed event programs:** Events like the Senior Festival, Senior Holiday Party, Art Exhibits and Ensemble Concerts include printed programs.
- **Company banner:** Company banners, provided by you, will be displayed in a prominent location whether at the entrance to the facility or in front of/near the stage if one is used.

2025 SPONSOR COMMITMENT FORM

CONTACT INFORMATION

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone/Cell: _____

Website: _____ Facebook: _____

SPONSORSHIP COMMITMENT (Check event(s) interested in sponsoring)

HIGHLIGHTING ARTS & CULTURE

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

ENGAGING OUR SENIOR CITIZENS

- ☐ Senior Festival
- ☐ Senior Holiday Party

SIGNATURE COMMUNITY EVENTS

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

HONORING AMERICA

- ☐ Memorial Day Ceremony
- ☐ Independence Day Celebration

GENERAL RECREATION

- ☐ Environmental Events/Activities
- ☐ Programs/Classes/Camps
- ☐ Community Magazine

Total Monetary 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 understands that there is no business exclusivity for any 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