

COMING: SEPTEMBER 9th, 2018:



(formerly the South Orange Int'l Blues Festival)

www.southmountainblues.com

SPONSOR KIT

CONTACT: Mike Griot/Sponsor Program Administrator
southmountainbluesfestival@gmail.com

OFFICE OF THE COUNTY EXECUTIVE COUNTY OF ESSEX

Hall of Records, Room 405, Newark, New Jersey 07102
973.621.4400 --- 973.621.6343 (Fax)
www.essexcountynj.org

Dear Friend:

Essex County is a broadly diverse and culturally vibrant community, which is what makes this area so attractive. As part of our ongoing efforts to spotlight different segments of our community, we are partnering with the **South Mountain International Blues Festival** to stage their day-long event on **Sunday, September 9th, 2018**. This is an extraordinary undertaking, *but with your support we can promote blues music, Essex County and your organization.*

Six years ago, **Mike Griot**, an Essex County-based blues musician and promoter specializing in the blues circuit, founded the Festival to raise awareness of the blues, which has been described as “the classical music of America.” The Festival was well received and its positive results could be seen in how it highlighted this under-appreciated genre of music, united the arts and music community, provided free family-friendly entertainment, and bolstered our local economy with the influx of visitors who patronized area restaurants, galleries, hotels and other venues.

Essex County is excited to once again be hosting the 2018 Festival in beautiful Essex County South Mountain Reservation in West Orange. In these difficult economic times, programs such as these not only provide affordable entertainment, but boost pride in our community, stimulate the local economy, galvanize our residents and improve our quality of life.

We are already in the planning stages with Mr. Griot for this year’s festival and would appreciate any support you can provide. For information on sponsorship opportunities and how you can become part of this exciting event, please contact Mr. Griot at **southmountainbluesfestival@gmail.com**.

Working together we will continue *Putting Essex County First*.

Sincerely,
Joseph N. DiVincenzo, Jr.
Essex County Executive



Sponsorship Opportunities

Please take a few minutes to review the following information about how your business or organization can become a sponsor for the Essex County/South Mountain International Blues Festival!



Sponsorships are Good Business

Corporate sponsorships are good business. As a sponsor of the Essex County/South Mountain International Blues Festival, **your company will realize tangible marketing benefits in return for your sponsorship investment, while supporting one of the exciting, established cultural programs in the Northeast.**

We will position your company as a partner with one of the region's most unique public events. Corporate sponsorship opportunities begin at the \$5,000 level, with benefits accruing as the level of sponsorship increases. ***Our new "Micro-Sponsor" level opens up even more affordable support options.*** Regardless of the sponsorship level you select, the festival's expert media consulting firm will be pleased to work with you in creating an integrated sponsorship program designed to meet your company's unique marketing objectives.

High Visibility. Promotion. Hospitality.

Our highly diverse audience of over 4,000 attendees makes us the ideal partner in reaching specific target markets. Among the benefits available to corporate sponsors include:

- Main Stage promotion of your product/service directly to a captive audience
- Recognition via festival publications, advertising, online marketing and media coverage
- High visibility among the festival audience, including a stage-side presence
- Other benefits specifically tailored to our sponsors' needs.

The Right People...in the Right Place...*at the Right Time!*

It has been said that there is nothing more powerful than an idea who's time has come...

We are directly tied to our community...as residents and business owners in Essex County, we know the people, and we know what motivates them. We have tapped into an organic support base of well-educated, affluent consumers who are active, urbane... and **brand loyal!**

You will find much of your target demographic represented here in Essex County.



Ideal Demographics

As with most arts patrons, festival audiences comprise an important demographic profile: our typical audience member is age 45+, upper middle income, and well educated.

Festival audiences are informed consumers, who support businesses which are committed to the arts in their communities.

Corporate Sponsorship Program

Detailed below are specific benefits associated with each of the corporate sponsorship levels offered by The Essex County/South Mountain International Blues Festival.

Festival Sponsor

- **\$5,000 level:**
 - Benefits:
 - Free full-page ad and inclusion of logo in the SMIBF Official Online Festival Program and performance day Festival Program (distributed to audience at all performances);
 - VIP parking benefits during festival;
 - Website links;
 - On-stage recognition, prior to the sponsored performance;
 - Credit line in all press releases pertaining to sponsored performance
 - Photo/press opportunities

For more information on how your company can become involved with the Essex County/South Mountain International Blues Festival, please contact:

southmountainbluesfestival@gmail.com



**SPONSORSHIP APPLICATION
AND AGREEMENT**

Company/Individual
Name _____

Fed Tax
ID# _____

Contact
Name _____

Mailing
Address _____

City/State/Zip _____

Day Phone _____ Alternate Phone _____ Fax _____

E-Mail _____ Website _____

How did you hear about SMIBF?

Please **CHOOSE** your **sponsorship type** (check one): **CORPORATE** _____
INDIVIDUAL/MICRO SPONSOR PROGRAMS _____

Please **RESERVE** your **sponsorship** (check one):

CORPORATE:

_____ **Festival Sponsor**

- \$5,000 level

_____ **Preferred Festival Sponsor (exclusive naming rights based upon contribution)**

- \$5,000 - \$10,000 level

_____ **Title Festival Sponsor (contact us for a custom program and benefits!)**

- \$10,000+ level

INDIVIDUAL/MICRO-SPONSOR PROGRAMS:

_____ **Blues Benefactor** (\$1,200 to \$2,999)

_____ **Patrons** (\$600 to \$1,199)

_____ **Contributors** (\$300 to \$599)

_____ **Friends** (\$125 to \$299)

_____ **Members** (up to \$124)

Corporate Sponsors on all levels include one strategically-placed exhibit booth and the right to distribute materials at the SMIBF.

Individual/Micro-Sponsors on all levels include inclusion in the Official SMIBF digital Program, to be released one month prior to the event.

Please make check payable to NJBA d/b/a SMIBF

Mail to: SMIBF 4 South Orange Ave. #224 South Orange, NJ 07079

Authorized
Signature _____ Date _____

Print Name: _____ TITLE: _____

Authorized
Signature _____ Date _____

Print Name: _____ TITLE: _____

THANK YOU FOR YOUR GENEROUS SUPPORT!!



County of Essex, N. J.

The Essex County Board of Chosen Freeholders

Hereby issues this Resolution

SPONSORED BY FREEHOLDER CAROL Y. CLARK

HONORING THE TOWNSHIP OF SOUTH ORANGE VILLAGE AND THE NORTH JERSEY BLUES ALLIANCE
ON THE OCCASION OF THE INAUGURAL 2010 SOUTH ORANGE INTERNATIONAL BLUES FESTIVAL
SUNDAY, SEPTEMBER 12, 2010

WHEREAS, THE TOWNSHIP OF SOUTH ORANGE VILLAGE will host the inaugural 2010 SOUTH ORANGE INTERNATIONAL BLUES FESTIVAL on Sunday, September 12, 2010; and

WHEREAS, the 2010 SOUTH ORANGE INTERNATIONAL BLUES FESTIVAL (SOIBF), which has been three years in the making, is being organized by the NORTH JERSEY BLUES ALLIANCE, a private non-profit organization created as an educational and advocacy group focused on the ongoing promotion, development and preservation of the American musical tradition known as Blues; and

WHEREAS, the SOIBF will be a free, day-long outdoor live blues festival with events that will be staged in the heart of South Orange's downtown area, with the main concert and festival grounds located at Floods Hill; and

WHEREAS, the SOIBF will unofficially begin with pre-festival promotional activities tying-in local artists and Village restaurants and clubs with the spirit of the festival; and

WHEREAS, it is hoped that this exciting event, in addition to providing a day of free entertainment, will establish South Orange as a preferred cultural destination; provide a Mid-Atlantic cultural hub for the Blues; bring the world's passion and love for Blues music back home; familiarize newcomers with the Village's many charms and commercial attractions; and remind South Orange villagers of their hometown's natural, educational, culinary and retail assets; and

WHEREAS, the performing acts of the 2010 SOIBF will include a cross-section of 15-20 diverse Blues-influenced bands from across the Blues diaspora featuring: Henry Butler, Laura Chavez, David Stryker, the Reddan Brothers, the Blues Mob featuring Michael Hill, the Colin John Band, and the One & Nines, to name a few; and

WHEREAS, a portion of the proceeds from the Blues Festival will be used to establish and finance the on-going operations of the Blues Education Initiative (BEI) serving secondary and post-secondary schools throughout Essex County. The BEI's educational component will teach students basic music theory, music composition, lyric writing, arranging for small ensemble, and music business contracts and practices; its vocational component will expose students to audio production, audio engineering (both live and in-studio), and live concert and event production; and

WHEREAS, the 2010 SOIBF will come to fruition as a result of the extraordinary cooperation of community leaders, artists, educators and entrepreneurs in reaching their common goal of promoting the exposure of blues music and culture through community events and educational outreach; now, therefore, be it

RESOLVED, that the Essex County Board of Chosen Freeholders hereby congratulates the TOWNSHIP OF SOUTH ORANGE VILLAGE, its elected officials and resident volunteers, and the NORTH JERSEY BLUES ALLIANCE for their efforts to make the inaugural 2010 SOUTH ORANGE INTERNATIONAL BLUES FESTIVAL a reality, and for providing a day full of great music that also enhances the cultural diversity and offerings of South Orange and Essex County.

Blonnie R. Watson
President, Board of Freeholders

D. Bilal Weasley
Freeholder

Samuel Gonzalez
Freeholder

Ralph R. Caputo
Freeholder Vice President

Rufus J. Johnson
Freeholder

Linda Lordi Cavanaugh
Freeholder

Donald M. Payne, Jr.
Freeholder

Carol D. Clark
Freeholder

Patricia Sebold
Freeholder

Attest: 
Clerk of the Board

Date: July 29, 2010



Mike Griot

Is officially recognized and inducted as official

Blues Hall of Fame®

Ambassador to

Essex County

New Jersey

An American Heritage, Nonprofit Organization

September 27th 2010



Daniel S. Marolt

Chairman of the Board



Blues Hall of Fame®
www.BluesHallOfFame.org

SMIBF / NJBA

4 South Orange Ave. #224

South Orange, NJ 07079

<http://southmountainblues.com>

