

**COMING: SEPTEMBER 8<sup>th</sup>, 2019:**



*(formerly the South Orange Int'l Blues Festival)*

**[www.southmountainblues.com](http://www.southmountainblues.com)**

## **SPONSOR KIT**

**CONTACT: Mike Griot/Sponsor Program Administrator**  
**[southmountainbluesfestival@gmail.com](mailto: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 8th, 2019**. This is an extraordinary undertaking, *but with your support we can promote blues music, Essex County and your organization.*

10 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 10<sup>th</sup> Anniversary of the 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](mailto: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!!**



**SMIBF / NJBA**

4 South Orange Ave. #224  
South Orange, NJ 07079



<http://southmountainblues.com>