

2017 Sustainable Cherry Hill Earth Festival Sponsorship Opportunities



Hello:

We invite you to join as a supporter of the 8th Sustainable Cherry Hill Earth Festival at historic Croft Farm – being held Saturday, April 29, 2017. Theme: “Love Your Earth.”

Be a part of more than 100 earth-friendly vendors, educational and non-profit groups, and two stages of entertainment. The Earth Festival has grown each year and draws more than 5,000 people from Cherry Hill and surrounding communities. With your sponsorship, your organization will shine as a supporter of Sustainable Cherry Hill’s mission: “Bringing people together to build a sustainable South Jersey.”

In addition, we invite you to become a year-round **Sustaining Sponsor**; this exclusive sponsorship provides year-long sponsorship of all Sustainable Cherry Hill events with opportunities to cross-promote your organization’s events and emphasis on your organization’s sustainability mission and goals through SCH’s web site, social media, and e-blasts. (Please see Sustaining Sponsor document outlining this program and benefits.)

Celebrate – Learn – Grow

Sustainable Cherry Hill Earth Festival is a family and earth-friendly event designed to educate, inspire and promote sustainable, healthy living.

Presented by Sustainable Cherry Hill (501c3); Supported by Cherry Hill Township and Cherry Hill Public Schools.

DEADLINE - February 20, 2017 – To receive maximum pre-festival exposure

Sponsorship Levels and Benefits

	Presenting (\$2,500)	Leadership (\$1,500)	Green (\$750)	Leaf (\$500)
❖ Top-level display; “Presented by” in all festival & bike ride print and social media outreach	❖			
❖ Large logo (linked where possible) and priority placement in festival materials including Web site, social media, email blasts	❖	❖		
❖ Medium logo in most festival materials			❖	❖
❖ Event-day signage and sponsor announcements during event	❖	❖		
❖ Your one-time, 200-word sustainable message (subject to editing) posted online and social media to our hundreds of members and supporters scheduled before the festival. Due by 3/13/17	❖			
❖ Festival event prime location – 10’x10’	❖	❖	❖	
❖ Festival event space - 10’x10’			❖	❖

- **Please email this application and ONE high resolution organization logo (jpeg only) to EarthFest@SustainableCherryHill.org**
- *10’x10’ space only provided; please bring table, tent/canopy, chairs, tent banner, weights to secure display materials*
- **Event day set-up guidelines will be sent: Festival set-up 7:30 a.m. – 9:30 a.m. Event is rain or shine.**
- *Composting of food & recycling available on site; please, NO disposable, plastic water bottles for giveaway, sale, or use.*

Earth Festival Requirements:

1. All items for display, sale, or giveaway, including crafts, apparel, and decorative items, must be representative of the sustainable theme and mission of the festival. Items should be at least made in USA and from recycled or reused sources where possible. Please provide a full description of your product(s) on sign-up form. (For example: we discourage sale or give-away of non-recycled plastic items made overseas.)
2. In keeping with our sustainable theme, please do not use or give out: plastic bags, Styrofoam or polystyrene, helium balloons,

six-pack rings or anything that can be harmful to wildlife or human life. We ask that you lead by example and encourage use of recycled products and consider using a reusable water bottle for the day.

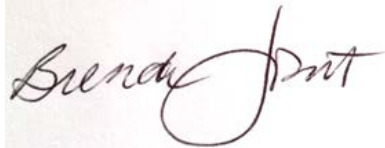
3. Please provide environmentally-friendly packaging. Please ask (rather than assume) if visitors need an item bagged or wrapped, and if so, please try to use paper.
4. **NO portable generators permitted**; limited electricity access is available upon request; as space allows.
5. In the event of violation of the agreed terms on the signed application, Earth Festival organizers and producer reserve the right to request immediate removal of said merchandise and/or display with no refund provided or obligation of any kind.

On behalf of the Sustainable Cherry Hill board, and our team of volunteers, thank you for supporting Sustainable Cherry Hill and our many outreach efforts to educate and support sustainability throughout the South Jersey region and beyond.

Please reach out with questions or special requests you and your organization may have about the Earth Festival, sponsorship, and Sustaining Sponsorship of Sustainable Cherry Hill.

We look forward to another outstanding Earth Festival and Family Fun Bike Ride Saturday, April 29, 2017.

Best regards,



Brenda Jorett

Producer



8th Sustainable Cherry Hill Earth Festival

856-448-2205

EarthFest@SustainableCherryHill.org

What's Next Productions, LLC
Public Relations Consultant

8th Sustainable Cherry Hill Earth Festival

2017 SPONSORSHIP APPLICATION – Due by Feb. 20, 2017

Please complete all information requested below

All sponsorship proceeds benefit education, scholarship, and outreach programs for Sustainable Cherry Hill, a 501c3 non-profit organization.



Please check requested sponsorship level:

Sustaining SCH sponsor- One-year, all-event sponsorship Platinum \$7500 Gold \$5000

Earth Festival only:

Presenting \$2,500 Leadership \$1,500 Evergreen \$1000 Green \$750 Leaf \$500

In-Kind (product/service must be equal-to or greater than \$100)

Check if Earth Festival POWER requested; Power must be confirmed April 1. NO generators. Supply your own power cords

Please print clearly and mail to address below or type, scan, and email with high-resolution jpeg of company logo to EarthFest@SustainableCherryHill.org

Name of Company/Organization: _____

Contact Name/Title: _____

Contact: office _____ cell _____ Event day cell _____

Company Address: _____

City: _____ State: _____ Zip: _____

Contact Email (for notification): _____

Back-up Contact name/cell/email: _____

Company web site address _____

Facebook page address: _____ Twitter handle: _____

Event Day Sponsor Details – you must relay event-day information to all staff; car-pooling encouraged- limited parking

How many people will staff your display area at the Earth Festival? _____

Contact Name/Title: _____

Does your company require power on event day? Yes? _____ No? _____ (No portable generators permitted)

Kindly detail below how your display coordinates with our Earth Festival theme “Love Your Earth”

Please consider: No plastic water or drink bottles. Limit foreign-made plastic items for give-away.

The representative of the above-named sponsor has read and understood event requirements and sponsorship benefits and will disseminate information to other company participants in this event. Sustainable Cherry Hill retains the right to decline a request to participate. Participation does not constitute endorsement by Sustainable Cherry Hill, event co-hosts or other sponsors. Please read important event guidelines and distribute to event-day participants from your company.

By (sponsor/company representative): _____ Date: _____

Kindly make sponsorship checks payable to:

Sustainable Cherry Hill

RE: 2017 Earth Festival

c/o Robert Blatt, Treasurer

168 Barclay Farms Shopping Center #133

Cherry Hill, NJ 0803

Event & sponsorships questions:

Brenda Joret, Event Producer

EarthFest@SustainableCherryHill.org

856-448-2205

Financial questions: treasurer@sustainablecherryhill.org

Consider Becoming a Sustaining Sponsor of Sustainable Cherry Hill



What does it mean to be a Sustaining Sponsor?

Sustainable Cherry Hill (SCH) continues to expand its education efforts with broader programming around how communities, individuals and businesses can embrace and benefit from sustainability. We are covering a more diverse range of topics and engaging new audiences through task forces and activities on a regular basis. Our sustaining sponsors help make these programs possible, delivering support and underpinning our shared interest in helping our community achieve a more sustainable, more livable, future.

Why *Sustaining* Sustainable Cherry Hill Works for Your Organization

Our mission, “Bringing people together to build a sustainable South Jersey” reflects how we all benefit when our communities become more sustainable. Companies large and small understand that everything they do – from purchasing to engaging in community activity – affects the well being of our people, precious resources of our shared planet, and their business’ bottom line (The triple bottom-line = People, Planet, Profit).

Since 2009, Sustainable Cherry Hill’s programming has engaged thousands of people across the region covering these topic areas and more:

- Healthy lifestyle
- Business and building sustainability
- Zero waste – recycling-composting
- Schools and education
- Home and Garden
- Transportation
- Art and culture
- Sustainable energy



Sustainable Cherry Hill collaborates with private businesses, Cherry Hill Township, Cherry Hill Schools and other organizations including co-sponsoring and delivery of events that encourage groups and individuals to “think globally and act locally” to achieve a more sustainable future.

Becoming a sustaining sponsor aligns your organization with these values and communicates to your client/customer base that by working together we can build a sustainability community. Your organization will gain exposure to thousands of supporters - a number that grows with outreach effort we produce.

Sustaining Sponsorship Opportunities

Platinum - \$7500 (annual sponsorship)

- Logo and link prominently displayed on SCH Web site home page.
- Logo included in social media information.
- “Presenting Sponsor” (top level) designation and benefits for annual SCH Earth Festival.
- Sponsor of two (2) additional events/year connected to your industry with your logo/link included on event outreach material and company materials distributed at these events.
- Three (3) exclusive educational outreach messages (250 words)/year to SCH supporters including a link to your dedicated URL/phone so ROI can be tracked.
- Designated sponsor for annual Green Leadership Scholarship program – your linked logo included on outreach as a supporter, helping to educate our next generation of sustainable citizens.
- Your coupons-brochures displayed at SCH events.

Sustaining Support Opportunities (continued...)

Gold - \$5000 (annual sponsorship)

- Logo and link on SCH Web site home page.
- Logo included in social media information.
- “Leadership Sponsor” designation and benefits for annual SCH Earth Festival.
- Sponsor of one (1) additional event/year connected to your industry with your logo/link included on event outreach material and company materials distributed at event.
- Two (2) exclusive educational outreach messages (250 words)/year to SCH supporters including a link to your dedicated URL/phone so ROI can be tracked.

Keys for a Successful and Sustaining Collaboration

Sustainable Cherry Hill’s goal through our sustaining sponsor relationships is to build support that will enable us to broaden and strengthen our programming and to enable those who engage with us the opportunity to understand how businesses with aligned values are critical to making our communities more sustainable.

- To achieve the greatest benefits, communication between your organization and Sustainable Cherry Hill is critical. We will designate a board member along with our outreach coordinator and communications team to work with you and your designated staff as events and outreach materials are planned.
- Our Earth Festival Producer will engage directly with sustaining sponsors as that major event is planned annually to coordinate participation and information exchange.
- While this is not an exclusive arrangement, and Sustainable Cherry Hill may take on other sustaining sponsors, Sustainable Cherry Hill will not take on additional sustaining sponsors in similar industries or who might compete with other sustaining sponsors.
- While Sustainable Cherry Hill feels strongly about the potential for our sustaining sponsorship program to be mutually beneficial, SCH must maintain and protect our mission and brand under all circumstances. We therefore entrust our sustaining sponsors to understand that we serve our supporters and mission while granting an avenue for ‘soft-sell’ outreach through education and information exchange. We therefore reserve the right to work with you to review, edit and approve any information submitted for distribution, display or communication through our organization or at our events.
- Celebration of your sustaining sponsor role on your website, communication and material is allowed and encouraged, however; Sustainable Cherry Hill requires our logo be included with such references (including click-link to our website when used on digital material) and requests such use include “Proud sustaining sponsor of Sustainable Cherry Hill” or similar to be coordinated.
- Sustainable Cherry Hill may enact various requirements or guidelines periodically and/or in consideration of specific exposure opportunities. Such considerations, to the degree they arise, would be discussed with our sustaining sponsors.
- Sustaining sponsorship designations are annual and payment of the sponsorship is expected at the time the sponsorship is established. Right of first refusal will be granted to existing sponsors at renewal time for consideration of continuance.
- An annual review of sponsorship levels, benefits and requirements will be undertaken at the end of each year prior to renewal. This will include solicitation of input from existing sustaining sponsors in an effort to make such relationships as productive as possible for all parties.

Sustainable Cherry Hill welcomes your consideration of our sponsorship opportunities and we look forward to working with you to continue the mission of strengthening the sustainability of our communities into the future.