



First Night[®] Morris County

A Celebration of the Arts & Our Community

2011 Sponsorship Opportunities

Event Date: December 31, 2010

Contact:

Debra Williams, Fundraising Chair

Sponsor@FirstNightMorris.com

(201) 787-0093

Become part of the excitement on New Year's Eve as downtown Morristown transforms into a performing arts extravaganza with internationally renowned and local professional talent. Join our effort to make First Night® Morris County accessible to the community of Morris and surrounding counties by becoming a sponsor today.

First Night Morris, Inc. is a 501(c)(3) charitable organization coordinating one of nearly 150 First Night celebrations around the world. The event relies on volunteers and is funded through corporate and business sponsorships, foundation grants, individual donations and the sale of admission buttons. Contributions are tax deductible to the extent allowable by law.

First Night Morris gives your business the opportunity to reach thousands. Whether your focus is on brand positioning, consumer outreach, product sampling or corporate citizenship, First Night can help you accomplish your goals through a variety of creative sponsor opportunities.

Attendees include families, seniors, professionals, singles and students from throughout Morris County and surrounding Somerset, Sussex, Bergen, Passaic and Essex counties. Morris residents are among the most affluent in the nation, with a median household income of \$99,706. Sponsors enjoy exposure through promotion during community-based activities throughout the year, as well as media coverage reaching more than 100,000 consumers.

Background

Founded: 1992

Status: 501(c)(3) charitable organization

Average Attendance: 5,000+

Advertising Reach: 100,000 Morris County households

Mission

First Night seeks to foster the public's appreciation of visual and performing arts through an innovative, diverse and high-quality New Year's Eve program which offers the community a shared cultural experience that is accessible and affordable to all.



Exclusive Promotional/Marketing Sponsorships

Button Underwriter

\$7,500.

Limit One

Your corporate logo co-branded with First Night Morris County's and printed on 7,500 commemorative 2011 admission buttons. Buttons are worn by attendees to gain access to events throughout New Year's Eve. Buttons have become collectables for thousands of First Night attendees over the years.

Venue Underwriter

\$7,500.

Limit One

Signage with your company logo will appear on "site signs" in front of all 25 First Night venues and your company will be acknowledged as our Venue Underwriter at the introduction of every performance (approximately 4 performances in each venue).

Volunteer Program Underwriter

\$5,000.

Limit One

Your corporate logo will be co-branded with First Night Morris County's on hats that are worn by 150 volunteers at all 25 of our venues. You will be featured on signage at our volunteer hospitality venue as our volunteer program underwriter and you will have the opportunity to provide 150 volunteer gift bags or promotional items to be included in volunteer gift bags. If your business includes catering or food vending, in-kind contributions of refreshments may be put toward cash sponsorship.

Midnight Fireworks Underwriter

\$5,000.

Limit One

A representative from your business may lead the countdown to midnight and speak briefly from the Morristown Green to thousands of attendees, residents and restaurant patrons. Your sponsorship will be recognized in our event program to be distributed in the Star Ledger and to thousands of First Night Morris attendees and you will receive sponsorship signage at the event.

Family Fireworks Underwriter

\$5,000.

Limit One

A representative from your business may speak prior to our halftime fireworks at 9:15pm from the Morristown Green to thousands of attendees, residents and restaurant patrons. Your sponsorship will be recognized in our event program to be distributed in the Star Ledger and to thousands of First Night Morris attendees and you will receive sponsorship signage at the event.



Corporate Leadership Opportunities

Platinum Sponsor

\$15,000.

- ★ Most prominently featured logo on First Night Morris website
- ★ Live link to company website on First Night Morris website
- ★ Most prominent corporate logo in sponsor section of all publications (i.e. event program, to be distributed in the Star Ledger, to all attendees and throughout Morris County area, email blasts, newsletters)
- ★ Corporate logo on posters displayed throughout the County prior to the event and signage at a prominent First Night venue on New Year's Eve
- ★ Press Release announcing sponsorship and mention in subsequent press releases throughout the year
- ★ DJ announcing your sponsorship every ½ hour at the event
- ★ Opportunity to distribute promotional materials and/or giveaways to thousands of attendees of all ages at one of our most highly attended venues and in volunteer gift bags
- ★ 25 complimentary admission buttons
- ★ Special discount on additional admission buttons
- ★ Opportunity for customized sponsorship programs to be determined by Platinum Sponsor and First Night Morris

Gold Sponsor

\$10,000.

- ★ Prominently featured logo on First Night Morris website
- ★ Live Link to company website on First Night Morris website
- ★ Prominent corporate logo in sponsor section of all publications (i.e. event program, to be distributed in the Star Ledger, to all attendees and throughout Morris County area, email blasts, newsletters)
- ★ Corporate logo on posters displayed throughout the County prior to the event and signage at select First Night venues on New Year's Eve
- ★ Inclusion in Press Release announcing sponsors
- ★ DJ announces your sponsorship every hour at the event
- ★ Opportunity to distribute promotional materials and/or giveaways at a select venue to thousands of attendees of all ages and in volunteer gift bags
- ★ 15 complimentary admission buttons
- ★ Special discount on additional admission buttons

Silver Sponsor

\$7,500.

- ★ Corporate logo on First Night Morris website
- ★ Corporate logo in sponsor section of all publications (i.e. event program, to be distributed in the Star Ledger, to all attendees and throughout Morris County area, email blasts, newsletters)
- ★ Corporate logo on posters displayed throughout the county prior to the event and venue signage on New Year's Eve
- ★ DJ announces your sponsorship periodically throughout the event
- ★ Inclusion in Press Release announcing sponsors
- ★ Opportunity to distribute promotional materials and/or giveaways in volunteer gift bags
- ★ 10 complementary admission buttons
- ★ Special discount on additional admission buttons



Sponsorship Opportunities

(continued)

Bronze Sponsor

\$5,000.

- ★ Recognition on First Night Morris website
- ★ Recognition in sponsor section of all publications (i.e. event program, to be distributed in the Star Ledger, to all attendees and throughout Morris County area, email blasts, newsletters)
- ★ Corporate logo on posters displayed throughout the county prior to the event and venue signage on New Year's Eve
- ★ DJ announces your sponsorship periodically throughout the event
- ★ Special discount on admission buttons

Patron

\$2,500.

- ★ Recognition on First Night Morris website
- ★ Recognition in our event program to be distributed in the Star Ledger and to all attendees
- ★ Special discount on admission buttons
- ★ First Night poster for your storefront or office
- ★ Proud sponsor identification for your storefront or office

Supporter

\$1,000.

- ★ Recognition on First Night Morris website
- ★ Recognition in our event program to be distributed in the Star Ledger and to all attendees
- ★ First Night poster for your storefront or office
- ★ Proud sponsor identification for your storefront or office

Friend of First Night

\$500.

- ★ Recognition on First Night Morris website
- ★ First Night poster for your storefront or office
- ★ Proud sponsor identification for your storefront or office

Individual or corporate donations of \$100 or more, made on or before December 1st, will also be noted on the First Night Morris website.





First Night[®] Morris County 2011

Event Date: December 31, 2010

Sponsorship Form

Name of Sponsor: _____

Level of Support:

- | | |
|---|--|
| <input type="checkbox"/> Button Underwriter (\$7,500) | <input type="checkbox"/> Platinum Sponsor (\$15,000) |
| <input type="checkbox"/> Venue Underwriter (\$7,500) | <input type="checkbox"/> Gold Sponsor (\$10,000) |
| <input type="checkbox"/> Volunteer Program Underwriter (\$5,000) | <input type="checkbox"/> Silver Sponsor (\$7,500) |
| <input type="checkbox"/> Midnight Fireworks Underwriter (\$5,000) | <input type="checkbox"/> Bronze Sponsor (\$5,000) |
| <input type="checkbox"/> Family Fireworks Underwriter (\$5,000) | <input type="checkbox"/> Patron (\$2,500) |
| | <input type="checkbox"/> Supporter (\$1,000) |
| <input type="checkbox"/> Other (please specify) \$ _____ | <input type="checkbox"/> Friend (\$500) |

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Completed forms may be returned via e-mail to Sponsor@FirstNightMorris.com or fax (973) 377-6506.

Thank you for your generous support of First Night[®] Morris County.
For additional information, contact Debra Williams at (201) 787-0093.

**FIRST NIGHT MORRIS COUNTY IS A 501(c)(3) CHARITABLE ORGANIZATION.
CONTRIBUTIONS ARE TAX-DEDUCTIBLE TO THE EXTENT ALLOWABLE BY LAW.**

