



*You couldn't pick a better place.*

**2016**

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**TOWNSHIP  
SPONSORSHIP  
OPPORTUNITIES**

# CHERRY HILL TOWNSHIP CORPORATE SPONSORSHIP

BY THE NUMBERS



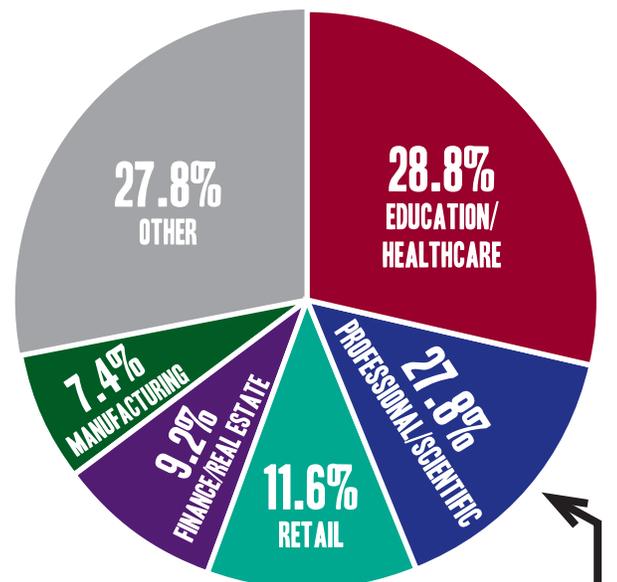
## SPONSORSHIP OPPORTUNITIES

- CULTURAL ARTS
- RECREATION
- MAYOR'S WELLNESS
- OUTDOOR RECREATION
- FAMILY EVENTS
- SENIOR CITIZEN
- ADVERTISING
- SUSTAINABILITY PLAN



**2 HISTORICAL TOWNSHIP OWNED SITES**

- 54%** • • • 19-64 YEARS OLD • • •
- 28%** • • 18 YEARS OR YOUNGER • •
- 17%** • 65 YEARS OR OLDER •



**WORKFORCE: 34,985**

# ADVERTISING

Now accepting advertisements for future issues of the Community Magazine - a publication mailed to almost \$30,000 homes and businesses in Cherry Hill and posted on the Township website.

Download specs at: <http://www.cherryhill-nj.com/index.aspx?nid=392>

## SIZES & PRICING

|                          |            |  |        |
|--------------------------|------------|--|--------|
| <input type="checkbox"/> | Back cover | 7.6”h x 7.425”w                        | \$1200 |
| <input type="checkbox"/> | Full page  | 9.31”h x 7.425”w                       | \$850  |
| <input type="checkbox"/> | 3/4 page   | 6.96”h x 7.425”w                       | \$650  |
| <input type="checkbox"/> | 2/3 page   | 9.31”h x 4.908”w                       | \$550  |
| <input type="checkbox"/> | 1/2 page   | 4.625”h x 7.425”w                      | \$450  |
| <input type="checkbox"/> | 1/3 page   | 3.075”h x 7.425”w<br>OR 9.31”h x 2.4”w | \$300  |
| <input type="checkbox"/> | 1/4 page   | 2.295”h x 7.425”w<br>OR 6.98”h x 2.4”w | \$250  |
| <input type="checkbox"/> | 1/6 page   | 2.295”h x 4.908”w<br>OR 4.65”h x 2.4”w | \$200  |
| <input type="checkbox"/> | 1/12 page  | 2.32”h x 2.4”w                         | \$100  |



*You couldn't pick a better place.*

### FACEBOOK SPONSORSHIP

Talk to us about creating custom Facebook Posts!



*The Community Magazine is a publication that is printed three times a year and is mailed to every home in Cherry Hill. The magazine includes important news information*

*as well as events and classes offered through the Recreation Department.*

## Connect with us!

### Facebook



@Cherry Hill Township  
@Cherry Hill Recreation Department  
@Cherry Hill Mayor's Wellness Campaign  
@Barclay Farmstead Museum

### Twitter



@CherryHillTwp  
@CHT\_Rec  
@HistoricBarclay

### Instagram



@CherryHillRecreation  
@CherryHillTwp  
@Barclay\_Farmstead

# OUTDOOR RECREATION EVENTS

## **SUNSET HIKE/CAMPFIRE**

**Saturday, June 4, 2016**

Parents and children alike will enjoy a sunset hike led by members of the Cherry Hill Environmental Board on the Barclay Farm National Recreation Trail. Following the hike, everyone is invited to gather around the campfire for s'mores. *Attendance: 200*

- ☐ **Sponsorship:** **\$250**
- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, websites & social networking sites
  - Opportunity for on-site promotion during event
  - Inclusion in issue of the *Community Magazine* mailed to 29,000 homes

## **TRAIL-RELATED EVENTS**

Cherry Hill is home to 12 trails including two National Recreation Trails. Throughout the year, the Cherry Hill Environmental Board hosts monthly trail maintenance days at various parks to help beautify the trails.

**Adult Hikes: (Weekly)**

**Mountain Bike Clinics (Ongoing)**

**Migratory Bird Day: May 7**

**Kids to Parks Day: May 21**

**National Public Lands Day: September 26**

- ☐ **Sponsorship:** **\$150**
- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, websites & social networking sites
  - Opportunity for on-site promotion during event
  - Inclusion in issue of the *Community Magazine* mailed to 29,000 homes

*\*Businesses are invited to give back to the community by participating in a trail clean-up day which can be scheduled at your convenience. We'll supply all of the necessary tools.*



# FAMILY EVENTS



## MUSIC UNDER THE STARS

Tuesday, July 5, 12, 19 & 26, 2016

Music Under the Stars is a free outdoor summer concert series held on the lawn of the Barclay Farmstead. Families are encouraged to bring their chairs/blankets and enjoy great eats from local food trucks each evening.  
Attendance: 250 each night

### Level 1: \$400

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Table provided for on-site promotion at 1 concert of your choice
- Recognition during opening remarks before concert
- Inclusion in summer issue of the Community Magazine mailed to 29,000 homes

### Level 2: \$1,200

*Level 1 benefits plus*

- Table provided for on-site promotion at each concert (4 total)
- Recognition during opening remarks before each concert (4 total)

### Level 3: \$3,500

*Level 1 & 2 benefits plus...*

- Company banner displayed on stage at each concert
- Logo included on two outdoor signs (posted at Springdale & Kresson Road and Brace & Bortons Mill Road)
- 1/12 page ad in summer issue of the Community Magazine mailed to 29,000 homes

# FAMILY EVENTS

## National Night Out

**Tuesday, August 2, 2016**

Cherry Hill Police, Alliance on Alcohol & Drugs, & Township team up to bring a celebration of community and police events. Music, Prizes, Police Obstacles, and more.

**Level 1:** **\$1,000**

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Table provided for on-site promotion at event



## AL FRESCO AFFAIR

**Thursday, August 4, 2016**

The Al Fresco Affair at Croft Farm will be an evening under the stars and twinkling lights. This event will have food trucks, music, lawn games, and dancing.

**Sponsorship:** **\$500**

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Table provided for on-site promotion at event



A large photograph of a pumpkin patch. Numerous orange pumpkins are scattered across a grassy field. In the background, several children and adults are seen walking and picking pumpkins. The scene is bright and sunny.

# FAMILY EVENTS

## HARVEST FESTIVAL Sunday, OCTOBER 16, 2016

Each October, Cherry Hill Township hosts its annual Harvest Festival at Croft Farm along with the Cherry Hill Police and Fire Departments. Past activities have included live entertainment, police and fire safety demonstrations, make and take crafts, pony rides, petting zoo, pumpkin picking, dunk tank and a craft fair.  
*Attendance: 2500*

### Level 1:

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Table provided for on-site promotion
- Recognition during opening remarks
- Inclusion in fall issue of the Community Magazine mailed to 29,000 homes
- Inclusion on event program

### \$600 Activity:

*Level 1 benefits plus...*

- Name on flyer & event program with activity
- Sign/Banner near activity

#### **Activities include:**

- Stage
- Pony Rides
- Rock Wall
- Balloon Artists
- Pumpkin Patch

### \$1,000

### Level 2:

*Level 1 benefits plus...*

- Company banner displayed at event
- Speaking opportunity during event
- 1/12 page ad in 1 issue of Cherry Hill Community Magazine mailed to 29,000 homes
- Logo included on three outdoor signs (posted at Route 70/ Haddonfield Rd., Springdale/Kresson Rd., and Brace/Bortons Mill Rd)

### \$5,000



# FAMILY EVENTS



## HOLIDAY LIGHTING

DATE TBD: NOV/DEC 2016

Each year, we welcome the holiday season as a community by lighting the Township Menorah and Christmas tree as a symbol of this special time of year. Area youth choirs are invited to sing the traditional sounds of the season and light refreshments are served. Attendance: 200

### Sponsorship:

**\$500**

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Recognition during opening remarks
- Inclusion in fall issue of the Community Magazine mailed to 29,000 homes
- Inclusion on event program



## BARCLAY 200

2016

The historic Barclay Farmstead is celebrating its 200th anniversary. Several events have been scheduled throughout the year and sponsorship opportunities are available. Please call 856-488-7868 to discuss.



# FAMILY EVENTS



## RESTAURANT WEEK

**August 14 - 21, 2016**

Cherry Hill Restaurant Week features 3-course dinners and 2-course lunch specials at some of Cherry Hill's best eateries.

### **Level 1:**

**\$500**

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.

### **Level 2:**

**\$1,000**

*Level 1 benefits plus...*

- Top billing on promotional material



**CHERRY HILL**  
**Restaurant Week**  
**August 16th - 23rd**



# MAYOR'S WELLNESS CAMPAIGN

## MAYOR'S WELLNESS

Wellness is defined as “achieving a healthy balance of mind, body and spirit that results in an overall feeling of well-being.” While there are many factors that contribute to wellness, concentrating our efforts on a Township-wide initiative can help lead to a healthier, happier, and more successful community. The goal of the Mayor’s Wellness Campaign (MWC) is to improve the health and wellness of our residents and businesses by encouraging them to take the pledge to get fit, eat healthier and know their numbers. Your business is invited to become a Mayor’s Wellness Campaign business partner. Together we can provide nutritional advice and recreational opportunities to our youth, seniors, employers and community members so that everyone has the opportunity to improve their health and enjoy all that our town has to offer.



### **Level 1:** **\$250**

- Distribution of handouts and literature on the Mayor’s Wellness table at events
- Use of the MWC logo on your marketing materials
- Your organization’s community events listed on the MWC website
- Company logo on give-away

### **Level 2:** **\$750**

*Level 1 benefits plus...*

- 1/6th page ad in one (1) issue of the Cherry Hill Township Community Magazine mailed to over 29,000 homes
- On-site promotion at Music Under the Stars concert series Barclay Farmstead

### **Level 3:** **\$1,250**

*Level 1 & 2 benefits plus...*

- 1/6th page ad in three (3) issues of the Cherry Hill Township Community Magazine mailed to over 29,000 homes
- On-site promotion at Harvest Festival (Oct. 16 from 12—4)

*You may also participate by:*

- Providing healthy tips and recipes for the MWC website
- Share a wellness success story to be spotlighted on the website
- Encourage clients and customers to take the pledge
- Provide raffle prizes as a reward to residents who have taken the pledge





# RECREATION

## SPONSOR A BASKETBALL TEAM

Athletes of all abilities in grades 2 through 9 are welcome in the Township's Co-Ed Community Basketball Recreation league (fall/winter and summer leagues). Teams consist of 10-15 young athletes who each receive team t-shirts with your company name printed on the back.

Participants (based on 2015 numbers): Fall/Winter – 34 teams; Summer – 16 teams  
\$250/team or entire league for \$185/team

## SPONSOR A CLASS

The Recreation Department is seeking interested businesses to help support programs and classes offered to residents of all ages. Funds will help support material, staffing and advertising costs. Your logo will be displayed in 1 issue of the Community Magazine mailed to 29,000 homes, on our Township website, in blast email campaigns and social media outlets. Support begins at \$250. In-Kind donations are also accepted. Please call to discuss.

## GENERAL RECREATION

The Recreation Department is seeking interested businesses to help support programs offered to community members of all ages.

**Sponsorship: \$5,000 for 1 year**

- Company logo on website
- Name on sports team shirts for 1 year
- Company listed in Community Magazine as department sponsor





## **MORNING FUN**

Cherry Hill Township's Morning Fun summer camp program was created to help make a positive difference in the lives of young children and teenagers within our community. During the season, more than 400 enrollees ranging in age from first to sixth grade participate in athletic and artistic activities. One site even works together to produce a drama production that is attended by the other camper and parents. Morning Fun camp is provided to residents at a fraction of the cost of comparable area camp programs. While the Morning Fun camp has always been successful and important within the community, it has become invaluable as families adjust to the changing economic status. Average attendance: 400 + approx. 75 staff members



**Sponsorship: \$5,000**

- Logo included on camp t-shirt (required to be worn by campers every day of camp), logo included on weekly camp newsletter sent home to parents
- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Inclusion in summer Community Magazine mailed to 29,000 homes
- 1/12 page ad in the summer Community Magazine which reaches over 29,000 Cherry Hill homes





## JUNIOR POLICE ACADEMY

The concept of the Junior Police Academy is to provide positive police interaction with the youths of our community while educating and allowing them to explore the challenges and responsibilities of police work. The program is designed to instill confidence, discipline and leadership and enhance responsible citizenship. We will focus on team building exercises and conclude with a formal graduation ceremony.

The curriculum will focus on classroom instruction and hands-on practical scenarios including drill and ceremony, physical training, school safety and bullying, drug awareness, motor vehicle stops, an introduction to special units, crime scene processing and fingerprinting as well as first aid.

### Level 1 \$1,000

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Sponsors would be invited to attend the graduation ceremony and recognized that afternoon in addition to acknowledgement in our press about the new JPA.



### Level 2 \$2,500

- *Level 1 Benefits plus...*
- Top billing (name/logo) on all promotional materials including various media/press outlets and program.

# SENIOR EVENTS



## **SENIOR CITIZEN LUNCHEONS (8 Per Year)**

Featuring lunch followed by live music or a movie, these fun afternoons offer residents ages 55 and older the perfect setting for a mid-day get-together. These events are scheduled year-round and take place at the Croft Farm Arts Center (100 Bortons Mill Road) and the Katz JCC (1301 Springdale Road). Attendance: 125 per lunch (Croft Farm)/ 225 per lunch (Katz JCC)

***Benefits include:***

- Table provided for on-site promotion during lunch for promotional items & literature
- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Speaking opportunity prior to movie/entertainment

***Croft Farm featuring lunch & movies***

***\$150 each***

- May 20, 2016
- June 17, 2016
- September 2016 TBD
- November 2016 TBD

***Katz JCC featuring lunch & entertainment***

***\$300 each***

- April 15, 2016
- July 15, 2016
- January 25, 2017





# SENIOR EVENTS



## SENIOR FESTIVAL

**Monday, September, 26, 2016**

This event seeks to educate Cherry Hill Township senior citizens on the many valuable services available to residents ages 55 and over. In addition to valuable exhibitor information, there will also be free refreshments. Attendance: 200+

### **Level 1: \$150**

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Table provided for on-site promotion
- Company name listed in event program

### **Level 2: \$2,000**

*Level 1 benefits plus...*

- Top billing (name/logo) on promotional materials including various media/press outlets
- Company banner displayed at event
- 1/12 page ad in 1 issue of the *Cherry Hill Community Magazine* which reaches over 29,000 Cherry Hill homes



# CULTURAL ARTS

## ENSEMBLE CONCERTS

### 3 Concerts Fall '16- Spring '17

The Ensemble Series at Croft Farm brings world-class conductors and musicians to Cherry Hill. Three concerts make up the season and programs range in genre from classical to contemporary and have even included classic rock, bluegrass and pops.

Attendance: 230 per concert

#### **Level 1:** **\$1,000**

- Inclusion in following: blast email campaigns for each concert sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Inclusion in 2 issues of the *Community Magazines*, mailed to 29,000 homes
- 2 tickets to each concert
- Half page ad in each program

#### **Level 2:** **\$3,000**

*Level 1 benefits plus...*

- 4 total tickets to each concert
- Company banner displayed in Arts Center throughout season
- Speaking opportunity during opening remarks
- Full page ad in each concert program
- 1/12 page ad in 2 issues of the *Community Magazine*

## ENSEMBLE CONCERT PROGRAM AD

Purchase a half page ad to promote your business. You determine the incentive and effective dates. Each person in attendance (up to 230 people) receives a program.

\$150 Per Concert | \$500 for all 3 Concerts



CHERRY HILL  
**ENSEMBLE SERIES**  
*at Croft Farm*



# CULTURAL ARTS



## **ANNUAL ART FESTIVALS**

### **FALL INTO THE ARTS**

**(Oct. 8-23, 2016)**

### **OR ART BLOOMS**

**(May 14-25, 2016)**

Each year, Cherry Hill hosts two art festivals at the Croft Farm Arts Center- Art Blooms (May) and Fall Into the Arts (October) that span roughly two weeks and include a series of art related events. Art Blooms features a juried art exhibit of two-dimensional art work while Fall Into the Arts is a juried photography exhibit. Both attract artists and photographers of various abilities from amateur to professionals. **Attendance: 2000 (two weeks of events)**

#### **Level 1: \$1,000**

- Inclusion in blast email campaigns sent to 10,000+ recipients, as well as on flyers, press releases, social media sites and the Cherry Hill Township website.
- Inclusion on exhibit program
- Inclusion in 1 issue of the *Community Magazine*, mailed to 29,000 homes

#### **Level 2: \$3,000**

*Level 1 benefits plus...*

- Company banner displayed in Arts Center during respective week
- Top billing (name/logo) on all promotional materials including various media/press outlets and program
- 1/6 page ad in 1 issue of the *Community Magazine* mailed to 29,000 homes
- Logo included on one outdoor sign (posted at Brace/Borton's Mill Road) for respective festival.

**\*\* Discounts Available For Sponsoring Both Festivals\*\***



# CHERRY HILL TOWNSHIP

***Thank you for your interest in Cherry Hill Township events! We greatly appreciate your support.***

*Throughout the year, the Township and the Recreation Department offer a variety of events and programs for residents of all ages. These events range from cultural arts and family programs, to seniors and health and wellness. Without the support of businesses like you, many of these activities would not be possible.*

*Don't know which event to sponsor? We can help! After reviewing the detailed event listings, estimated attendance, cost to sponsor and the benefits. We are available to work with you to design a custom sponsorship package that fits your businesses needs and budget.*

*In addition to monetary sponsorship, we also gladly accept in-kind sponsorship, offer volunteer opportunities such as trail clean-ups, and are always open to new ideas and suggestions.*

*For more information, please contact us at 856-488-7868 or Events@CHTownship.com.*

## *Connect With Us!*

### **Facebook**

@Cherry Hill Township  
@Cherry Hill Recreation Department  
@Cherry Hill Mayor's Wellness Campaign  
@Barclay Farmstead Museum

### **Twitter**

@CherryHillTwp  
@CHT\_Rec  
@HistoricBarclay

### **Instagram**

@CherryHillRecreation  
@CherryHillTwp  
@Barclay\_Farmstead





## CHERRY HILL TOWNSHIP

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PHONE: 856-665-6500 | E-MAIL: [EVENTS@CHTOWNSHIP.COM](mailto:EVENTS@CHTOWNSHIP.COM)

*You Couldn't Pick a Better Place*