



42nd Annual Sparta Day Sponsorship and Advertising Opportunities

On **Saturday, May 13, 2017**, the Junior Woman's Club of Sparta (JWCS) will be hosting our 42nd Annual Sparta Day. Sparta Day is a rain or shine family festival that is a much anticipated community event with over 100 vendors, amusements, entertainment and food at Station Park in Sparta. All proceeds from Sparta Day go to local and national charities and non-profit organizations.

This year we are offering a wide variety of Sponsorship opportunities that will not only bring great value to our event attendees, but also **give your business or organization wide exposure to several thousand residents of Sparta and its surrounding communities**. There are 4 levels of Sponsorship:

Level 1 - \$2000

Title Sponsorship

The Title Sponsorship provides a staging area for opening and closing ceremonies, local performances, and vendor demonstrations. As the Title Sponsor, **your business or organization name will be synonymous with Sparta Day 2017**. Benefits of this sponsorship include:

- Your business name and/or logo will be associated with the event in all JWCS publicity
 - o "JWCS Sparta Day sponsored by *Your Business Name*"
- Your business name and/or logo on promotional materials (Map, tote bags, signs)
- Staging area sponsorship and prominent signage
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 3 free DJ ads (content provided by sponsor)
- DJ publicly thanks your business every hour
- Listed as Title Sponsor on JWCS web site and Facebook page

Level 2 - \$1000

Kid's Country Sponsorship

Kid's Country is a beloved section of Sparta Day that has been an absolute "must" for local families to visit annually. In addition to sponsored amusements, activities, and inflatables, Kid's Country is home to our kid-themed vendors, organizations, and clubs. Benefits of sponsoring Kid's Country include:

- Name included in all JWCS publicity for Kid's Country
 - o "*Your Business Name Kid's Country*"
- Prominent signage in Kid's Country
- Included in Kid's Country signage expressing thanks for your support in keeping Kid's Country free to the public
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 2 free DJ ads (content provided by sponsor)
- Listed as Kid's Country sponsor on JWCS web site and Facebook page

NEW! Food Plaza Sponsorship

Each year the plaza vendors serve food, snacks, and treats to thousands of Sparta Day attendees. Benefits of sponsoring the Food Plaza include:

- Name included in all JWCS publicity that highlights the food plaza ("*Your Business Name Food Plaza*")
- Prominent signage displayed on each Food Plaza dining table
- Your business name and/or logo printed on Sparta Day napkins distributed by food vendors in the plaza
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 2 free DJ ads (content provided by sponsor)
- Listed as Food Plaza sponsor on JWCS web site and Facebook page

Level 2 - \$1000 (continued)

Sparta Day Tote Bag Sponsorship

The popular Sparta Day Tote Bags are distributed at event entrances and house information and valuable coupons for local businesses. Benefits of sponsoring the Sparta Day Tote Bag include:

- Your business name and/or logo printed on Sparta Day Tote Bags with Sparta Day logo*
- Free vendor space in location of your choice
- Free Sparta Day Map ad
- 2 free DJ ads (content provided by sponsor)
- Listed as Tote Bag sponsor on JWCS web site and Facebook page

*Title Sponsor logo will be printed on opposite side of tote bag

Level 3 - \$500

All Level 3 Sponsorships include:

- *Free vendor space in location of your choice*
- *Free DJ Ad*
- *Listed as Level 3 Sponsor on JWCS web site and Facebook page*

Kid's Country Amusement Sponsorships

Kid's Country is a beloved section of Sparta Day that has been an absolute "must" for local families to visit annually. In addition to all of the benefits of being a Level 3 sponsor (see above), your business or organization will be included on signage expressing thanks for your support in keeping Kid's Country free to the public, as well as on **prominent individual signage displayed with one of the following amusements/activities** (choose one):

1. Velcro Wall
2. Inflatable Slide
3. Bounce House

T-shirt Sponsorship

JWCS event volunteers are easy to spot in their Sparta Day T-shirts. In addition to all of the benefits of being a Level 3 sponsor (see above), **your business or organization name/logo will be printed on the Sparta Day T-shirts worn by volunteers.**

Music Sponsorship

Professional DJ will provide musical entertainment and event announcements. There are two music sponsorships available. In addition to all of the benefits of being a Level 3 sponsor (see above), your business or organization will have **prominent signage at the DJ booth and the DJ will announce your sponsorship every hour.**

Beverage Center Sponsorship (2 available)

These designated areas provide free water to all Sparta Day attendees. In addition to all of the benefits of being a Level 3 sponsor (see above), sponsorship includes **prominent signage at the Beverage Center.** There are two beverage center sponsorships available.

Dunk Tank Sponsorship (2 available,)

Come one, come all! Event attendees can take a shot at dunking various locally-known individuals. There are two dunk tank sponsorships available. In addition to all of the benefits of being a Level 3 sponsor (see above), **your business or organization will be prominently displayed at the dunk tank.**

Visual Promotion Sponsorship

A festive entryway at Sparta Day heightens the cheerful atmosphere of the day's festivities. In addition to all of the benefits of being a Level 3 sponsor (see above), **your business or organization will receive prominent signage at an the event entrance alongside colorful balloon gizmo displays.**

Level 4 - \$250

Kid's Country Supporter

- Your business or organization included in Kid's Country signage expressing thanks for your support in keeping Kid's Country free to the public
- Free DJ Ad
- Listed as Level 4 Sponsor on JWCS web site and Facebook page

Advertising Opportunities

Sparta Day Map Ad - \$100

For a \$100 donation, you will be given a 2x3.5 inch advertisement space to include your coupon or ad on our Sparta Day Map that will be distributed during the event to those in attendance. Images for Map Ads must be emailed in an EPS, PDF, or TIFF format by May 1, 2017 to spartaday@gmail.com.

Promotional Item Insertion (Sparta Day Tote Bag) - \$50

For a \$50 donation, you can have one promotional item inserted into the Sparta Day Tote Bags that will be distributed during the event to those in attendance. Examples of promotional items are flyers, coupons, pens, magnets, etc. **All items must be submitted for approval by JWCS on or before April 15, 2017** (unless another date is agreed upon with JWCS). Once approved, **you must provide 500 of your promotional item to JWCS no later than May 1, 2017**. Please note that the number of businesses/organizations participating may be limited.

→ **Participate in both and save! Get a Map Ad and Tote Bag Insertion for \$125**

DJ Advertising

Purchase an announcement from our Sparta Day DJ. Ads are sold per word with a 10-word minimum and 25-word maximum per submission. Slots will be sold on a first come first served basis.

TIME	COST PER WORD	AVAILABLE SLOTS
10am – 12pm & 2pm – 4pm	\$3 (\$75 max per submission)	24
12pm – 2pm	\$5 (\$125 max per submission)	20

The Junior Woman's Club of Sparta is a non-profit charitable organization registered under Internal Revenue Code 501(c)(3) (Tax ID#22-2503635).

Thank you in advance for your support and participation,
Junior Woman's Club of Sparta





Sponsorship and Advertising

Yes, we would like to contribute to making the 42nd Annual Sparta Day an event to remember!

Business Name: _____

Contact Person: _____

Address: _____

Email: _____

Phone: _____

Please check:

Level 1 - \$2000

___ Title Sponsorship

Level 2 - \$1000

___ Kid's Country Sponsorship

___ Food Plaza Sponsorship

___ Tote Bag Sponsorship

Level 3 - \$500

___ KC Bounce House

___ KC Inflatable Slide

___ KC Velcro Wall

Level 3 - \$500 (continued)

___ T-shirt Sponsorship

___ Music Sponsorship

___ Beverage Center Sponsorship

___ Dunk Tank Sponsorship

___ Visual Promotion Sponsorship

Level 4 - \$250

___ Kid's Country Supporter

Advertising

___ Sparta Day Map Ad - \$100

___ Tote Bag Promotional Insertion - \$50

___ *Discount:* Map Ad & Tote Bag Insertion - \$125

DJ ADVERTISING: There is a 25-word max for all ad submissions for each available time slot.
Slots will be filled on a first come first served basis.

COST PER WORD	TIME	# OF WORDS	# OF SLOTS	COST
\$3 per word (12 spots available)	10am – 12pm			
\$5 per word (20 spots available)	12pm – 2pm			
\$3 per word (12 spots available)	2pm – 4pm			

DJ Ad Language: _____

Total enclosed \$ _____

Please make all checks payable to: Junior Woman's Club of Sparta

NOTE: Vendor Space Information, Regulations and Registration can be found at www.jwcsparta.org

JWCS P.O. BOX 626, SPARTA, NEW JERSEY 07871 / 973.400.9260

spartaday@gmail.com

www.jwcsparta.org