



SPONSOR FIRST NIGHT MORRIS 2008!

First Night® Morris 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 \$83,754. Sponsors enjoy exposure through promotion during community-based activities throughout the year, as well as media coverage reaching more than 500,000 consumers.

Please consider supporting First Night® Morris at one of the following levels:

Presenting Sponsor

\$100,000

- Exclusive presenting sponsorship includes company name and logo as part of event title in all printed materials, subject to First Night® International guidelines, including program cover and official First Night® posters throughout Morris County
- Chairman/CEO or other executive named Corporate Chairperson of First Night® Morris 2007, the largest First Night® celebration in the State of New Jersey, and included on official First Night® letterhead
- Opportunity for representative to speak prior to fireworks display, the only portion of First Night®
 - open to the general public as well as paid attendees
- Most prominently featured logo on First Night® Morris website
- Live link to company website on First Night® Morris website
- Corporate logo on all admission button envelopes
- Most prominent corporate logo on banners and signage prior to and during event, including promotion at Morris County fairs and community festivals throughout the year
- Full page advertisement in event program to be distributed at First Night® and at more than 30 admission button sales locations
- Press Release announcing presenting sponsorship, special mention on all print, TV and radio spots
- Opportunity to distribute promotional materials and/or giveaways to estimated 10,000 attendees of all ages in warming stations, on the Green and in volunteer gift bags
- 100 complimentary VIP admission buttons
- Access to hospitality area for your employees and their families
- Opportunity for customized programs to be determined by presenting sponsor and First Night® Morris

Platinum Sponsor

\$50,000

- Prominently featured corporate logo on First Night® Morris website
- Live link to company website on First Night® Morris website
- Corporate logo on all banners and signage prior to and during event, including promotion at Morris County fairs and community festivals throughout the year and recognition on official First Night® posters displayed throughout County
- Half-page advertisement in event program distributed at First Night® and at more than 30 admission button sales locations
- Inclusion in Press Release announcing sponsors, mention in subsequent press releases throughout the year and on select TV and radio spots
- Opportunity to distribute promotional materials and/or giveaways to estimated 10,000 attendees of all ages and in volunteer gift bags
- 25 complimentary VIP admission buttons
- Access to catered hospitality area for employees and their families
- Opportunity for customized sponsorship programs to be determined by Platinum sponsor and First Night® Morris

Showcase Sponsor

\$25,000

- Corporate logo on First Night® Morris website
- Corporate logo on banners and signage prior to and during event, including promotion at Morris County fairs and community festivals throughout the year and prominent venue signage at First Night®
- Quarter-page advertisement in event program to be distributed at First Night® and at more than 30 admission button sales locations
- Inclusion in Press Release announcing sponsors and mention in subsequent press releases throughout the year
- Opportunity to distribute promotional materials and/or giveaways to estimated 10,000 attendees of all ages and in volunteer gift bags
- 10 complimentary VIP admission buttons
- Access to hospitality area for your employees and their families
- Opportunity for customized sponsorship programs to be determined by showcase sponsor and First Night® Morris

Partner

\$10,000

- Recognition on First Night® Morris website
- Recognition in publications including event program to be distributed at First Night® and at more than 30 admission button sales locations
- Corporate logo on banners and signage prior to and during event, including prominent venue signage at First Night®
- Inclusion in Press Release announcing sponsors
- Opportunity to distribute promotional materials and/or giveaways to estimated 10,000 attendees of all ages and in volunteer gift bags
- Special discount on admission buttons

Benefactor

\$7,500

- Inclusion in Press Release announcing sponsors
- Recognition on First Night® Morris website
- Recognition in publications including event program to be distributed at First Night® and at more than 30 admission button sales locations
- Corporate logo on banners and venue signage during event
- Special discount on admission buttons

Patron

\$5,000

- Recognition on First Night® Morris website
- Recognition in event program to be distributed at First Night® and at more than 30 admission button sales locations
- Corporate logo on banners and signage during event
- Special discount on admission buttons

Friend

\$2,500

- Recognition on First Night® Morris website
- Recognition in event program to be distributed at First Night® and at more than 30 admission button sales locations
- Special discount on admission buttons

Supporter

\$1,000

- Recognition on First Night® Morris website
- Recognition in event program to be distributed at First Night® and at more than 30 admission button sales locations

***FOR MORE INFORMATION OR TO BECOME A CORPORATE SPONSOR,
PLEASE CONTACT BRANDI MARKS, EVENT MANAGER, AT 973.455.0708
OR VISIT WWW.FIRSTNIGHTMORRIS.COM.***