



## 2020 Spring Sponsorship Opportunities

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The Montclair Foundation/Van Vleck House & Gardens  
*Serving our community since 1979*

## Why Sponsor?

Van Vleck House & Gardens has over 15,000 visitors per year exploring the gardens, participating in environmental education and horticultural programs, and attending seasonal festivals, concerts, and nonprofit events.

- ❖ The grounds are free and open to the public 365 days per year from 9:00 am to 5:00 pm.
- ❖ Free and affordable hands-on workshops, lectures and educational programs are offered throughout the year for children, adults, seniors, and families.
- ❖ Last year, over 170 classes were offered with close to 3,000 participants.

Your sponsorship will be essential in keeping Van Vleck House & Gardens a treasured community resource!

# Why Sponsor?

This spring we will be hosting cocktails in our garden, our 16th annual plant sale, and the 21st annual Roses to Rock Gardens Tour. A sponsorship is a great way to support these cherished events while promoting your business and adding to our wonderful community.

## 16<sup>th</sup> Annual Plant Sale and Cocktail Party April 30-May 4



April 30 is a special preview cocktail party where over 100 guests gain premier access to unique plant sale blooms while enjoying cocktails and hors d'oeuvres in the garden.

The plant sale will then open to the public from Friday through Monday bringing in over 500+ shoppers.

## 21<sup>th</sup> Annual Roses to Rock Gardens Tours June 5-6



Hundreds of enthusiastic garden-lovers tour 7+ private gardens in Montclair, Glen Ridge and Verona.

These private properties are revealed when tickets are picked up for the tour at Van Vleck.

# Benefits of Sponsorship

- ❖ Brand association with an event series that is beloved by the Montclair community and beyond.
- ❖ Brand exposure to a broad range of target audiences including, hundreds of garden enthusiasts and families.
- ❖ Support of cultural and educational opportunities for the Montclair community.
- ❖ Premium visibility on The Montclair Foundation and Van Vleck websites, posters, and promotional pieces
- ❖ Ad Journal Ads (at certain levels)
- ❖ Product placement opportunities
- ❖ Promotion on social media
- ❖ Media attention in connection with the event
- ❖ Tickets to events



# Sponsorship Levels

## Rainmaker \$5,000

- ❖ Name and logo placement on all printed advertising and electronic materials related to both events
- ❖ Logo on Roses to Rock Gardens printed invitation
- ❖ Full page color ad in the Roses to Rock Gardens Ad Journal
- ❖ Name recognition in all press releases Logo placement on TMF and Van Vleck websites
- ❖ Sponsor recognition across all social media platforms
- ❖ Verbal recognition at each event
- ❖ 6 tickets to all events
- ❖ Signage at event

## Cultivator \$2,500

- ❖ Full page color ad in the Roses to Rock Gardens Ad Journal
- ❖ Name recognition in all press releases
- ❖ Logo placement on TMF and Van Vleck websites
- ❖ Sponsor recognition across all social media platforms
- ❖ Verbal recognition at each event
- ❖ 2 tickets to Fete Des Fleurs and 4 tickets to Roses to Rock Gardens
- ❖ Signage at event

## Sustaining \$1,000

- ❖ Name recognition in all press releases related to the event
- ❖ Logo placement on TMF and Van Vleck websites
- ❖ Sponsor recognition across all social media platforms
- ❖ Verbal recognition at all events
- ❖ 2 tickets to Fete Des Fleurs and Roses to Rock Gardens
- ❖ Signage at event

## Seed Sower \$500

- ❖ Name recognition in all press releases
- ❖ Logo placement on TMF and Van Vleck websites
- ❖ 2 tickets to Roses to Rock Gardens

# Media Exposure



Benefits		Rainmaker	Cultivator	Sustainer	Seed Sower
E-Mail Invitations	Name recognition in 2 email blasts sent to donor database promoting the event (8,000) and in newsletter 3 times (12,000)	X			
Ad Journal	Full color ad in Roses to Rock Gardens Ad Journal	X	X		
Public Relations	Press releases submitted to Star-Ledger, Montclair Times, Baristanet, Montclair Magazine, Montclair Patch, Montclair Local, Jersey Tomato Press and TAP Montclair	X	X	X	X
Advertising/Listings	Baristanet, Montclair Magazine, NJ Monthly, Montclair Times, NJ.Com	X			
Logo Placement	¼ page ads in Montclair Local and Full Page May in Montclair insert TMF and Van Vleck Websites	X X	X	X	X
Social Media	Sponsorship acknowledgement on all social media platforms	X	X	X	
Event Signage	Signage at all events	X	X	X	
Tickets	Tickets to Fete Des Fleurs Tickets to Roses to Rock Gardens	X X	X X	X X	X



## 2020 Sponsor Commitment Form

Contact Name: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_

Name to Appear on Event Materials: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Preferred Telephone: \_\_\_\_\_

Signature: \_\_\_\_\_

Amount Paid: \_\_\_\_\_

- My check payable to The Montclair Foundation at 21 Van Vleck Street, Montclair, NJ 07042 is enclosed.
- Please charge my:
  - American Express
  - Visa
  - Mastercard
  - Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please call The Montclair Foundation at 973-744-4752 x6 if you have any questions.

# 40 Years in the Making

Established in April 1979, The Montclair Foundation is a nonprofit that awards grants to charitable organizations in the greater Montclair area. Equally important is the Foundation's strong commitment to the historic preservation of Van Vleck House & Gardens for the education, cultural enrichment, and enjoyment of the community. The Foundation serves as a vehicle for those who wish to make lasting investments in our community's future through philanthropic contributions and bequests.



## Thank You!

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