

Brought to you by the
Camden County Board of Freeholders



Making It Better, Together.



2018 Sponsorship Opportunities



Mega Reach + Marketing Value

The Camden County Board of Freeholders presents a wide range of programs and special events throughout the year, including concerts and nature walks, the Camden County Fair, WinterFest Ice Skating at Cooper River, as well as initiatives that protect the environment, support healthy living and promote economic development.

Looking for a BIG impact? Consider sponsoring our general population events like our Concerts in the Parks, the Camden County Fair, and WinterFest Ice Skating at Cooper River. Combined, these events draw more than 125,000 people annually! Want to reach a specific audience? We offer events and programs aimed at special populations like families, animal lovers, health-conscious people, veterans, and environmentalists. We also have several new sponsorships geared towards helping our children and communities.

Sponsorships are available to companies and organizations at a wide range of levels — from \$1,000 to \$20,000. Take a few minutes to review our offerings to find the sponsorship package that matches your marketing goals. We want to ensure that you get the best value for your investment, so please call or email us with any questions you may have.

Please note that in-kind sponsorships or contributions may be accepted or solicited at the sole discretion of Camden County. In-kind sponsors will be recognized at the level of the cash value of goods and services. Thank you for your consideration and support of these terrific events and programs for Camden County residents!

For questions or to make a sponsorship appointment, please contact:

Joyce Gabriel,
Director of Sponsorships,
Public/Private Partnerships
Office: (856) 225-5433, Cell: (856) 982-0766
Email: Joyce.Gabriel@CamdenCounty.com

Advertising Value

Camden County has created a sense of regional pride and our ever-expanding audiences reflect that. As part of your investment in event packages, you receive promotional value through the following channels. We're growing every day. Don't miss out on being part of why residents love to live, work, and play in Camden County!

Digital Audience *New this year!* All sponsors will have their website link posted on the Camden County Sponsorship web page.

Social Media: Total Audience: 40,000+

- Facebook: 30,000
- Twitter: 7,000
- Instagram: 3,000

Email

- 12,000 weekly newsletter subscribers
- 4,000 senior newsletter subscribers
- 2,000 veteran newsletter subscribers
- 4,500 concert newsletter subscribers

Website

- 50,000 users/month
- 185,000 page views/month

Print Audience

Event Flyers

- Flyers are distributed to all Camden County libraries, county offices, municipal buildings and other public places (5,000)
- Direct mail (for certain events)

Advertising and Editorial

- Ads, stories and Freeholder columns in all local newspapers and magazines (70,000 readers minimum)
- *Park Events Guide (Summer)*

Park Events Guide (Summer)

- Mailed to every household in Camden County (212,000)
- Distributed in area hotels & businesses (4,000)
- Distributed to all Camden County libraries, county offices, municipal buildings and other public places (5,000)

Radio Advertising

Camden County advertises events and programs on a variety of radio stations, including...

- 91.5 WDBK
- 95.3 Amor
- 101.1 FM
- 102.9 WMGK
- 105.7 La Mega

Concerts in the Parks

Our summer concert series packs in the music at parks throughout the county. Concerts take place each Monday, Wednesday and Thursday throughout the summer and more than 60,000 people attend each season.

Events

- Sunset Jazz Concerts at Wiggins Park
- Sundown Music Series at Haddon Lake Park
- Twilight Concert Series at Cooper River Park
- South County Music Series at two parks: Winslow's New Brooklyn Park and Lindenwold Park, with Car Show same day as August 3rd Concert in Lindenwold.

Title Sponsor: \$20k

- Exclusive title sponsorship for Summer Concert Series
- Premier placement in advertising, including print and online ads, social media, email newsletters, and CamdenCounty.com
- Logo in Park Events Guide, mailed to 212,000 households.
- Logo on Sponsorship Page on county website: CamdenCounty.com
- Recognition during announcements at concerts
- Display banner at all events
- Opportunity to give away any non-food product sample or display products on-site (subject to approval)
- Opportunity to have mascot or signature character at predetermined events

Gold Sponsor: \$10k

- Prominent Placements in some cross-platformed marketing
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Presence on signage
- Recognition during announcements at concerts
- Logo on Sponsorship Page on county website: CamdenCounty.com

Silver Sponsor: \$5k

- Presence in some cross-platformed marketing
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Presence on signage
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$2k

- Presence in some marketing and social media
- Presence on signage
- Logo on Sponsorship Page on county website: CamdenCounty.com



Fall/Winter Concert Series at the Scottish Rite

More than 25,000 people are drawn to our ticketed shows at the historic Scottish Rite Auditorium in Collingswood, NJ. Past performers have included Steve Hackett, Chris Cornell, Indigo Girls, 10,000 Maniacs, Southside Johnny, and The Beach Boys.

Title Sponsor: \$12k

- Exclusive title sponsorship for fall and winter concert event series
- Premier placement in advertising, including print and online ads, social media, email newsletters, and CamdenCounty.com
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Recognition during announcements at concerts
- Opportunity to give away any non-food product sample or display products on-site (subject to approval)
- Full-page ad in program
- Logo on Sponsorship Page on county website: CamdenCounty.com

Gold Sponsor: \$6k

- Prominent placement in cross-platformed marketing
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Opportunity to give away any non-food product sample or display products on-site (subject to approval)
- Half-page ad in program
- Logo on Sponsorship Page on county website: CamdenCounty.com

Silver Sponsor: \$4k

- Placement in cross-platformed marketing
- Logo in some ads and social media
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Logo in program
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$2k

- Presence in some marketing and social media
- Logo in program
- Presence on signage
- Logo on Sponsorship Page on county website: CamdenCounty.com



Family-Friendly Events

Family friendly events are a top priority for Camden County. Throughout the summer and fall, the Board of Freeholders provides weekly entertainment for children and families. The Camden County Fair, held in September, is a premier event attended by more than 15,000. International Day brings the unique cultures of the world to Camden County with entertainment, exhibitors and food. Collectively, our family friendly events light up the faces of more than 25,000 people!

Events

- County Fair, September 22nd to 23rd at Fairgrounds at 508 Lakeland Road, Blackwood
- Green Garden Fair, May 5th at the Environmental Center in Cherry Hill
- International Day, October 13th at Camden County College, Blackwood
- Family Variety Series at Haddon Lake Park
- Kids Kapers at Haddon Lake
- Lindenwold Wednesdays
- Lindenwold Friday Family Fun Nights
- Pets Events

Title Sponsor: \$10k

- Exclusive title sponsorship
- Premier placement in advertising, including print and online ads, social media, email newsletters, CamdenCounty.com for these events and in the County Fair program
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Logo on Sponsorship Page on county website: CamdenCounty.com
- Recognition in announcements at events
- Opportunity to sponsor an on-site demonstration of arts, sports or a product (subject to approval)
- Opportunity to have mascot or signature character at predetermined events
- Exhibitor table at County Fair and Green Garden Fair, with ability to sell non-food items (subject to approval)

Gold Sponsor: \$5k

- Prominent placement in cross-platformed marketing
- Prominent presence on signage
- Recognition in announcements at events
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Opportunity to have mascot or signature character at predetermined events
- Exhibitor table at County Fair and Green Garden Fair, with ability to sell non-food items (subject to approval)
- Logo on Sponsorship Page on county website: CamdenCounty.com

Silver Sponsor: \$3k

- Presence in cross-platformed marketing
- Mention in Park Events Guide, mailed to 212,000 households
- Presence on signage at events
- Opportunity to have mascot or signature character at predetermined event
- Exhibitor table at County Fair and Green Garden Fair, with ability to sell non-food items (subject to approval)
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$1k

- Presence in some cross-platformed marketing
- Presence on signage
- Exhibitor table at County Fair and Green Garden Fair, with ability to sell non-food items (subject to approval)
- Logo on Sponsorship Page on county website: CamdenCounty.com



2018/2019 WinterFest Ice Skating Rink Event

This rink at Cooper River Park, which debuted in 2014, will provide residents with three months of ice skating fun. The park is transformed into a winter wonderland, creating an experience the entire family can enjoy. It features an ice skating rink, heated tents, food and drink vendors, holiday entertainment and more. Opening ceremonies begin late November or early December and the rink will remain open for the season through February. We expect 40,000 visitors in the 2018/2019 season.

Exclusive Title Sponsor: \$20k

- Two advertising planks on skating rink
- Premier placement in advertising as Title Sponsor, including print and online ads, social media, email newsletters, and CamdenCounty.com
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- First choice opportunity to present an entertainment act or an amusement including the Christmas tree lighting, caroling, professional ice skating troupe performance and skate along (among other featured events)
- Recognition during announcements on inaugural weekend
- Exhibitor table at three-day opening event and logo placement on county giveaways
- Opportunity to feature mascot at one or more skating events and photo opportunities
- 250 tickets to skating rink during the 2018/2019 season
- Skate event for employees or clients
- Logo on Sponsorship Page on county website: CamdenCounty.com

Platinum Sponsor: \$10k

- Prominent placement in cross-platformed marketing plan
- One advertising plank on skating rink
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Prominent presence on all signage
- Exhibitor table during three-day opening event
- Opportunity to sponsor a ride or entertainment act within the event
- Recognition in announcements
- Opportunity to bring mascot to event
- Exhibitor table during three-day opening event and 125 tickets to skating rink during the season
- Logo on Sponsorship Page on county website: CamdenCounty.com

Gold Sponsor: \$5k

- Logo on signage
- One advertising plank on skating rink
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Logo on Sponsorship Page on county website: CamdenCounty.com
- Opportunity to co-sponsor a ride or entertainment act within the event (on a first-come, first-served basis)
- Acknowledgment in announcements on opening night
- Opportunity to bring mascot to event
- Exhibitor table during three-day opening event and 75 tickets to skating rink during the season

Silver Sponsor: \$3k

- Logo on signage
- Advertising plank on skating rink (subject to availability)
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Acknowledgment on opening night
- Exhibitor table during three-day opening event and 50 tickets to skating rink during the season
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$1k

- Logo on signage
- Presence in cross-platformed marketing plan
- Exhibitor table during three-day opening event
- 25 tickets to skating rink during season
- Logo on Sponsorship Page on county website: CamdenCounty.com



Healthy Living Series

Camden County is committed to promoting the health and well-being of our residents. This series includes annual events such as The Women's Health Expo, Senior Health Fair, Caring for Aging Loved Ones Conference and a parenting event, and ongoing programs like our flu shot clinics and addiction awareness events. The Healthy Living Series of programs and events touches more than 20,000 people countywide.

Events

- Women's Health Expo
- Fall Senior Health Fair at Cherry Hill Crowne Plaza
- Fall/winter Flu Shot clinics across the county
- Caring for Aging Loved Ones Conference
- Fall Parenting Event
- Addiction Awareness Events
- Diabetes Awareness Events
- disABILITIES and Special Needs programs
- Home-Delivered Meals
- August Childcare Conference at Camden County College

Platinum Sponsor: \$10k

- Premier placement in cross-platformed promotion and marketing plan
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Premier presence on all signage at events
- Recognition in announcements
- Logo placement on county giveaways (where applicable).
- Opportunity to have an exhibitor table or workshop (where applicable)
- Two full-page ads in program (where applicable)
- Opportunity to have mascot or signature character at predetermined events (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com

Gold Sponsor: \$6k

- Prominent placement in cross-platformed promotion and marketing plan
- Prominent placement on event signage (where applicable)
- Recognition in announcements during events
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Opportunity to do a workshop (where applicable)
- Opportunity to have mascot or signature character at predetermined events
- Full-page ad in program (where applicable)
- Exhibitor table (where applicable)

Silver Sponsor: \$4k

- Presence in some cross-platformed marketing
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Opportunity to do workshop or have exhibitor table (where applicable)
- Opportunity to have mascot or signature character (where applicable)
- Half-page program ad (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$2k

- Presence in some ads and social media
- Presence on signage
- Exhibitor table (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com



Sustainability and Environmental Events, Programs, and Initiatives

Become a shepherd of our environment and reach more than 10,000 attendees. Camden County has led the way in environmentally friendly and sustainable initiatives and events, from recycling efforts and new greenhouses to helping municipalities earn sustainable certifications. Through county-wide recycling events, encouraging use of alternative energy, preservation of open space and promoting the highest environmental standards, we get residents involved in making the county a cleaner, more sustainable place to live, work and play. Camden County's new demonstration garden will be a collaborative project with the Camden County Master Gardeners, Rutgers Cooperative Extension, Sustainable Camden County, and the county's Parks Department. The demonstration garden will be located behind the Camden County Environmental Center in Cherry Hill and will feature beautiful and functional garden beds, an informational kiosk, and more.

Sponsor Opportunities

- Identity Theft Protection Shredding
- Household Hazardous Waste Collection
- Household Electronic Waste Collection
- Park Cleanups
- Young Explorers Nature Programs
- Crafting With Nature Programs
- Nature Walks
- Homeowners' Series
- Bike Share (Purchase of Helmets)
- Demonstration Garden Project
- Make and Take Events with hands-on learning on gardening
- Support in Green team networking events within Camden County
- Sponsorship for Electric Charging Stations
- Tool Library
- Solar panel picnic tables or benches for charging stations



Platinum Sponsor: \$10k

- Naming rights on a park bench or garden element
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Prominent Placement in cross-platformed marketing
- Top presence on signage at major events, right after County logo
- Recognition from the podium at applicable county events
- Recognition in Camden County publications, mailed to 212,000 households.
- Two full page ads in Women's Health Expo program
- Opportunity to put promotional items in giveaway bags where applicable
- Opportunity to feature a mascot, where applicable
- Logo on Sponsorship Page on county website: CamdenCounty.com



Gold Sponsor: \$8k

- Prominent placement in cross-platformed marketing plan
- Premier presence on signage at major events
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Recognition in announcements at major events
- Exhibitor table at applicable events
- Opportunity to put promotional items in giveaway bags (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com



Silver Sponsor: \$4k

- Placement in some cross-platformed marketing
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Prominent presence on signage at major events
- Recognition in announcements at major events
- Exhibitor table at applicable events
- Opportunity to put promotional items in giveaway bags (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com



Bronze Sponsor: \$2k

- Placement in some cross-platformed marketing
- Recognition in announcements at major events
- Presence on signage
- Logo on Sponsorship Page on county website: CamdenCounty.com

Veterans Events

We know that we owe our veterans a debt we can never repay, but through special events, celebrations, medal ceremonies, commemorations and programs, Camden County seeks to help support and honor veterans throughout the county.

Events

- Spring Prayer Breakfast
- Medal Ceremonies
- Veterans Day Ceremony
- Gold Star Scholarship Program
- Re-Integration Program for Vets
- Veteran Job Fairs

Title Sponsor: 10k

- Premier placement in cross-platformed marketing plan
- Premier placement in advertising, including print and online ads, social media, email newsletters, and CamdenCounty.com
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Premier presence on signage, when applicable
- Recognition in announcements at events
- Exhibitor table, where applicable
- Opportunity to provide giveaways at events
- Logo on Sponsorship Page on county website: CamdenCounty.com

Gold Sponsor: \$5k

- Prominent placement in cross-platformed marketing
- Prominent presence on signage
- Recognition in announcements at events
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Exhibitor table, where applicable
- Opportunity to provide giveaways at events
- Logo on Sponsorship Page on county website: CamdenCounty.com

Silver Sponsor: \$3k

- Presence in some cross-platformed marketing
- Presence on signage
- Recognition in announcements
- Exhibitor table (where applicable)
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$1k

- Presence in some cross-platformed marketing
- Presence on signage
- Recognition in announcements at major events
- Logo on Sponsorship Page on county website: CamdenCounty.com



Shop Camden County

Shop Camden County is a great campaign that helps support local municipalities and merchants by encouraging residents to shop locally in Camden County, through a series of promotional events and programs. These efforts promote local job growth, save time, money and our environment and help keep our businesses strong.

Events

- Fall Fashion Show, October 28 at Camden County Boathouse
- Fall Camden County Eats Dining Program
- Collingswood Cash Mob
- Collingswood Tailgate Party
- And more!

Gold Sponsor: \$4k

- Logo on business kits
- Premier placement in cross-platformed marketing plan, including email newsletters and ShopCamdenCounty.com
- Premier presence on signage at major events
- Recognition in announcements at major events
- Exhibitor table at applicable events
- Opportunity to put promotional items in giveaway bags (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com

Silver Sponsor: 2k

- Prominent placement in cross-platformed marketing plan, including email newsletters and ShopCamdenCounty.com
- Prominent presence on signage at major events
- Recognition in announcements at major events
- Exhibitor table at applicable events
- Opportunity to put promotional items in giveaway bags (where applicable)
- Logo on Sponsorship Page on county website: CamdenCounty.com

Bronze Sponsor: \$1k

- Placement in some cross-platformed marketing
- Recognition in announcements at major events
- Presence on signage
- Logo on Sponsorship Page on county website: CamdenCounty.com



Companion Dogs for Vets

Dogs from local animal shelters are selected to become companion dogs for Camden County veterans. The dogs are trained by non-violent inmates in the Camden County Correctional Facility, sentenced for low-level offenses. The veterans get a companion dog they need and want, and the inmates get a second chance by learning new, marketable job skills and a sense of pride for helping a veteran and a shelter dog. This is truly an inspiring program of second chances where everyone wins.

Title Sponsor: \$20k

- Exclusive title sponsor
- Premier placement on marketing opportunities and signage
- Premier placement in cross-platformed marketing, including newsletters, emails, flyers, etc.
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Recognition in any press conference or opening day of these events or programs.
- Logo on Sponsorship Page on county website: CamdenCounty.com

Platinum Sponsor: \$10k

- Prominent placement on cross-platformed marketing plan
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Prominent presence on all signage
- Opportunity to have a logo on a tote bag or some other giveaway
- Recognition in announcements
- Logo on Sponsorship Page on county website: CamdenCounty.com

Gold Sponsor: \$5k

- Placement in cross-platformed marketing plan
- Logo in Park Events Guide, mailed to all 212,000 Camden County households.
- Logo on signage where applicable
- Opportunity to have a logo on a tote bag or some other article.
- Logo on Sponsorship Page on county website: CamdenCounty.com

Silver Sponsor: \$3k

- Logo on signage
- Placement on some ads and social media
- Acknowledgment on opening presentation of this program or event



Events at a Glance

Due to artist and talent availability as well as other factors, concert dates are added throughout the year. For up to the minute event schedules go to CamdenCounty.com



Making It Better, Together.

Concerts

- Fall/Winter Concert Series at the Scottish Rite Theater
- Summer Concerts:
 - Sunset Jazz Series at Wiggins Waterfront Park
 - Haddon Lake Park Sundown Music Series
 - Twilight Concert Series at Cooper River Park
 - South County Music Series at Winslow's New Brooklyn Park and Lindenwold Park with Car Show same day as August 3rd Concert in Lindenwold

Family Friendly

- County Fair, September 22nd to 23rd
- Green Garden Fair, May 5th at Camden County Environmental Center
- Family Variety Series at Haddon Lake Park (Summer)
- Kids Kapers at Haddon Lake Park (Summer)
- Lindenwold Wednesdays (summer)
- Lindenwold Friday Family Fun Nights (Summer)
- International Day, October 13th at Eastern Regional High School
- Pet Friendly Initiatives

Health

- Women's Health Expo, May 12th at Camden County College
- Senior Health Fair (October)
- Flu Shot Clinics (Fall)
- Helping Our Heroes
- Caring for Aging Loved Ones Conference (October)
- Parenting event
- Addiction Awareness events
- Diabetes Awareness Events
- disABILITIES
- Meals on Wheels

Shop Camden County

- Shopping Events
- Special Town-wide Promotions
- Chamber of Commerce Events
- Fashion Show at the Boathouse
- Camden County Eats Dining Program

Sustainability

- Identity Theft Protection Shredding (May and October)
- Household Hazardous Waste Collection
- Household Electronic Waste Collection
- Park Cleanups
- Young Explorers Nature Programs (Summer and Fall)
- Crafting With Nature Programs
- Nature Walks
- Homeowners' Series
- Bike Share
- Demonstration Garden Project
- Make and Take Events with hands-on learning on gardening
- Support in Green team networking events within Camden County
- Sponsorship for Electric Charging Stations
- Tool Library
- Solar panel picnic tables or benches for charging stations

Veterans

- Veterans Day (November)
- Memorial Day (May)
- Medal Ceremonies
- Hiring Our Heroes Job Fair (Summer)
- Veterans Prayer Breakfast (March)
- Re-integration Event
- Gold Star Families Program

WinterFest

- Opening Weekend Events
- Three Month Ice Skating Season



Additional Questions?

Contact Joyce Gabriel at (856) 225-5433 or Joyce.Gabriel@CamdenCounty.com

Get Connected   

CamdenCountyNJ