



LAKE HOPATCONG BLOCK PARTY

Saturday, October 2, 2021, 10 am - 4 pm

Hopatcong State Park

Hosted by the Lake Hopatcong Foundation

Event Sponsorships

The Lake Hopatcong Block Party

The Lake Hopatcong Block Party is an annual event, hosted by the Lake Hopatcong Foundation, that brings people together with businesses, non-profit organizations, craft vendors, community groups and food merchants for a fun-filled day that celebrates all facets of Lake Hopatcong life. Guests enjoy a day on the lake with shopping, information, food, entertainment and activities. *Public safety is of critical importance and COVID-19 recommendations from the CDC and local/state health officials will be followed.*

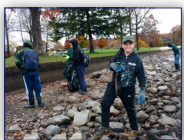
Lake Hopatcong Foundation

Lake Hopatcong Foundation is a 501(c)3 non-profit dedicated to protecting the lake environment and enhancing the lake experience and bringing together public and private resources to encourage a culture of sustainability and stewardship on and around New Jersey's largest lake, for this and future generations. Find out more at lakehopatcongfoundation.org.

The Lake Hopatcong Foundation supports its mission through a variety of programs and initiatives in the following areas:



Education - providing lake ecology education through educational school field trips that incorporate the Lake Hopatcong Floating Classroom, which provides hands-on, interactive learning for students of all ages.



Environment - maintaining and improving the lake environment through programs focused on water quality and invasive species control.



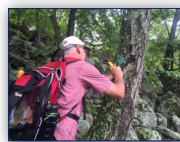
Public Safety - improving safety on the lake with added police shifts during busy summer weekends, and the B-SAFE dock numbering program.



Community - building a sense of lake community with an annual Block Party and the rehabilitation of the Lake Hopatcong Train Station to serve as a community space for all at the gateway to the lake.



Arts & Culture - offering regular community programming virtually and at the Lake Hopatcong Foundation Environmental & Cultural Center.



Recreation - blazing 11 miles of hiking trails through Hopatcong with plans to expand the trail to encircle the lake and offering local guided hikes and paddles.



Lake Hopatcong Foundation
125 Landing Rd, Landing, NJ 07850

blockparty@lakehopatcongfoundation.org
lakehopatcongfoundation.org
(973) 663-2500

Rain or Shine!

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Sponsorship Opportunities

5 Star Sponsor\$10,000

- Main entrance welcome banner recognition
- Corporate name in event press release
- Introduction and opportunity to speak at 50/50 drawing
- Name/logo on event giveaway and volunteer t-shirts
- Name/logo on event directory
- 15-30 second audio spot over sound system 5 times during the event (info due August 1)
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website, e-newsletter & social media
- Name on sponsor banner and 2 reserved parking spots

4 Star Sponsor.....\$5,000

- Name/logo on volunteer t-shirts
- Name/logo on event directory
- 15-30 second audio spot over sound system 4 times during the event (info due August 1)
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website, e-newsletter & social media
- Name on sponsor banner and 1 reserved parking spot

3 Star Sponsor.....\$2,500

- Corporate name on signage at State Park bus stop
- Name/logo on event directory
- 15-30 second audio spot over sound system 3 times during the event (info due August 1)
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website, e-newsletter & social media
- Name on sponsor banner and 1 reserved parking spot

2 Star Sponsor.....\$1,500

- Name/logo on event directory
- 15-30 second audio spot over sound system 2 times during the event (info due August 1)
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website and e-newsletter
- Name on sponsor banner and 1 reserved parking spot

1 Star Sponsor.....\$1,000

- 15-30 second audio spot over sound system 1 time during the event (info due August 1)
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Optional Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website
- Name on sponsor banner and 1 reserved parking spot

Lake Friend.....\$500

- 10 X 10 preferred location booth space, sponsor star to display at booth
- Optional Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website
- Name on sponsor banner

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Passport Adventure Program



The Lake Hopatcong Block Party Passport Adventure program encourages guests to explore the Block Party and to add a level of interactive fun, while increasing visibility and foot traffic to our participating sponsors.

Each Sponsor will be provided with a passport stamp and identifying signage so they can stamp the passports, providing an opportunity to engage with visiting guests. Once they have completed their travels, guests will turn in their completed passport to be entered in a drawing for a selection of prizes!

Prizes for the Passport Adventure are donated exclusively by our sponsors and are promoted on our website.

Top level sponsors can choose to be a designated or optional destination, tailoring the Passport Adventure to meet their individual needs.



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Policies and Procedures

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To ensure the 2021 Lake Hopatcong Block Party runs smoothly and safely, the following policies and procedures are strictly enforced:

- ☑ **The Block Party is rain or shine!**
- ☑ Fees are non-refundable, except in the case of event cancellation due to COVID-19 restrictions.
- ☑ You will need to provide your own table, chairs, tent and tent weights.
- ☑ Your booth space is 10'x10' and your tent cannot exceed that size (if you purchased two spaces, your booth space is 10'x20').
- ☑ **You are responsible for weighing down your tent to prevent fly-away tents.** You can do so with tent weights, bricks, or sand bags (e.g. no tent stakes). This is very important for the safety of all who attend the Block Party.
- ☑ **If you intend to sell or give away food or beverages, or use propane or grills, you MUST let us know at registration, so that we can ensure that all health and fire safety laws are met.**
- ☑ Electricity is not available. If you intend to bring a generator, you must let us know at registration, and you must purchase a specific generator booth spot. Generator booth spots are on the outer perimeter to mitigate noise. Quiet generators with ratings of 59 decibels or less are requested.
- ☑ Microphone usage from booth space is not permitted.
- ☑ Subletting your space to another business or vendor is not permitted.
- ☑ There will be NO other group permitted to do a 50/50 raffle or sell 50/50 raffle tickets other than the Lake Hopatcong Foundation, the event host.
- ☑ All participants parking a vehicle, trailer, or boat at their booth for the event, MUST arrive between 7:15 -7:30 am.
- ☑ All other participants must arrive between 7:30 - 8:30 am. Vehicles cannot be driven to booths after 8:30 am.
- ☑ After vehicles have been unloaded, all participants will be directed to MANDATORY OFF SITE PARKING, unless an additional car booth space or a pre-paid parking space has been purchased. Free shuttle service is provided.
- ☑ The Block Party concludes at 4:00 pm, at which time all participants are asked to begin breaking down their displays. For safety reasons, there are NO early breakdowns.
- ☑ All participants must be packed and out of the park by 5:00 pm.
- ☑ The State Park maintains a carry-in/carry-out program for all trash removal. All participants must provide their own garbage cans, garbage bags and recycling bins.



Questions? Contact LHF Block Party Co-Planners Lee Moreau 973-713-7007 or Beth BaRoss 201-450-2718, blockparty@lakehopatcongfoundation.org.

2021 LAKE HOPATCONG BLOCK PARTY

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Sponsorship Registration

Saturday, Oct 2, 2021
Hopatcong State Park
10 am - 4 pm

Please fill out all applicable spaces below.

The business/organization name listed below will be used on promotional materials and social media as written; please list it as you would like it to appear, including capitalization, hyphens and registered marks, if necessary. Please email a high-resolution logo in .jpeg, .png or .eps format to holly@lakehopatcongfoundation.org.

Business/Organization Name: _____

Contact Name (first and last) : _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Emails(forinfoandupdates): _____ Cell Phone: _____

Business/Merchandise Description: _____

☐ Choose a booth space for me ☐ No booth space needed

Booth Choice #1 _____ Booth Choice #2 _____ Booth Choice #3 _____
zone letter space # zone letter space # zone letter space #

To view a booth layout map, visit lakehopatcongfoundation.org/bpmap.

Website: _____ Facebook: _____

Twitter: _____ Instagram: _____

I would like to be a sponsor at the following level:

☐ 5 Star Sponsor - \$10,000 ☐ 4 Star Sponsor - \$5,000 ☐ 3 Star Sponsor - \$2,500
☐ 2 Star Sponsor - \$1,500 ☐ 1 Star Sponsor - \$1,000 ☐ Lake Friend \$500 ☐ Add prepaid parking \$30

I do not wish to be a sponsor, but would like to make a donation of \$ _____

I want to be a Passport Adventure destination: ☐ Yes ☐ No

☐ I would like to donate a prize for the Passport Adventure, please contact me.

Terms of Agreement: The signed Sponsor hereby contracts for exhibition space/sponsorship at the 2021 Lake Hopatcong Block Party and the required non-refundable fee. The applicant agrees to release the Lake Hopatcong Foundation, Hopatcong State Park, all NJ State Government Departments and all event sponsors from any damage or loss whatsoever and from all liability for personal injury to himself, his/her associates and or his/her merchandise and further agrees to defend and indemnify or hold harmless the Lake Hopatcong Foundation, Hopatcong State Park, all NJ State Government Departments and all event sponsors in the event of a suit or claim. No microphones or sound systems can be used from booth spaces. The undersigned also agrees to remove all trash when leaving the site, as the park maintains a carry-in/carry-out program for all trash removal. Food vendors must also provide their own garbage cans, garbage bags and recycling bin for their booth spaces. The Block Party event may not be held, if in the sole opinion of the Lake Hopatcong Foundation, there exists a threat of unsafe conditions or if conditions are deemed to be unsafe. COVID-19 recommendations from the CDC and local/state health officials will be followed.

Signature: _____

Please mail completed form along with check payable to "Lake Hopatcong Foundation" to address below or payment can be made online at lakehopatcongfoundation.org/sponsorpayment.

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Sponsorship Opportunities

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	Preferred 10x10 Booth Space & Sponsor Star	Name/Logo Sponsor Banner	Web Promotion	Passport Adventure Program	Reserved Parking Spot(s)	15-30 Second Audio Spot	Name/Logo in Event Directory	Branded Event Materials/ Signage	Name in Press Release	Main Entrance Welcome Banner	Opportunity to Address Crowd During 50/50 Drawing
5 Star Sponsor \$10,000	X	X	LHF website, e-newsletter, & Social Media	Designated destination	2	5 times during event	X	Event giveaway and volunteer T-shirt	X	X	X
4 Star Sponsor \$5,000	X	X	LHF website, e-newsletter, & Social Media	Designated destination	1	4 times during event	X	Volunteer T-shirt	X		
3 Star Sponsor \$2,500	X	X	LHF website, e-newsletter, & Social Media	Designated destination	1	3 times during event	X	Signage at State Park bus stop			
2 Star Sponsor \$1,500	X	X	LHF website and e-newsletter	Designated destination	1	2 times during event	X				
1 Star Sponsor \$1,000	X	X	LHF website	Optional destination	1	1 time during the event					
Lake Friend \$500	X	X	LHF website	Optional destination	Available for purchase						

Please note, additional opportunities are available for custom sponsorships, tailored to your business or organization. Please contact Caitlin Doran at caitlin@lakehopatcongfoundation.org or 973-663-2500 for more information or to sponsor the 2021 Lake Hopatcong Block Party.