



“Set Sail” for our Virtual Auction

We are truly excited to invite you to **“Set Sail” for our Virtual Auction**, which will be held online, Tuesday, July 21 through Thursday July 23, with a special virtual “kick-off” event on Monday July 20. While we are so disappointed that we cannot bring the community together at our annual in-person gala, due to the circumstances surrounding Covid19, we are confident that our virtual event will bring together many of our lake’s residents and supporters. This event constitutes one of our most important fundraising opportunities, as we continue our work fostering and encouraging a vibrant and healthy Lake Hopatcong and its surrounding community, and we hope we can count on your support!

The LHF board and staff are hopeful that you will participate in our Virtual Auction as a sponsor. We are most grateful to those who have taken part in the past and hope we can count on you again. We assure you that we will provide great coverage for your company or organization through all our media sources. Please review the enclosed sponsorship opportunities and let us know which one would be most comfortable for you. If you are unable to become a sponsor at the enclosed levels, please consider a donation or providing an item for our auction.

Founded in 2012, the Lake Hopatcong Foundation is a 501(c)3 non-profit dedicated to the improvement of the lake and surrounding communities and has been at the forefront of multiple initiatives to advance this mission. Please visit our website to learn more about our programs: www.lakehopatcongfoundation.org.

We would be happy to speak with you about sponsoring our event in greater detail. It is only through your support that we can continue our numerous efforts on behalf of the lake.

Very truly yours,

Pat Hoferkamp (201-264-6504) Co-Chair

Lisa Hirschfeld (973-479-9228), Co-Chair

A handwritten signature in black ink that reads "Roberta Schmidt".

Roberta Schmidt
Development Director

roberta@lakehopatcongfoundation.org

The Lake Hopatcong Foundation dedicates itself to protecting the lake environment and enhancing the lake experience, 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.



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Sponsorship Opportunities

PREMIER\$6,000

- ◆ Displayed prominently as Premier Sponsor on LHF website, auction signage and all social media
- ◆ Featured in the LHF e-newsletter
- ◆ Invitation to appear on virtual first or last night of auction to promote your brand
- ◆ Special recognition at our special “kick-off” first night event and social media promotion throughout
- ◆ Listed, with link, on virtual auction website
- ◆ Full page ad in virtual program

PLATINUM\$3,000

- ◆ Displayed as Platinum Sponsor on website, e-newsletter, auction signage and all social media
- ◆ Highlighted in the LHF e-newsletter
- ◆ Social media promotion during three days of the virtual auction
- ◆ Listed, with link, on virtual auction website
- ◆ Full page ad in virtual program

GOLD\$1,500

- ◆ Listed as Gold Sponsor on LHF website and all social media
- ◆ Listed in LHF e-newsletter
- ◆ Social media promotion during two nights of the virtual auction
- ◆ Listed, with link, on virtual auction website
- ◆ Half page ad in virtual program

SILVER\$1,000

- ◆ Listed as Silver Sponsor on LHF website and all social media
- ◆ Featured in the LHF e-newsletter
- ◆ Live promotion during one night of the virtual auction
- ◆ Half page ad in virtual program

BRONZE\$500

- ◆ Listed as Bronze-level Sponsor on LHF website and all social media
- ◆ Listed in LHF e-newsletter
- ◆ Listed on virtual auction website
- ◆ Quarter page ad in virtual program

VIRTUAL PROGRAM AD: \$250/Full Page - \$150/Half Page - \$100/Quarter Page



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LHF 2020 Virtual Auction Sponsor Agreement Form

The company name listed 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 your logo in jpeg or pdf format to roberta@lakehopatcongfoundation.org. Distributions of sponsorship benefits begin once the form and check are received.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

We are proud to be a sponsor at the _____ level. Enclosed is a check for \$ _____

I do not wish to be a sponsor but would like to make a donation of \$ _____ towards the event.

I would like to place an ad in the Virtual Journal: ___ Full Page ___ Half Page ___ Quarter Page

I do not wish to be a sponsor but would like to donate the following auction prize for the evenings fundraising:

To pay by credit card, please go to our website: lakehopatcongfoundation.org

Signature: _____

Please mail this form to Lake Hopatcong Foundation, 125 Landing Road, Landing, NJ 07850
or email to roberta@lakehopatcongfoundation.org by June 20, 2020.

We greatly appreciate the support and generosity of our sponsors and prize donors for this fundraiser that benefits all of Lake Hopatcong. If you have any questions, please do not hesitate to contact roberta@lakehopatcongfoundation.org or call 973-663-2500

LHF is a tax-exempt organization as defined by IRS section 501c3, to which gifts and donations are tax deductible to the fullest extent of the law.