

*20<sup>th</sup>*

ANNIVERSARY  
1998-2018

**20<sup>TH</sup> ANNIVERSARY  
SPONSORSHIP OPPORTUNITY**



**185,000 Households,  
\$75,000,000,  
3 National Recognitions,  
20 years helping New Jersey families  
stay safe and warm in their homes!**



Join us for the *NJ SHARES' Cool Down for Warmth* in January 2018. We're building an Ice House in downtown Newark to showcase the critical importance of heat during the cold winter months. Friends of New Jersey SHARES will use crowdfunding platforms to help us raise funds while they sit inside the cold ice house. We'll be celebrating our accomplishments and preparing for the next 20 years of helping low, moderate and fixed income families.

We hope you will become a sponsor of our *Cool Down for Warmth* event through one of the available sponsorship packages. Cool Down for Warmth is a great opportunity to showcase your support for our neighbors in need. For more information and to secure your sponsorship spot, please contact Barbara Gomes [bgomes@njshares.org](mailto:bgomes@njshares.org).



49% of households helped by NJ SHARES had a child 18 or younger.

49% of households helped by NJ SHARES had a member over 50 years old.

82% of households helped by NJ SHARES were employed.



**ED JARRETT  
ICE HOUSE SCULPTOR**



**Ed Jarrett is a world-renowned ice carver and sand sculptor. He holds a four-time Guinness World Record title for the Tallest Sandcastle.**

# ED JARRETT'S ICE KING ICE HOUSE *TINTON FALLS*



# ED JARRETT'S 2013 SANDY CASTLE *POINT PLEASANT*

# Cool Down For Warmth

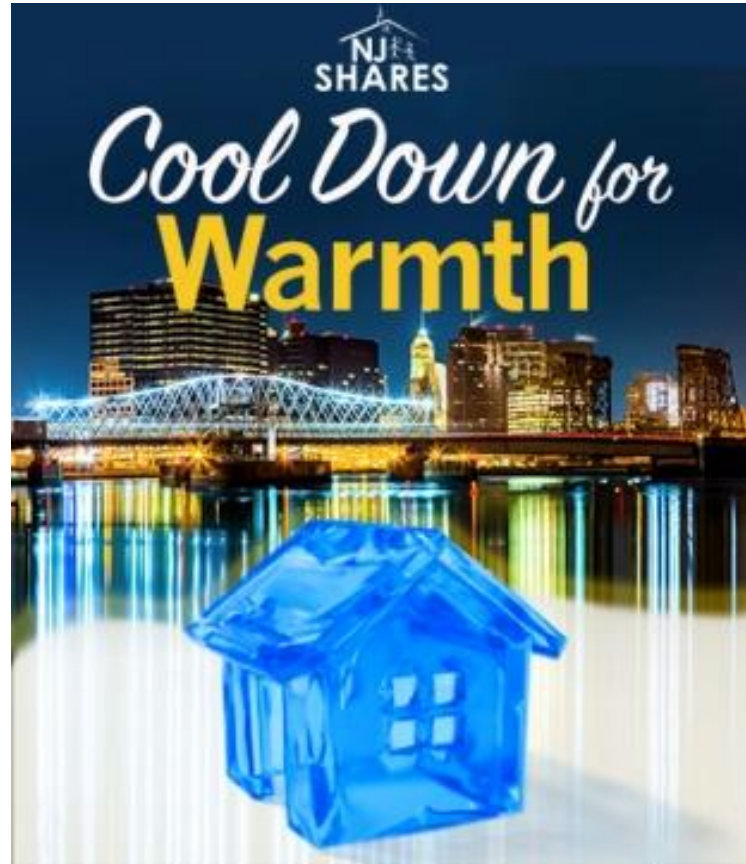
## Sponsorship Opportunities



**NEWARK**



**January  
2018**



# NJ SHARES' *Cool Down For Warmth* **DIAMOND SPONSOR**

Exclusive

## **Our Diamond Package includes:**

### Exclusive Event Naming Rights

NJ SHARES' *Cool Down for Warmth* presented by "**YOUR COMPANY NAME HERE**"

### Event Assets

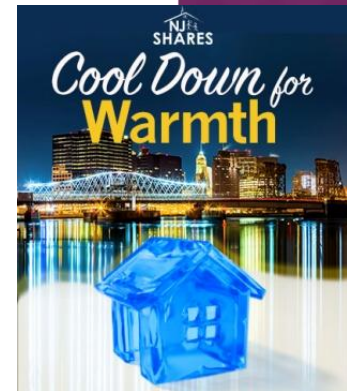
Sponsor receives:

- Logo/naming inclusion in all mentions/use of event title
- Prominent Logo inclusion over the **doorway** of the Ice House
- Logo inclusion on one (1) premium '**flagstone size**' ice house brick
- Exclusive logo inclusion on a minimum of two (2) ice house perimeter signs
- Premium logo inclusion on event tower signage
- Marketing Table at event and VIP reception for promotional items about company
- Exclusive partner signage at the ice house entrance
- Invitation for company representatives to attend VIP reception with guests (4 representatives, plus guests) - formal thank you at reception event
- *Cool Down for Warmth* event stage mention and thank you

### Promotional Assets

Sponsor receives:

- Logo/Name inclusion in Cool Down For Warmth pre-event advertisements
- Large logo and name inclusion in a "Thank You" ad post-event
- Logo inclusion/naming in all promotional ads and promotional materials: print, online advertising, social media, email, radio/PSAs, press releases
- Logo inclusion on Cool Down for Warmth CrowdRise webpage
- Large logo inclusion and click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Special spotlight and logo inclusion on NJ SHARES online assets, including: Facebook, Twitter, and email marketing



**Total Investment: \$25,000**

# NJ SHARES' *Cool Down For Warmth* PLATINUM SPONSOR

## Our Platinum Sponsorship Package

### Includes:

#### Event Assets

Sponsor receives:

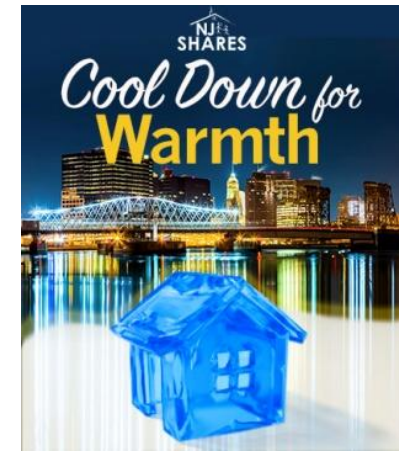
- Logo inclusion on one(1) 'flagstone size' premium ice house brick
- Logo inclusion on one (1) premium ice house brick
- Logo inclusion on two (2) ice house perimeter signs
- Logo inclusion on event tower signage
- Marketing Table at VIP reception only for promotional items about company
- Signage at the VIP reception entrance
- Invitation for company representatives to attend VIP reception with guests (3 representatives, plus 3 guests)
- Special *Cool Down for Warmth* thank you at reception event

#### Promotional Assets

Sponsor receives:

- Logo/Name inclusion in Cool Down For Warmth pre-event advertisements
- Large logo and name inclusion in a "Thank You" ad post-event
- Company name in all promotional ads and promotional materials: print, online advertising, social media, email, radio, press releases
- Large logo inclusion and click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Logo inclusion/mentions on NJ SHARES' online assets including: Facebook, Twitter, and email marketing

**Total Investment: \$20,000**



# NJ SHARES' Cool Down For Warmth RUBY SPONSOR

Only two available

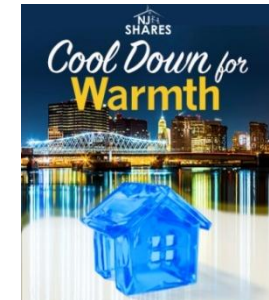
## Our Ruby Sponsorship Package Includes:

*All event attendees will be encouraged to take a photo at the selfie wall and share it on social media for a chance to win prizes!*

### Event Assets

Sponsor receives:

- Logo inclusion on one (1) premium 'flagstone' size' selfie wall ice brick
- Logo inclusion on one (1) ice house perimeter sign
- Logo inclusion on all event tower signage
- Marketing Table at VIP reception only for promotional items about company
- Special signage onsite at the event location
- Invitation for two company representatives to attend VIP reception with guests (2 representatives, plus 2 guests)



### Promotional Assets

Sponsor receives:

- Mention of Selfie Wall and your company name as the sponsor in event press releases, both pre- and post-event
- Name inclusion/click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Spotlight on NJ SHARES' online assets as Selfie Wall sponsor on social media, including: Facebook, Twitter

**Total Investment: \$15,000**





# GOLD SPONSOR

## Our Gold Sponsorship Package Includes:

### Event Assets

Sponsor receives:

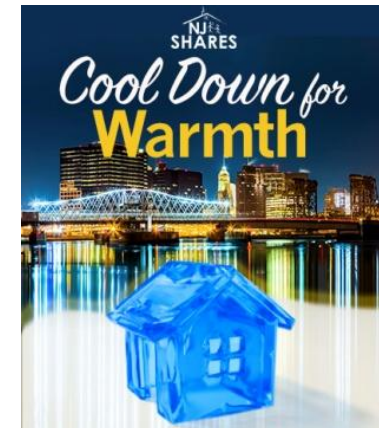
- Logo inclusion on two (2) premium ice house bricks
- Logo inclusion on one (1) ice house perimeter sign
- Logo inclusion on all entrance tower signage –
- Invitation for a company representative to attend VIP reception with guest (1 representatives, plus guest)



### Promotional Assets

Sponsor receives:

- Name inclusion in Cool Down For Warmth pre-event advertisements
- Small logo and name inclusion in a "Thank You" ad post-event
- Company name in select promotional ads and materials: social media, press releases
- Small logo inclusion and click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Company name mention on NJ SHARES' online assets as Ice House room sponsor, including: Facebook, Twitter, and email marketing



**Total Investment: \$10,000**

# NJ SHARES' Cool Down For Warmth **SILVER SPONSOR**

## **Our Silver Sponsorship Package Includes:**

### Event Assets

Sponsor receives:

- Logo inclusion on two (2) ice house bricks
- Logo inclusion on one (1) ice house perimeter sign
- Logo inclusion on event tower signage

### Promotional Assets

Sponsor receives:

- Mention and Small Logo inclusion in event press releases, both pre- and post-event
- Name inclusion/click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Spotlight on NJ SHARES' online assets as sponsor on social media, including: Facebook, Twitter

**Total Investment: \$5,000**



# NJ SHARES' *Cool Down For Warmth*

## BRONZE SPONSOR

### Our Bronze Package Includes:

#### Event Assets

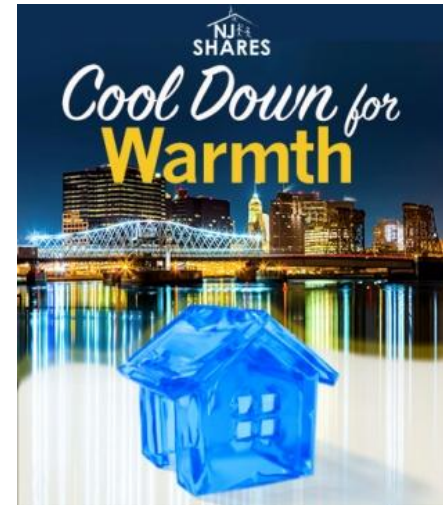
Sponsor receives:

- Logo inclusion on one (1) ice house brick
- Logo inclusion on one (1) ice house perimeter sign

#### Promotional Assets

Sponsor receives:

- Name inclusion in a "Thank You" ad post-event
- Name inclusion/click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Company name mention on NJ SHARES' online assets as vendor sponsor on social media, including: Facebook, Twitter



**Total Investment: \$3,000**



# BRICK Sponsor

## Our Individual Ice Brick Sponsorship Package Includes:

### Event Assets

Sponsor receives:

- Logo inclusion on one (1) ice house brick

### Promotional Assets

Sponsor receives:

- Name inclusion/click through to your company website on NJ SHARES 2018 Cool Down For Warmth webpage
- Company name mention on NJ SHARES' online assets as part of spotlight on all brick sponsors on social media, including: Facebook, Twitter

**Total Investment: \$1,000**



NJ SHARES' *Cool Down For Warmth*

# For More Information Contact:



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Development Director  
609-883-1201  
[bgomes@njshares.org](mailto:bgomes@njshares.org)

