



Sponsorship

Over our 50 year existence, we have transformed thousands of young lives leading them towards a future that contributes to a stronger, healthier community for all of us! We create a safe place where youth feel valued and respected so that they may learn responsibility and reach their full potential.

As we celebrate our 50th Anniversary, Middle Earth has multiple opportunities and events for your business to connect with the Somerset County community and to place your brand, product, image or service in the hands of potential customers. You can feel good about supporting the next generation of our neighbors and leaders as you enjoy our fun events. Sponsorship benefits include:

- ◆ Exposure to thousands of Somerset County residents over the year!
- ◆ Increase market share & brand awareness
- ◆ Networking opportunities
- ◆ Build employee engagement
- ◆ Establish presence in the community
- ◆ Face-to-face interaction with potential customers
- ◆ Enhance your image through community involvement
- ◆ Create goodwill by supporting local children

Community Exposure

MiddleEarthNJ.org

In the last 5 years, on average
315,000
unique visitors each year

Social Media

Facebook: 900 followers
Twitter: 300 followers
Instagram: 200 followers
LinkedIn: 300 followers

Event Advertising

- ◆ 5,000+ flyers distributed to schools
- ◆ Press releases
- ◆ Online event calendars
- ◆ Social media & shares from partners
- ◆ Onsite signage

Email

Monthly E-mail Blasts to
900 contacts





2022 Events

10K Race in Spring

- ◆ 10K Run/Walk on Sunday, April 3
- ◆ Duke Island Park in Bridgewater
- ◆ Approximately 300 runners register
- ◆ Options for sponsorship include:
 - ◆ banner placement at start/finish line
 - ◆ product giveaways in goodie bags
 - ◆ prize donations for top finishers
 - ◆ logo on t-shirts
 - ◆ program book ads



Patriots Ballgame in Summer



- ◆ Middle Earth themed ballgame with Somerset Patriots
- ◆ Friday, July 22 at 7:05 p.m.
- ◆ TD Bank Ballpark in Bridgewater
- ◆ Audience of 6,000+
- ◆ Options for sponsorship include:
 - ◆ admission tickets to game
 - ◆ logo on big screens
 - ◆ product giveaways

Fall Festival

- ◆ Anniversary Celebration
- ◆ Saturday, October 8th
- ◆ Billian Park in Bound Brook
- ◆ Audience of 1,000+
- ◆ Will feature:
 - ◆ Music,
 - ◆ Food court,
 - ◆ Raffles,
 - ◆ Beer garden,
 - ◆ Craft and vendor marketplace,
 - ◆ Pumpkin patch,
 - ◆ Inflatable rides,
 - ◆ Games, crafts, face painting,
 - ◆ Petting zoo, and
 - ◆ Contests for costumes and pumpkin decorating.
- ◆ Options for sponsorship are detailed on the Festival page in this packet.



You can sponsor just one of these events as an individual event sponsor, or you can sponsor our entire 50th Anniversary year which offers access to all three of these events and more! We are also happy to customize sponsorships that meet your goals.

Anniversary Sponsorships



\$25,000

- ◆ Sponsorship of all three Middle Earth events: 10K Race, Somerset Patriots ballgame, and Fall Festival
- ◆ 25 tickets to our Patriots ballgame
- ◆ Logo on big screens at Patriots game
- ◆ 25 drink tickets at Festival's beer garden
- ◆ 25 free entries to Festival's games or contests
- ◆ Exhibit space at all 3 events
- ◆ Free space for your banner at entrance to all 3 events
- ◆ Ad on Festival event website page
- ◆ Mentions and/or logo placement in our monthly newsletter
- ◆ Your name on any print media and press releases
- ◆ 3 Social Media posts advertising your business throughout year
- ◆ Opportunity to include materials in goodie bags at events
- ◆ Logo on 50th Anniversary T-shirt
- ◆ 25 Anniversary T-shirts for employees
- ◆ Logo on Middle Earth's website (annual unique visitors 300K+)
- ◆ Ad space for 3 months on Middle Earth's blog (monthly readership of 30K+)
- ◆ VIP area for your Fall Festival attendees



\$15,000

- ◆ Sponsorship of all three Middle Earth events: 10K Race, Somerset Patriots ballgame, and Fall Festival
- ◆ 15 tickets to our Patriots ballgame
- ◆ Logo on big screens at Patriots game
- ◆ 15 drink tickets at Festival's beer garden
- ◆ 10 free entries to Festival's games or contests
- ◆ Exhibit space at 2 events
- ◆ Free space for your banner at 10K and Fall Festival
- ◆ Ad on Festival event website page
- ◆ Mentions and/or logo placement in our monthly newsletter
- ◆ Your name on any print media and press releases
- ◆ 2 Social Media posts advertising your business throughout year
- ◆ Opportunity to include materials in goodie bags at events
- ◆ Logo on 50th Anniversary T-shirt
- ◆ 10 Anniversary T-shirts for employees
- ◆ Logo on Middle Earth's website (annual unique visitors 300K+)
- ◆ Ad space for 2 months on Middle Earth's blog (monthly readership of 30K+)



\$10,000

- ◆ Sponsorship of all three Middle Earth events: 10K Race, Somerset Patriots ballgame, and Fall Festival
- ◆ 10 tickets to our Patriots ballgame
- ◆ Logo on big screens at Patriots game
- ◆ 5 drink tickets at Festival's beer garden
- ◆ 5 free entries to Festival's games or contests
- ◆ Exhibit space at 1 event
- ◆ Free space for your banner at 10K and Fall Festival
- ◆ Ad on Festival event website page
- ◆ Mentions and/or logo placement in our monthly newsletter
- ◆ Your name on any print media and press releases
- ◆ 1 Social Media post advertising your business during the year
- ◆ Opportunity to include materials in goodie bags at events
- ◆ Logo on 50th Anniversary T-shirt
- ◆ 5 Anniversary T-shirts for employees
- ◆ Logo on Middle Earth's website (annual unique visitors 300K+)
- ◆ Ad space for 1 month on Middle Earth's blog (monthly readership of 30K+)

Fall Festival Sponsorship Levels

As a celebration of our 50th Anniversary, Middle Earth will be hosting a Fall Festival for families in Somerset County. The event will take place at Billian Park in Bound Brook on Saturday, October 8, 2022 and will feature music, food, a beer garden, a craft and vendor marketplace, pumpkin patch, inflatable rides and games and crafts for children, a petting zoo, contests for costumes and pumpkin decorating, raffles, and much more.



\$10,000

- ◆ Naming rights for the event: “(Your Business) presents Middle Earth’s 50th Anniversary Celebration and Fall Festival”
- ◆ Name on all festival signage
- ◆ Exhibit space in Marketplace
- ◆ Free space for your banner at entrance to event
- ◆ Logo & Ad on event website
- ◆ Logo on volunteer t-shirt
- ◆ Logo included in email marketing and social media
- ◆ Your name on all print media and press releases
- ◆ Opportunity to include materials in goodie bags
- ◆ Live mentions over loud-speaker throughout event
- ◆ Ad space on Middle Earth’s blog (readership of 50K+)
- ◆ 50 complimentary admission tickets



\$7,500

- ◆ Naming rights for one of two contests (costume parade or pumpkin decorating)
- ◆ Name on contest signage
- ◆ Exhibit space in Marketplace
- ◆ Free space for your banner at contest’s event location
- ◆ Logo & Ad on event website
- ◆ Logo on volunteer t-shirt
- ◆ Logo included in email marketing and social media
- ◆ Your name on all print media and press releases
- ◆ Opportunity to include materials in goodie bags
- ◆ Live mentions over loud-speaker during contests
- ◆ 25 complimentary admission tickets



\$5,000

- ◆ Naming rights for specific zone of festival, such as Kid Korner, Marketplace, Food Court, Beer Garden, etc.
- ◆ Name on zone’s signage
- ◆ Exhibit space in Marketplace
- ◆ Free space for your banner at your zone’s location
- ◆ Logo on event website
- ◆ Logo included in email marketing and social media
- ◆ Your name on all print media and press releases
- ◆ Opportunity to include materials in goodie bags
- ◆ One live mention over loud-speaker during event
- ◆ 10 complimentary admission tickets



\$2,500

- ◆ Free space for your banner inside the festival grounds
- ◆ Exhibit space in Marketplace
- ◆ Logo on event website
- ◆ Logo included in email marketing and social media
- ◆ Your name on print media
- ◆ Opportunity to include materials in goodie bags
- ◆ One live mention over loud-speaker during event
- ◆ 5 complimentary admission tickets

Customizable

If you don’t see a package that fits your needs, we will be happy to create a package that meets your goals and budget.