



36th Giralda Music & Arts Festival
Featuring the New Jersey Symphony Orchestra
Giralda Farms, Madison, New Jersey
Sunday, June 23, 2019
Doors open for picnicing at 4 pm, Concert 6-8 pm

SPONSORSHIP OPPORTUNITIES

About the Giralda Music & Arts Festival, June 23, 2019

For the past 36 years, about 2,000 residents of Morris County and surrounding counties have made it a tradition to welcome summer by attending the Giralda Music & Arts Festival. Held in Madison, NJ, on the gracious lawns of Giralda Farms (the former Geraldine R. Dodge estate), this event features an outdoor concert by the New Jersey Symphony Orchestra, arts exhibits, activities for children, and generous prizes for the most inventive picnics. The audience is a group that appreciates light classical music performed in a relaxed, family friendly setting. Families have made Giralda an annual tradition for the start of summer. The casual and festive atmosphere contributes to everyone's enjoyment.

This year's Giralda Lawn Concert promises to be a celebration not to be missed! By sponsoring this year's concert, you or your company will join this special, time-honored tradition and be able to reach the thousands who attend. In addition, the Giralda concert is a perfect opportunity for an employee picnic or to invite clients to join you for this family friendly event. Please join us in making this year's event more successful than ever!





Morris Arts: Building Community Through the Arts

Morris Arts (formerly the Arts Council of the Morris Area) was founded in 1973 and is a private, not-for-profit organization whose mission is “to build community through the arts,” reflecting our focus on making Morris County a more livable and sustainable community through the arts. To this end, we are a passionate champion and advocate of the arts, providing arts in education programs for children in grades K-12, supporting area artists and arts organizations, and creating community art experiences in accessible venues, throughout the communities served.

Our Audience

Morris Arts serves Morris County, New Jersey, as well as parts of Somerset, Union, Essex, Passaic and Hunterdon counties. In our Arts in Education initiative, cultural arts representatives from eleven counties now use us as a resource for securing and developing assemblies, workshops and arts residencies for their schools which cumulatively impact more than 100,000 children each year. Major community events such as the Giralda Music & Arts Festival, Great Conversations, and Celebrate the Arts have broad regional attendance, with ongoing programs and services reaching a wide and diverse audience.

Programs and Services

Morris Arts provided a wide range of almost 250 activities, events and programs, along with the 381 programs we support through local grants, reach an audience of nearly 360,000 residents across northern New Jersey each year including children, artists, at-risk youth, educators, seniors, and families, thousands of which are low and moderate-income constituents from across 11 counties. Our reputation for excellence is built upon our position as a trusted resource in connecting educators, artists and community members in unique collaborations.

Each of Morris Arts programs and services is driven by its mission and a strategic plan that focuses on:

- Arts education in the schools
- Arts programming in the community
- Support of our local community of artists and arts organizations
- Creative Placemaking in our communities
- Arts advocacy

Our Achievements

For the past 23 years we have been honored with a “Citation of Excellence” and designated “A Major Service Organization” by the New Jersey State Council on the Arts in recognition of our “solid history of service excellence, substantial activity and broad public service”.



New Jersey Symphony Orchestra Lawn Concert ✧ Activities for children
 ✧ Art show and sale ✧ Picnic prizes

Giralda Music & Arts Festival 2019 Sponsorship Levels

Partner **\$10,000**

- Listed in the program as Partner
- Category exclusivity for the event
- Full page ad in program, back cover
- Opportunity to address audience from the stage
- Recognition from the stage
- Banner on stage
- Opportunity for Exhibit Table with Banner
- Opportunity to set up your own hospitality tent
- 100 tickets to event
- Logo and name on Morris Arts' Web site
- Inclusion in publicity and promotion, including social media (Facebook, Twitter)

Leader **\$2,500**

- Listed in the program as a Leader
- Full page ad in program, prominently placed
- Recognition from the stage
- 25 tickets to event
- Logo and name on Morris Arts' Web site
- Inclusion in publicity and promotion, including social media (Facebook, Twitter)

Luminary **\$7,500**

- Listed in program as Luminary Sponsor
- Category exclusivity
- Full page inside front cover ad in program
- Opportunity to address audience from the stage
- Recognition from the stage
- Banner on stage
- Opportunity to set up your own hospitality tent
- Opportunity for Exhibit Table with Banner
- 75 tickets to event
- Logo and name on Morris Arts' Web site
- Inclusion in publicity and promotion, including social media (Facebook, Twitter)

Captain **\$1,000**

- Listed in the program as a Captain
- Full page ad in program, preferred placement
- 10 Tickets to event
- Inclusion in publicity and promotion, including social media (Facebook, Twitter)

Maestro **\$5,000**

- Listed in the program as a Maestro
- Full page ad in program, prominently placed
- Recognition from the stage
- Banner on stage
- Opportunity for Exhibit Table with Banner
- Opportunity to set up your own hospitality tent
- 50 tickets to event
- Logo and name on Morris Arts' Web site
- Inclusion in publicity and promotion, including social media (Facebook, Twitter)

Publicity for the Giralda Music & Arts Festival

- Event flyers (mailed to more than 2,500; early commitment needed)
- Electronic Invitation (emailed multiple times to 3,000)
- Event Program and materials
- Press materials publicizing the event (pre and post) to local, regional and state media
- Morris Arts' Website (36,000 unique annual visitors)
- Inclusion in Social Media Vehicles (Facebook 485,000 reach)
- Morris Arts' Newsletter ArtsMatters (circ. 3,000)



Giralda Music & Arts Festival June 23, 2019
SPONSORSHIP/PROGRAM ADVERTISING CONTRACT
Deadline: June 1, 2019

Sponsorship Opportunities

- Partner \$10,000
- Luminary \$ 7,500
- Maestro \$ 5,000
- Leader \$ 2,500
- Captain \$ 1,000

Program Ads Only- JPEG preferred

- Full Page - 5" wide x 8" high \$500
- Half Page - 5" wide x 3.875" high \$250
- Quarter Page - 2.375" wide x 3.875" high \$150
- Listing (35 characters max.) \$ 50

I have e-mailed my program ads as a high-resolution (300 dpi) JPEG file

Tickets

Enclosed is an additional payment of \$ _____ to purchase _____ admission tickets at \$15 each (students \$4 each; children under 4 free).

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____

I have enclosed a check - **MAKE CHECKS PAYABLE TO: Morris Arts**

I would like to pay by credit card *Please circle one:* MasterCard VISA AMEX

Name _____ (as it appears on the card)

Card Number: _____ Exp. Date: _____ Sec. Code _____

Signature _____

REMEMBER: The deadline for all Sponsorship/Program Ad submissions and payments is June 1, 2019

Please complete this form and send or email it with your artwork to:

Morris Arts

Attn: Gina Moran
14 Maple Avenue, Suite 301
Morristown, NJ 07960
g Moran@morrisarts.org

Questions contact: Gina Moran @ (973) 285-5115, x13