

FAMILY

FUN DAY



ORT FARMS LONG VALLEY, NJ



NorwestFest

Saturday June 22nd



SUNSET

Soirée



NORWESCAP

Norwescap.org 908-454-7000

April 2024

Dear Friends,

I'd like to invite you to be part of Norwescap's 4th Annual NorwesFest on Saturday, June 22! This unique event is hosted at the beautiful Ort Farms in Long Valley and is an all-day celebration bringing together hundreds of members of Norwescap's community. The daytime Family Fun Fest welcomes families with kids of all ages to enjoy games, activities, strawberry picking and more; while the evening Sunset Soiree offers an elegant evening of farm-to-table cuisine, delicious drinks, and fabulous music by the 17-piece Summer Swing Orchestra.

**4th Annual NorwesFest
Saturday, June 22, 2024
Ort Farms, 25 Bartley Road, Long Valley, NJ
11am – 2:30pm: Family Fun Day | 5:30 – 9pm: Sunset Soiree**

Join us as a sponsor for this signature, annual event! Funds raised through NorwesFest support Norwescap's mission to create opportunities and change lives for more than 30,000 New Jerseyans each year. Unfortunately, many of our neighbors are facing significant challenges. Families who were able to make ends meet throughout the pandemic, now find themselves struggling as rent and food costs increase and government "safety net" supports have decreased. With your sponsorship, Norwescap will provide support to families working every day to ensure they have food on the table, can remain safely in their homes, while also participating in our many programs and services to help take one step closer towards a more stable future.

Thank you in advance for your consideration! Your support and involvement will help us bring positive change to thousands of families throughout New Jersey over the coming year and beyond.

Sincerely,



Mark Valli
CEO

Event Sponsorships

All Event Sponsors receive benefits during both the daytime and evening events.

\$15,000 Presenting Sponsor (only one available)

- Presenting Sponsor logo placement on invitation, event journal, event signage
- Back cover, full-color ad placement on event journal
- Logo inclusion with click-through on event webpage, all email and social media promotions
- Logo inclusion and verbal recognition in video promotions before and after event
- Opportunity to film video “testimonial” with Norwescap staff onsite at event, to be shared and cross-promoted on Facebook live, YouTube, and other platforms
- Inclusion in all pre- and post-event press releases
- Admission for 15 families for daytime, or 2 tables of (8) for evening event (can split tickets between two events)

\$10,000 Festival Sponsor

- Prominent logo placement on invitation, event journal, event signage
- Two-page ad spread in event journal
- Logo inclusion on event webpage, all email and social media promotions including
- Logo inclusion and verbal recognition in video promotions before and after event
- Admission for 10 families for daytime, or 1 table of (8) for evening event (can split tickets between two events)

\$5,000 Sunset Sponsor

- Logo placement on invitation, event journal, event signage
- Full-page ad in event journal
- Logo inclusion on event webpage
- Logo inclusion in video promotions before and after event
- Admission for 6 families for daytime or 6 guests for evening event (can split tickets between two events)

\$2,500 Social Sponsor

- Listing on invitation, event journal, event signage
- Half-page ad in event journal
- Listing on event webpage
- Admission for 4 families for daytime or 4 guests for evening event (can split tickets between two events)

Sign & Journal Sponsorships

\$1,500 Platinum

- Two-page spread in event journal + logo/message featured on sign placed along Ort Farms property, highly visible to all event guests as well as high volume of traffic on Rte 24 and Bartley Road
- Admission for 2 families for daytime or 2 guests for evening event

\$1,000 Gold

- Full-page ad in event journal + logo/message featured on sign along Ort Farms property

\$500 Silver

- Half-page ad in event journal + logo/message featured on sign along Ort Farms property

\$300 Bronze

- Quarter-page ad in event journal + logo/message featured on sign along Ort Farms property





Event Sponsorships

\$15,000 Presenting Sponsor (only one available)

\$10,000 Festival Sponsor

\$5,000 Sunset Sponsor

\$2,500 Social Sponsor

Sign & Journal Sponsorships

\$1,500 Platinum

\$1,000 Gold

\$500 Silver

\$300 Bronze

Sponsor Information

Company/Organization

Please list name as you would like it to appear in printed/promotional materials.

Contact Name & Title

Address

City

State

Zip

Phone

Email*

Email MUST be included in order to secure your sponsorship

Payment Information

Check Enclosed (payable to Norwescap)

Please charge my:

Visa

MC

Amex

Card #

Name (and/or Company Name) on Card

Expiration Date

Security Code

Billing Zip

Signature

Please email completed form, as well as a high-resolution jpeg logo to Christine Coffey, coffeyc@norwescap.org, no later than April 26, 2024 to be included on the event invitation.

We will follow up with all sponsors to confirm details for journal ads, guest names, etc.

Questions? Contact Christine Coffey at (908) 454-7000 x1106 or coffeyc@norwescap.org.



CREATING OPPORTUNITIES CHANGING LIVES

by the numbers...

20,494 participants in **9,733** households
received a direct service from Norwescap

**1.6
million**

*meals provided to food-
insecure homes
through Food Bank,
distribution network &
programs*

8,903

*individuals provided w/
case management;
clothing,
transportation, basic
needs; referral
connections to partner
service agencies*

Another estimated **10,000-12,000** people
received food through our Food Bank's distribution

737

*adults increased
stability: reducing debt,
building savings,
pursuing new career
opportunities*

9,298

*children & families
supported through
Head Start, childcare
referrals & subsidies,
nutritional &
breastfeeding support*

103,000 individual services were provided

865

*people worked
toward better health
w/ free screenings,
preventative care,
& wellness classes*

4,874

*families given housing
support to find or
remain in homes w/
rental & energy
assistance, & housing
navigation*