



We are pleased to announce an exciting opportunity this spring to **increase your sales from local and regional residents**. The 3<sup>rd</sup> Annual Highlands GreenFest, organized by Sustainable West Milford, encourages participants to 'buy locally'. Educated consumers see the economic benefit of shopping from YOUR locally owned and operated businesses and act accordingly.

The Highlands GreenFest is scheduled to take place this year on Saturday May 22, 2010 from 10 am to 5 pm at Bubbling Springs Park in West Milford, New Jersey. With a later date and a more established presence, we anticipate over 2,000 attendees who are interested in Living, Protecting and Enjoying the green in our region. This is a consumer base that is learning or is already acting in sustainable ways and they know that buying locally is a critical sustainable practice that supports a strong local economy.

We are inviting local businesses this year to get the word out about their products and services through event program advertising or event sponsorship. The Event Program not only provides education and event information, it is meant to be a keepsake for attendees to use as a resource to connect with information and resources after the event. There is a special section in the Event Program reserved for locally owned and operated businesses to advertise. Sponsorship opportunities are also available. Sponsors receive additional exposure both before and during the event with a variety of levels of participation available.

In addition to increasing traffic to your business, your advertising or sponsorship dollars go towards producing and marketing the event itself, and also supports the ongoing programs of Sustainable West Milford, the non-profit organization that runs the event. We hope you find this to be a valuable opportunity and that you can participate at whatever level works best for you.

Please see our attached sponsor and advertising packages. Please send your completed application to Renee Alleccio, PO Box 76, Hewitt, New Jersey 07421. **The deadline is March 31, 2010.** For more information please contact Renee at 973-723-0186 or [rballessio@hotmail.com](mailto:rballessio@hotmail.com). You may also obtain the complete vendor/exhibitor/sponsor/advertising package online at [www.sustainablewestmilford.org](http://www.sustainablewestmilford.org).

Thanks for your ongoing support,

Sustainable West Milford  
[www.sustainablewestmilford.org](http://www.sustainablewestmilford.org)



LIVE, PROTECT, ENJOY!

Bubbling Springs Park  
1428 Macopin Road  
West Milford, NJ 07480

Saturday, May 22, 2010  
10:00 am to 5:00 pm – Rain or Shine!

### Program Advertising Opportunities

Advertising is available in the official Highlands GreenFest Program. The program will include the festival map, exhibitor directory, presentation & demonstration schedule, live music schedule, and articles on green living. It is meant to be a keepsake for attendees to use as a resource to connect with local businesses & organizations that can help them live more sustainably.

Please print all information and return along with check for applicable fees made payable to **Sustainable West Milford** and submit **no later than March 31<sup>st</sup>** to our advertising coordinator:

Renee Alessio  
PO Box 76  
Hewitt, NJ 07421

For additional information, please contact Renee at 973-723-0186 or email [rbalessio@hotmail.com](mailto:rbalessio@hotmail.com).

#### Company/Organization Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_



Highlands GreenFest Programs will have 8.5” x 8.5” pages and be printed in black & white with a color cover.

**Advertising Rates:**

1/8 Page	( )	\$ 50
1/4 Page	( )	\$100
1/2 Page	( )	\$175
Full Page	( )	\$300

If you have any questions about advertising, please contact our coordinator Renee Alessio at 973-723-0186 or [rballessio@hotmail.com](mailto:rballessio@hotmail.com).

**Please send your ad layout in 300 DPI by email to Renee at [rballessio@hotmail.com](mailto:rballessio@hotmail.com) no later than March 31<sup>st</sup>.**

**Friends of Highlands GreenFest:**

Instead of, or in addition to advertising, you may wish to be listed on the Highlands GreenFest Friends & Sponsors page in the program. This page will include individuals, companies, and organizations that offer a minimum donation of \$25. This donation will help to offset our costs for hosting the festival. We appreciate your generous support!

**Yes – I’d like to make a donation in the amount of \$\_\_\_\_\_**

**Thank you for supporting Highlands GreenFest!**



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### **Festival Sponsorship Opportunities**

Sponsorship opportunities are available for the third annual Highlands GreenFest. As a non-profit organization, Sustainable West Milford is in need of sponsors to offset the costs of educating the community and bringing sustainable practices to our region. Sponsors receive additional exposure both before and during the event with a variety of ‘levels’ of participation available. If you are interested in having an even bigger ‘presence’ at the festival than the levels outlined on the following page, please contact our coordinator to discuss the options.

Please print all information and return along with check for applicable fees made payable to **Sustainable West Milford** and submit **no later than March 31<sup>st</sup>** to our sponsorship coordinator:

Renee Alessio  
PO Box 76  
Hewitt, NJ 07421

For additional information, please contact Renee at 973-723-0186 or email [rballessio@hotmail.com](mailto:rballessio@hotmail.com).

#### **Company/Organization Information:**

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Email: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Company Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Company Website: \_\_\_\_\_



LIVE, PROTECT, ENJOY!

**Sponsor Fees:**

\$150	<b>Level One:</b> ¼ page black & white program ad Logo included with listing on website
\$200	<b>Level Two</b> ½ page black & white program ad Logo included with listing on website
\$275	<b>Level Three</b> ½ page black & white program ad Logo included with listing on website Logo on Fliers/Posters
\$400	<b>Level Four</b> Full page black and white program ad Two-color logo on back of program Listing on website with highlighted ‘sustainer’ link on our home page Logo on Fliers/Posters

If you would like to have a **larger presence** at the festival this year, we invite you to sponsor one of our **major theme areas** (Live, Protect, Enjoy) or one of our **pavilion areas** including the food pavilion, music gazebo, Green Team Kids Zone and the Sustainable Living Demonstration Area. Please contact our coordinator to discuss the options.

Highlands GreenFest Programs will have 8.5” x 8.5” pages and be printed in black & white with a color cover.

**Please submit your ad layout and/or logo in 300 DPI by email to Renee at [rballessio@hotmail.com](mailto:rballessio@hotmail.com) no later than March 31<sup>st</sup>.**

**Thank you for supporting Highlands GreenFest!**