



# APPEL FARM ARTS & MUSIC CENTER'S **65th Anniversary Weekend**

**Friday, November 7th to Sunday, November 9th**

## **SPONSORSHIP OPPORTUNITIES**

PARTNER WITH APPEL FARM TO CELEBRATE 65 YEARS OF THE ARTS IN SOUTH JERSEY

### EVENT DETAILS

The 65th Anniversary Weekend will bring over 1,000 patrons from the entire mid-Atlantic region to Salem County to enjoy activities centered around a long history of art and community.

**“WXPN Welcomes” Event • Live Music • Busking Stations • Art Making  
Food Trucks • Art Sale • Silent Auction • 65th Historical Retrospective**



### ABOUT US

In 1960, Albert and Clare Appel transitioned their 176-acre chicken farm into a thriving summer arts camp. The Appels, both professional musicians and music educators, believed that the arts play a crucial role in developing a child’s learning skills, encouraging personal growth, and instilling a sense of community and responsibility.

### OUR MISSION

**Appel Farm strives to co-create experiences that inspire people to unleash their inherent creativity, leading to self-discovery, personal growth, community building, and joy.**

### OUR PROGRAMS

Summer Arts Camp • Arts Lab Classes for Kids and Adults  
Overnight Retreats • Salem & Gloucester County Teen Arts Festival • Scholastic Art Awards • South Jersey Arts Festival  
School Residencies & Partnerships • Professional Learning



Appel Farm Arts & Music Center is a non-profit 501(c)(3).  
457 Shirley Road, Elmer, NJ 08318  
[www.AppelFarm.org](http://www.AppelFarm.org)

@appelfarmarts    
[info@appelfarm.org](mailto:info@appelfarm.org)  
(856) 358-2472



Appel Farm's 65<sup>th</sup> Anniversary Weekend is a great avenue for community partners to support our mission. We hope you will consider doing so for our Anniversary Weekend. We welcome you to this family-friendly weekend where your business will receive exposure to over 1,000 people from the New Jersey and Philadelphia regions.

**EMAIL**  
subscribers



**10,000+**  
to bi-weekly newsletter

**SOCIAL MEDIA**  
followers



**12.5k**  
on Facebook





























**4k**  
on Instagram

**ATTENDEES**  
expected



**1,000+**  
event attendees

# SPONSORSHIP LEVELS

	<b>Weekend Sponsor \$5,000</b>	<b>Festival Sponsor \$2,500</b>	<b>Activity Area Level II Sponsor \$1,000</b>	<b>Activity Area Level I Sponsor \$500</b>
Listing on donor page of program book				
Yard Sign w/Logo at Event				
Recognition in Press Releases				
Social Media Shoutouts				
On Stage Mentions at Event				
Logo on Commemorative Program Book Cover				
Sponsor Booth Space on Event Day				
Radio Ad Mentions on WXPN				
Logo in Print Ads				
Logo on Main Entrance Banner				
Company Banner Displayed at Grove Stage				



# SPONSORSHIP DETAILS

Questions? Email Heather Yelle at [hyelle@appelfarm.org](mailto:hyelle@appelfarm.org).

## ● Weekend Sponsor \$5,000

### • Advertising & Media

- Logo placement and recognition in print ads, radio, digital marketing, and the official event website
- Two exclusive social media shoutouts to 16,000+ followers across Facebook and Instagram
- Inclusion as sponsor in all event e-newsletters to 10,000+ subscribers
- Recognition as sponsor on press releases distributed to local and regional media

### • On-Site Brand Awareness

- Main entrance banner and yard sign near the event entrance, both displaying your logo
- Three on-stage recognitions between performances on Saturday
- Company banner displayed at Grove Stage (provided by company, 6'w x 4'h max)

### • Sponsor Booth Space

- Includes one 6' table and two folding chairs (provided by Appel Farm)
- 10' x 10' tent (provided by sponsor)

### • Event Program

- Recognition on program book donor listing page and prominent logo placement on front cover
- Complimentary ½ page ad in sponsor section

## ● Festival Sponsor \$2,500

### • Advertising & Media

- Logo placement and recognition in digital marketing and the official event website
- Two exclusive social media shoutouts to 16,000+ followers across Facebook and Instagram
- Inclusion as sponsor in all event e-newsletters to 10,000+ subscribers
- Recognition as sponsor on press releases distributed to local and regional media

### • On-Site Brand Awareness

- Yard sign near entrance to the event displaying your logo
- Two on-stage recognitions between performances on Saturday

### • Sponsor Booth Space

- Includes one 6' table and two folding chairs (provided by Appel Farm)
- 10' x 10' tent (provided by sponsor)

### • Event Program

- Recognition on program book donor listing page and prominent logo placement on front cover
- Complimentary ¼ page ad in sponsor section



Additional Program Book Ads are also available.

Please contact [programbook@appelfarm.org](mailto:programbook@appelfarm.org) and we would be happy to send you more information.



# SPONSORSHIP DETAILS

Questions? Email Heather Yelle at [hyelle@appelfarm.org](mailto:hyelle@appelfarm.org).

## ● Activities Sponsor Level II \$1,000

Choose ONE of the following areas to sponsor:

- **Bluestone Stage (busking stage)**
- **Art Sale**
- **Silent Auction**
- **T-Shirts**

Any Sponsor Level II Area includes:

- **Advertising & Media**
  - Logo placement and recognition in digital marketing and the official event website
  - One social media shoutout to 16,000+ followers across Facebook and Instagram
  - Recognition as sponsor of specific area on press releases to local and regional media
- **On-Site Brand Awareness**
  - Bluestone Stage, Art Sale, Silent Auction: signage in activity area displaying your logo
  - T-Shirt: logo on volunteer and staff t-shirts worn during event
  - Two on-stage recognitions between performances on Saturday
- **Event Program**
  - Recognition on program book donor listing page
  - Complimentary business page ad in sponsor section

## ● Activities Sponsor Level I \$500

Choose ONE of the following areas to sponsor:

GENERAL FESTIVAL AREAS:

- **Art Making Tent**
- **Beer and Wine Area**
- **Picnic Grove**
- **Busking Tent**
- **Campfire & S'mores**
- **ATM**
- **First Aid Station**
- **Restroom Facilities Area**
- **Parking & Transportation**
- **Waste and Recycling Station**

HISTORY CEDAR AREAS:

- **Appel Farm Timeline**
- **Appel Farm Memory & Photo Wall**
- **In Memoriam Video**
- **Building & Grounds Retrospective**
- **Festival History Area**
- **Charter School History**

Any Sponsor Level I Area includes:

- **Advertising & Media**
  - Recognition as sponsor to specific activity area on press releases
- **On-Site Brand Awareness**
  - Yard sign near activity area displaying your logo
- **Event Program**
  - Recognition on program book donor listing page



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# SPONSORSHIP FORM

**Return this form, or submit online with payment to [AppelFarm.org/SponsorForm](http://AppelFarm.org/SponsorForm).**

**CONTACT NAME**

**COMPANY/BUSINESS NAME**

**ADDRESS**

**CITY, STATE, ZIP**

**EMAIL ADDRESS**

**PHONE NUMBER**

**WEBSITE**

**PLEASE CHECK YOUR DESIRED LEVEL OF SUPPORT:**

**Weekend Sponsor \$5,000**

**Festival Sponsor \$2,500**

**Activity Areas Level II \$1,000**

Check one specific area selection:

- Bluestone Stage
- Art Sale
- Art Auction
- T-Shirts

**Activity Areas Level I \$500**

Check one specific area selection:

- Art Making Tent
- Beer and Wine Area
- Picnic Grove
- Busking Tent
- Campfire & S'mores
- ATM
- First Aid Station
- Restroom Facilities Area
- Parking & Transportation
- Waste and Recycling Station
- Appel Farm Timeline
- Appel Farm Memory & Photo Wall
- In Memoriam Video
- Building & Grounds Retrospective
- Festival History Area
- Charter School History

### PAYMENT METHOD

**Online Payment**



[AppelFarm.org/SponsorForm](http://AppelFarm.org/SponsorForm)

**Check**



Mail check to:  
**Appel Farm**  
**PO Box 888**  
**Elmer, NJ 08318**

**Cash**



Deliver to:  
**Appel Farm**  
**457 Shirley Rd.**  
**Elmer, NJ 08318**  
Please do not mail cash.

### QUESTIONS?

Sponsorships: Heather Yelle, [hyelle@appelfarm.org](mailto:hyelle@appelfarm.org)

Logos: Katharine Baer, [kbaer@appelfarm.org](mailto:kbaer@appelfarm.org)

Payment: Mike Harris, [accountant@appelfarm.org](mailto:accountant@appelfarm.org)

For inclusion on event signage,  
logos must be submitted by 10/10.  
**300dpi • jpeg or tiff • CMYK**