



GRATEFUL ED FOUNDATION PRESENTS ROCKTOBERFEST

ABOUT THE MILLBURN EDUCATION FOUNDATION

- We act as a catalyst to enhance and support learning opportunities for our students
- **We support all eight public schools in town** via grants for innovative student programs and activities and to education staff to establish quality projects
- We foster community and private sector relationships to support our students' educational interests
- We procure donations, grants, and funds to support our mission
- **Since 1993 we have donated over \$3 million as we fund innovative & progressive technology and programs and staff development that can not be funded within current budget caps**

ROCKTOBERFEST DETAILS

- **WHEN:** Saturday, September 18, 2021; 12:00 pm – 10:00 pm (Rain date: Sept. 25)
- **WHERE:** Taylor Park, Millburn
- **WHAT:** Music festival fundraiser featuring **live bands** playing a variety of musical genres at two stages, **food and drinks** from local businesses and beyond, **art contest**, **kids zone** with games, STEM & arts classes, and rides, **retail and artisan sales**, **fitness zone** offering free classes throughout the day.
****5000 attendees in 2019****
- **PUBLICITY/ADVERTISING:** TAP, Patch, The Item, Millburn school newsletters/eblasts/student announcements, Facebook, Instagram, four prominently placed banners in downtown Millburn, posters, flyers, listservs: Workmom, Newcomers and Neighbors, DesiMoms, all community FB groups

ROCKTOBERFEST

SPONSOR OPPORTUNITIES

Elvis (The King) - Exclusive Title Sponsor - \$10,000

- **Name/Logo on stage and other prominent park areas**
- **Premier logo placement** on all downtown banners, header of the **flyer** reaching school district families and inclusion in **district-wide e-mail** blasts, press releases, news articles, online news sites, listservs
- **Premier logo placement** on Ed Foundation website (**with link**), posters, signage throughout event grounds, & event staff t-shirts, prominent placement of your corporate banner
- **Exclusive** rights to **name/logo** on **tie-dye event cups** and **promotional postcards**
- **Full-page, inside-front** b/w ad and **full-page, 4-color back ad** in event magazine distributed in advance and at event
- **Tent and company table** at event
- **Introduce the headliner act**
- **Shout outs from the stage** throughout the event
- **Sponsor green-room** access (food, drinks, rest area) with private porta-potty
- **30 tickets** to each: beer garden, kids zone unlimited rides/games/activities

Nirvana - Industry Exclusive Sponsorship - \$5000

- **Premier logo placement** on all downtown banners, in **flyer** reaching school district families and inclusion in **district-wide e-mail** blasts, press releases, news articles, online news sites, listservs
- **Prominent logo placement** on Ed Foundation website (**with link**), flyer, promotional poster & event staff t-shirts
- **Name/logo** on **event tote bags**
- **1/2 page B/W ad** in event magazine
- **Prominent placement** of *your* **corporate banner**
- **Tent and company table** at event
- **Shout outs from the stage**
- **Sponsor green-room** access (food, drinks, rest area) with private porta-potty
- **20 tickets** to each: beer garden, kids zone unlimited rides/games/activities

Lady Gaga (beer garden sponsor) - \$4000

- Name on **flyer** reaching **district families** and on the lower-level of **poster**
- **Logo with link** on Ed Foundation **website**
- **Promo table in beer/wine garden**
- **Exclusive** name/logo on **beer garden banner** and **signage, cups, napkins**
- **Shout outs from the stage**
- **15 tickets** to each: beer garden, kids zone unlimited rides/games/activities

Billie Holliday - \$1000

- Wear your corporate apparel and get **face time** with attendees, local families
- **Signage** at the event
- **Name listing with link** on Ed Foundation website
- **Company table** at event
- **5 tickets** to each: beer garden, kids zone unlimited rides/games/activities

Prince - \$3500

- Name on **flyer** reaching **district families**
- Name on the lower-level of **poster**
- **Signage** at the event
- **Promo table in your zone**
- **Logo with link** on Ed Foundation **website**
- Exclusive ownership of and name/logo on **banner** and **swag** at **your choice** of venue:
 - **Art Zone** - art kit
 - **Kids Zone** - bubble necklaces
 - **Fitness Class Zone** - mats or cooling towels (TBD)
 - **Sanitizer Stations** - mini sanitizer bottles and event sanitizer
 - **Water Station** - water bottles
 - **2nd Stage** - beach balls
- **Shout outs** from the stage
- **Company table** at event
- **10 tickets** to each: beer garden, kids zone unlimited rides/games/activities

David Bowie - \$500

- **Signage** at the event
- **Name listing with link** on Ed Foundation Website
- **2 tickets** to each: beer garden, kids zone unlimited rides/games/activities