



West Milford Autumn Lights Festival Sponsorship Opportunities

Presenting Sponsor – “Only 1 Opportunity Available”*	\$ 5,000
<p>Exclusivity sponsorship will include:</p> <ul style="list-style-type: none"> • Company name synonymous with the Autumn Lights Festival • Name and company logo on event banner, and on our web-site including link to your company website • Logo included in all press and media (before & after festival) and on banners • Promote company on all press on local WM Channel 77 • 10’ X 30’ Event space located on event midway (premium placement at event) • Company logo on promotional tee shirts • Guaranteed mention of company and sponsorship minimum of (10) times per day by event MC. • One color logo imprint on promotional item to be distributed during festival. • Right to display your banner at three locations within the event (sponsor to provide) • Full page Ad in ALF Festival visitors guide <p><i>* Please check to see if this opportunity is still available</i></p>	
Level I Sponsor	\$ 3,000
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> • Name and company logo on event banner, logo on website including link to your company website • Company logo included in all press and media • 10’ X 20’ prime event space located on event midway (premium placement at event) • One color company logo on promotional tee shirts • Guaranteed mention of company and sponsorship announced minimum of (5) times per day by event MC • Promote sponsor in press on local WM Channel 77 • Full page Ad in ALF Festival visitors guide 	
Level II Sponsor	\$ 2,500
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> • Name and company logo on event banner, logo on website including link to your company website • Company logo included in all press and media • One color logo imprint on promotional event tee shirt • Guaranteed mention of company and sponsorship announced minimum of (3) times per day by event MC • 10’ x 20’ prime event space • ½ page Ad in ALF Festival visitors guide 	
Trolley Sponsor – “Only 1 Opportunity Available”*	\$2,500
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> • Name and company logo on event banner, logo on website including link to your company website • Company logo imprint on all press and media • One color logo imprint on promotional event tee shirt • Guaranteed mention of company and sponsorship announced by event MC with services provided by sponsorship • Promote sponsor in press on local WM Channel 77 • 10’ x 10’ event space • ½ page Ad in ALF visitors guide <p><i>* Please check to see if this opportunity is still available</i></p>	
Level III Sponsor	\$ 2,000
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> • Name and company logo on event banner, logo on website including link to your company website • Company logo included in all press and media • One color logo imprint on promotional event tee shirt • Promote sponsor in press on local WM Channel 77 • 10’ X 10’ event space • ½ page Ad in ALF Festival visitors guide 	



23rd Annual West Milford Autumn Lights Festival
Saturday, October 14th, 2017 – 10:00am – 5:00pm

(Heavy Rain Date: Sunday, October 15th, 2017)

Website: www.autumnlightsfestival.com

Market Bag Sponsor – “Only 1 Opportunity Available”*	\$1,500
Sponsorship will include: <ul style="list-style-type: none">• Company logo on website including link to your company website• Company logo on all press and media• One color logo imprint on promotional market bags• One color logo imprint on promotional event tee shirt• 10’ x 10’ event space• ¼ page Ad in ALF visitors guide <i>* Please check to see if this opportunity is still available</i>	
Greenfest Sponsor	\$1,000
Sponsorship will include: <ul style="list-style-type: none">• Company logo on website including link to your company website• Company logo on all press and media• One color logo on event promotional t-shirt.• ¼ page Ad in ALF visitors guide	
General Sponsor	\$500
Sponsorship will include: <ul style="list-style-type: none">• Company logo on website including link to your company website• Company logo on all press and media• ¼ page Ad in ALF visitors guide	



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Received: _____
Check #: _____
Amount: _____
Space: _____
Sponsor Level:

West Milford Autumn Lights Festival
 1614-0 Union Valley Road, PMB 108, West Milford, NJ 07480
 E-mail: info@autumnlightsfestival.com
 Website: www.autumnlightsfestival.com

SPONSORSHIP CONTRACT

Please return the following documents with your sponsorship contract:

- COMPLETED 2017 GENERAL RELEASE (ATTACHED)**
- LEVEL OF SPONSORSHIP**
- CHECK MADE PAYABLE TO: "TOWNSHIP OF WEST MILFORD"**
- COMPLETE HOLD HARMLESS AGREEMENT (Required for Exhibiting*)**

Name of Business					
Contact person					
Street Address					
City		State		Zip	
Telephone		Cell			
E-mail					
Sponsorship Level	<input type="checkbox"/> Presenting Sponsor <input type="checkbox"/> Level I Sponsor <input type="checkbox"/> Level II Sponsor <input type="checkbox"/> Trolley Sponsor <input type="checkbox"/> Level III Sponsor <input type="checkbox"/> Greenfest Sponsor <input type="checkbox"/> Promotional Bag Sponsor <input type="checkbox"/> General Sponsor				

ALF does not provide tents, tables/chairs or electric.

If you have any questions, please e-mail us at info@autumnlightsfestival.com.



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2017 GENERAL RELEASE

(Vendor/Business Name) _____ has agreed to sponsor part of the 23rd Annual Autumn Lights Festival for the sum of \$ _____ non-refundable and in consideration thereof agrees to indemnify and hold harmless the Township of West Milford, its employees, and all participating committees and volunteers from any and all damages, claims, liabilities or judgments arising from the undersigned's activities engaged in during the dates above including but not limited to the reimbursement of any and all costs of litigation, including reasonable attorney's fees incurred in defense of an action against the Township of West Milford. My signature verifies that I have read and am in agreement with the rules and regulation set forth in this contract.

Signature

Date

THIS INFORMATION MUST BE COMPLETED FOR ALL SPONSORS

Contact information for person responsible for marketing information
(i.e. artwork, logo, Ad, script, etc)

Name:

Phone:

Email:

Script for announcements of products/services or special offers:



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Hold Harmless Agreement & Insurance Requirements
For use of Township of West Milford Property or facilities

For and in consideration of the use/rent of Union Valley Road Street Fair,
 (name of facility)
West Milford, NJ 07480.

On the following dates: Saturday, October 14th, 2017, for the purpose of: the 23rd Annual West Milford Autumn Lights Festival, **the undersigned agrees to indemnify and hold harmless the Township of West Milford its officials, agents, and employees and/or volunteer workers** from any and all injuries, damages, liability, claims, costs and attorney's fees arising out of the use of said premises or property referenced including any losses or damages arising from the acts or omissions of any family member, agent, vendor, guest, participant, visitor, employee, servant or other person attending or working the event herein referred to.

This Agreement shall remain in full force and effect for any continued, additional or postponed date(s) for event indicated.

The Township of West Milford reserves the right to cancel or interrupt the event if the representations set forth herein and on application, or guidelines for use of said property are not adhered too or if the Township determines that a situation that might lead to personal injury, property damage or violation of law exists.

Type of Organization (check one):

Individual LLC Partnership Non-Profit Corporation Public Entity

 Name of Individual or Organization

_____ (_____) _____
 Position Telephone #

 Address (physical address, not PO Box)

X _____
 Authorized Signature Date

 Print Name E-mail