



MAPLEWOODSTOCK MUSIC & ART FESTIVAL JULY 9 & 10, 2016 :: YEAR 13

WHAT?

Maplewoodstock is a **free two-day music and arts festival** “of and for the community” that is the highlight of the Essex County summer music scene. In addition to the live music representing rock, reggae, R&B, and more there are typically 50 local art vendors selling wares from paintings to t-shirts, 10 food vendors offering everything from lobster rolls to pulled pork sandwiches, a large KidZone with mini golf, face painting, and bouncy rides, and a beer garden with NJ-sourced beer.

A total of **22 bands** perform over the two days -- most with **local ties to the thriving Maplewood and South Orange music community** – and culminating on Saturday and Sunday nights with regional and national acts.

Over the years, Maplewoodstock has presented acts such as The Wailers, Robert Randolph Family Band, Aztec Two Step, Steve Forbert, Raul Malo, Shemekia Copeland, The Smithereens, and Joan Osborne.

WHERE?

The festival takes place in Memorial Park in the heart of **Maplewood, NJ** -- 160 Dunnell Rd, Maplewood, NJ, 07040 (directly across from NJ Transit’s Maplewood train station).

Many attendees walk to the festival with lawn chairs and picnic baskets on-shoulder. Others find parking on the local streets around the park.

With Maplewood Village just steps away, there are plenty of opportunities for attendees to also patronize our local merchants – whether to pick up snacks for picnic baskets, cool off with a drink-and-a-bite in our restaurants, or pick up a memento in one of our gift shops.

WHEN?

The festival typically takes place the weekend after Independence Day. In 2016, it will be held on Sat, July 9, and Sun, July 10. Each day kicks off around noon and runs until about 9 pm.

WHY?

Maplewoodstock was originally offered in 2003 as a single-day event to highlight local bands of the Maplewood and South Orange communities. Over the years, it has grown to become a local summer tradition, as families, friends, and neighbors bring out blankets, lawn chairs, and picnic baskets for a wonderful weekend of music, art, food, and the best of the Maplewood/South Orange community.

The mission of the Maplewoodstock Board is to simply offer **the best free music and arts festival to the community that we can**. Thus, the event has expanded to offer regional and national acts and more choices for food, drink, arts, and kid's activities.

HOW?

The **free two-day Maplewoodstock Music and Arts Festival** is 100% self-supported event.

Each year, the Festival raises money through sales of custom-designed t-shirts, lawn signs, and bumper stickers, through art and food vendor fees, through advertisement and sponsorship opportunities, and through band application fees.

The money we raise funds our headline acts, professional stage rental and sound support, the cost to produce our merchandize, and other nominal costs associated with producing our two-day festival.

100% of the funds we raise – through the graciousness of community support in buying our merchandize, advertising with us, and paying band and vendor fees – is put back into the costs to run the festival.

WHO?

The 8-member Maplewoodstock Board is just your average group of music-, food-, and arts-loving, playing, and supporting neighbors, friends, and colleagues. You might see us out on the town supporting local bands, attending arts events, and at block parties and summer bbq's.

We are all volunteers – motivated by the spirit of the event. While we like to keep our Board "lean and mean," we are also looking for volunteers with marketing and organizing skills.

MORE?

More details can be found at www.maplewoodstock.com, and you can contact us via maplewoodstock@gmail.com.

ADVERTISING OPTIONS

FOUR COLOR LINEUP INSERT:

We will print 10,000 of these, much like the format from last year. 6500 will be inserted into the News Record nine days before the event, and the remaining 3500 will be distributed at the show. This is the all important lineup card and it is not likely to be discarded. People will hold onto these so they can follow the schedule. We have sixteen spots available at \$275 each. The ad size is approximately 4.5" x 3.5."

Please submit artwork or talk to us if you need help with it.

WEBSITE:

The website, www.maplewoodstock.com, will be active in February and remain so until after the show. Residents visit the site to order t-shirts and to check the lineup. Your ad will be seen frequently. We have twenty spots available at \$100 each. Please provide artwork of 179 x 170 pixels.

KIDZONE:

Supply us with a banner and we will hang it by the kid's area for young families to recognize your support. We would like 2 sponsors at \$500 each or 1 sponsor at \$1,000. Your name will also be featured on the website.

STAGE AND BEER GARDEN BANNERS:

We will have room for banners that will surround the stage. A banner sponsorship is \$300. You supply the artwork and we will incorporate it into the banner. The artwork is scaled 1" = 1', so send an Illustrator file that is 4" wide and 3" high and we will do the rest. We also have 5 spaces available to hang at the beer garden. These would be 4' wide x 3' high at \$150 each.

Please complete and send artwork with check payable to Maplewoodstock:

Maplewoodstock
attn.: Gary Shippy
75 South Orange Avenue, Suite 216
South Orange, NJ 07079

Fax: 973-821-5506
e-mail: gshippy@msn.com

ADVERTISING OPTION AGREEMENT
CHOOSE AS MANY OPTIONS AS YOU WOULD LIKE)

I would like to be an advertising sponsor for Maplewoodstock 2016.

- FOUR COLOR LINEUP INSERT (limit of 16)

Yes, I agree to submit artwork and the sponsorship fee of \$275 by April 1, 2016.

Signature

Date

- WEBSITE (limit of 20)

Yes, I agree to submit artwork and the sponsorship fee of \$100 by April 1, 2016.

Signature

Date

- KID'S AREA (limit of 1 or 2)

Yes, I agree to submit the sponsorship fee of \$500 or \$1,000 by April 1, 2016. I will provide a banner.

Signature

Date

- STAGE BANNERS (limit of 12)

Yes, I agree to submit the sponsorship fee of \$300 and artwork by April 1, 2016.

Signature

Date

- BEER GARDEN BANNERS (limit of 5)

Yes, I agree to submit the sponsorship fee of \$150 by April 1, 2016. I will provide a banner.

Signature

Date