



MAPLEWOODSTOCK MUSIC & ART FESTIVAL

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, 20 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.

More than **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 Third World, Turkuaz, Los Lobos, The Wailers, Norah Jones, Robert Randolph Family Band, Aztec Two Step, Railroad Earth, 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 occurs the weekend after Independence Day. However, due to Covid concerns, it will be held on October 2 and October 3, 2021. Each day kicks off at noon and runs until about 10 p.m.

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 other merchandise, 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 merchandise, 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 merchandise, advertising with us, and paying band and vendor fees – is put back into the costs to run the festival.

WHO?

The 9-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 barbecues.

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.

SUPPORT PROGRAM

2021

HEADLINE SPONSOR -- \$25,000

- Exclusive sponsorship of the main headliner which includes
 - Your name in all print and website ads referencing the headliner
 - Shout outs from the stage
 - Your introduction of the headliner
- Top spot on the horizontal stage banner centered above the stage
- A 20' x 20' open tent with tables and chairs
- Hors d'ouerves catering
- Front page mention in the program
- Full-page four-color ad in the 16-page program—your choice of inside cover or back page
 - 6,500 will be inserted into the Maplewood News Record
 - 3,500 will be distributed at the show
- Full-page four-color ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- A website banner ad —179 x 170 pixels on www.maplewoodstock.com -- from the date of payment through show dates
- Six backstage passes

DOUBLE PLATINUM--\$10,000

- Top two spots on the horizontal stage banner flanking the Maplewoodstock logo
- A 10' x 10' tent and table provided by Maplewoodstock
- Front page mention in the program
- Full-page four-color ad in the 16 page program
 - 6,500 will be inserted into the Maplewood News Record
 - 3,500 will be distributed at the show
- Full-page four-color banner ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- 500 giveaway tote bags or 1,000 beer cups for the beer garden with your logo
- Opportunity to introduce a headliner from the stage
- A website banner ad —179 x 170 pixels on www.maplewoodstock.com -- from the date of payment through show dates
- Shout outs from the stage
- Four backstage passes

PLATINUM--\$5,000

- Two spots on the vertical stage banner flanking the stage
- A table near the Maplewoodstock merchandise table
- Full-page four-color ad in the 16 page program
 - 6,500 will be inserted into the Maplewood News Record
 - 3,500 will be distributed at the show
- Full-page four-color ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- Opportunity to introduce a band from the stage in the late afternoon
- A website banner ad —179 x 170 pixels on www.maplewoodstock.com -- from the date of payment through show dates
- Shout outs from the stage
- Two backstage passes

GOLD--\$3,000

- One spot on the vertical stage banner flanking the stage
- Full-page four-color ad in the 16-page program
 - 6,500 will be inserted into the Maplewood News Record
 - 3,500 will be distributed at the show
- 1/2-page four color ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- A website banner ad —179 x 170 pixels on www.maplewoodstock.com -- from the date of payment through show dates

DIAMOND--\$1,750

- One spot on the vertical stage banner flanking the stage
- 1/4-page four color ad in the 16-page program
 - 6,500 will be inserted into the Maplewood News Record
 - 3,500 will be distributed at the show
- 1/4 page four color banner ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- A website banner ad —179 x 170 pixels on www.maplewoodstock.com -- from the date of payment through show dates

TOP SINGLES

- **\$1500** – full-page four-color ad in the 16-page program
- **\$800**—1/2 page ad in the 16 page program
 - 6,500 will be inserted into the Maplewood News Record
 - 3,500 will be distributed at the show
- **\$900**— One spot on the vertical stage banner flanking the stage
- **\$450**—1/4 page ad in the 16 page program
- **\$650**—1/2 page four color ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- **\$350**—1/4 page four color ad in SOMA Living (Maplewoodstock edition) with a circulation of 12,000
- **\$200**— A website banner ad —179 x 170 pixels on www.maplewoodstock.com , from the date of payment through show dates
- **\$200**— Space for your banner (4' wide x 3' tall) in the beer garden

Please complete and send artwork with check payable to Maplewoodstock. Or submit through our Donation button on the website.

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

I would like to be an advertising sponsor for Maplewoodstock 2021.

- HEADLINE SPONSORSHIP

Yes, I agree to submit artwork and the sponsorship fee of \$25,000 by July 1, 2021.

Signature

Date

- DOUBLE PLATINUM SPONSORSHIP

Yes, I agree to submit artwork and the sponsorship fee of \$10,000 by July 1, 2021.

Signature

Date

- PLATINUM SPONSORSHIP

Yes, I agree to submit artwork and the sponsorship fee of \$5,000 by July 1, 2021.

Signature

Date

- GOLD SPONSORSHIP

Yes, I agree to submit the sponsorship fee of \$3,000 by July 1, 2021.

Signature

Date

- DIAMOND SPONSORSHIP

Yes, I agree to submit the sponsorship fee of \$1,750 and artwork by July 1, 2021.

Signature

Date

- TOP SINGLE

Yes, I agree to submit the sponsorship fee by July 1, 2021.

Signature

Date