2019 SUMMER CONCERT SERIES
SPONSORSHIP KIT

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Phone: 201-684-7141 Email: lambros2@ramapo.edu

Visit our website: Ramapo.edu/summer-concert
Welcome to the Summer Concerts!

Now is your chance to be a part of a regional favorite: The Ramapo College Summer Concert Series.

Over four consecutive Thursday nights beginning in July, families from throughout northern New Jersey and southern New York come to Ramapo College to sit under the stars, be with their family and friends, and listen to great music in the midst of the majestic Ramapo Mountains. We are especially excited for the 2019 Summer Concert Series to serve as the College’s premier 50th Anniversary Celebration.

The Summer Concert Series features a diversity of live bands to appeal to every musical taste. The bands perform on the Bandshell stage, which is right at the entrance to the Ramapo College campus facing the Ramapo Mountains. The wide, open lawn in front of the Bandshell is ideal for an al fresco supper and beach balls for the kids. Most patrons bring picnic baskets along with lawn chairs and blankets to enjoy the show.

A highlight of the Summer Concert Series is the fireworks show. This concert is typically held on the Thursday closest to the Fourth of July, and is the only fireworks display staged in the area. When the band finishes performing and darkness falls, patrons turn to face the mountains which form the backdrop for the fireworks.

All concerts begin at 7:30 p.m. and admission is free. Each car is charged $5.00 for parking, and is free if the driver shows his/her TD Bank debit card. In the case of heavy rain, the concerts take place in the College’s Bradley Sports and Recreation Center adjacent to the Bandshell lawn.
History of the Summer Concert Series

The Summer Concert Series has grown steadily since it was started in 1987, and now attracts as many as 10,000 people for all four concerts, depending on the weather. The fireworks concert is the most popular, often attracting more than 3,000 patrons from throughout northern New Jersey and southern New York.

One of the Summer Concerts serves as a way of saying "thanks" to the dedicated fire, police and ambulance personnel who serve the College (we're recognizing members of the emergency medical squad in the photo below). Another Concert provides the College with an opportunity to thank the board members of the Ramapo College Foundation, the Friends of Ramapo, and alumni.

Members of the College staff have used the Summer Concert Series as an opportunity to further their educational goals. For example, faculty in the School of Contemporary Arts brought high school students in a theater summer camp to a concert to expand their musical horizons and augment daytime activities. Youngsters who are attending Ramapo's summer camps, including residential camps in baseball, basketball or soccer, also attend. The College's Office of Specialized Services, which supports students with disabilities, has included the Summer Concert Series as part of its Bridge Program for entering freshmen. In addition, students enrolled in the Upward Bound Math/Science program enjoy concert nights as one of the program's cultural offerings.

Season Schedule Lineup at the Bandshell

Thursday, July 11: The Mahoney Brothers, a tribute to The Beatles, and our fireworks event

Thursday, July 18*: Damn the Torpedoes, a tribute to Tom Petty & the Heartbreakers

Thursday, July 25: JoBonanno & the Godsons, a tribute to Bruce Springsteen

Thursday, August 1: Sherma Andrews, a tribute to legendary female singers

*Fireworks rain date
**Fan Base**

The diverse audiences who attend the Summer Concert Series include families with children, senior citizens, groups of corporate employees, people with disabilities, area residents, as well as Ramapo College faculty members and students. The patrons who attend the concerts are primarily from Bergen, Passaic and Sussex Counties in New Jersey and Orange and Rockland Counties in New York.

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**Media Exposure**

The College disseminates press releases to local media outlets announcing the Summer Concert Series. Announcements are also sent to the electronic calendars of local newspapers and magazines including the Mahwah Patch, the Wyckoff Patch and NorthJersey.com. Information is sent to area newspapers and magazines (the Bergen Record, Suburban News, and 201 Magazine for example) for their print listing of local events. The Series is promoted in *Ramapo Magazine*, which is mailed to more than 40,000 Ramapo College alumni, donors, parents, and affiliates, as well as in our online alumni newsletter that reaches 16,000 alumni and our parent newsletter that reaches 5,000 families.

The members of the Mahwah Regional Chamber of Commerce, the Friends of Ramapo and members of the College’s Business Network are also notified. An event banner is placed on Route 202 near the main entrance to campus during the months of June and July. The banner includes event dates and times.

The Summer Concert Series has its own web page, and the Ramapo College Web site prominently features the Concerts on its home page. Before each concert, e-blast announcements and reminders are sent to the Friends of Ramapo, members of the Ramapo College Alumni Boards, the Foundation Board of Governors, and other key constituents. Announcements about the Concerts are posted regularly on social media during the summer.
# Sponsorship Packages

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## Let's Rock n' Roll!

Agreement options:

Submit this form along with a check payable to Ramapo College Foundation to:

Ramapo College Foundation  
505 Ramapo Valley Road  
Mahwah, New Jersey 07430-1623

Email form and call to process by credit card: blarobar@ramapo.edu 201-684-7093.

*In-kind and trade proposal: Please include a description and estimated value of your gift with this form.*

The following Summer Concert Series Package is hereby ordered:

- [ ] Encore Performance: $2,500  
- [ ] Headliner: $1,000  
- [ ] Opening Act: $500  
- [ ] **Build-Your-Own Sponsorship (indicate selections on other side)**

Contact Information: Lisa Ambrose, Ramapo College Foundation  
Phone: 201-684-7141  
Email: lambros2@ramapo.edu
**Build-Your-Own Sponsorship**

Tailor your own package with the Summer Concert Series for the 2019 Season:

1. ____ $2,000 “Front Man” Co-host one evening with the Summer Concert Series. Co-hosting would allow the Sponsor time to speak to the audience as well as stageside signage.

2. ____ $1,500 “Pass Holder” Stageside signage for the entire Summer Concert Series season. Save $500.

3. ____ $500 “Groupie” Logo and link on the Summer Concert Series website for the entire season.

4. ____ $500 “Roadie” Stageside signage at one concert of your choice. Please select:  □ July 11   □ July 18   □ July 25   □ August 1

5. ____ $500 “Rising Star” Fireworks supporter for our July 11* kickoff concert (weather permitting; rain date is July 18).

6. ____ $400 “Merch” Negotiable promotional offerings/giveaways of the Sponsor’s product and/or table at all four concerts.

7. ____ $250 “Groupie” Announcer shout-out at all four concerts.

8. ____ $250 “Cut the Line” VIP seating at all four concerts.

9. ____ $150 “Fan” listing on Summer Concert Series website.

10. ____ $100 “Ticket Holder” Weekly social media promotion and appreciation during the 2019 Season.

**GENERAL TERMS AND CONDITIONS:**

All Sponsorship Agreements are subject to Ramapo College of New Jersey Foundation’s (herein referred to as Foundation) approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and will provide signage and artwork for the Foundation to display. Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Foundation, and must be received on or before the Sponsorship Closing Date for the applicable issue. The Closing date for 2019 Summer Concert Series season shall be June 30, 2019 by 5:00pm EST. Payment is due and payable within 30 days of receipt of invoice. The advertiser/sponsor agrees to indemnify and hold harmless the Foundation with whom the Foundation may have contracted for any and all loss, expense or other liability (including attorney’s fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

The Ramapo College Foundation is a 501(c)(3) tax-exempt organization. Gifts made through the Foundation are deductible for federal income, gift, and estate tax purposes.