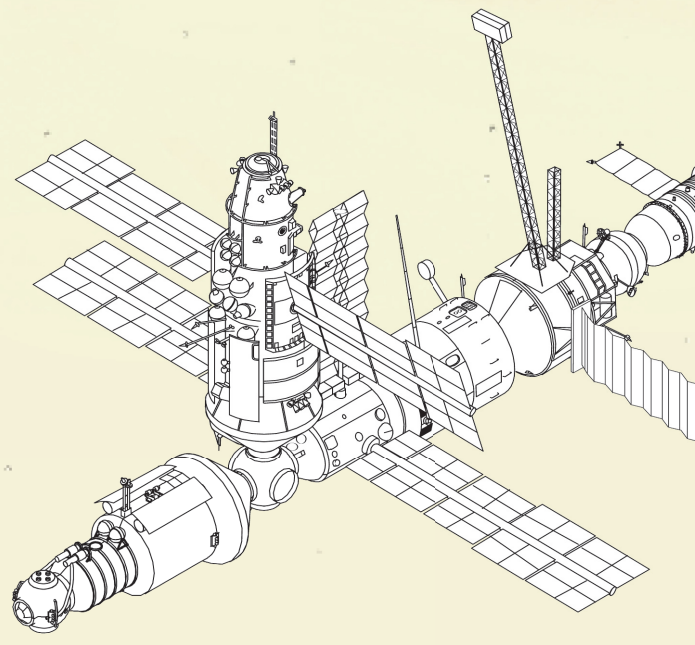


**BEFORE
THE
BRIDGE** 2011
MUSIC FESTIVAL





www.communityrocks.org

saturday, september 24, 2011
1 pm - 9 pm
haddon + woodlawn avenues
collingswood, nj
RAINDATE: SEPTEMBER 25

yep. it's all about the music.

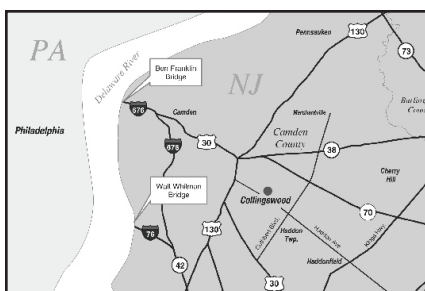
Following the success of the Collingswood Jazz Festival in 2004 & 2005 and the Collingswood Music Festivals in 2007 & 2008, Before the Bridge continues the long time tradition of Collingswood's support of independent music. BTB will bring together artists from as far away as Brooklyn & Virginia as it takes over the main street in good ol' small town USA. Retailers, artists and crafters, food vendors, and non-profit organizations will also be on hand to round out the festivities. This year we are in direct partnership with COMMUNITY ROCKS! Corp., a non-profit organization established to educate, strengthen, and connect community through arts and wellness programs, partnerships, and events.

artist booking + benefits

All artists receive photo, description, and link from the BTB website and 4" x 8" areas adjacent to the main stage to sell merchandise during and after their performance. For booking, please e-mail info@beforethebridge.com.

prime location

The festival is centered around vibrant Haddon Avenue in downtown Collingswood, NJ - only 10 minutes from Philadelphia by car or PATCO speedline. Haddon Avenue is a quick trip from the suburbs of Southern NJ and Philadelphia. It is adjacent to plenty of parking and the PATCO Speedline stations with connections to the new River Line. BTB is the perfect opportunity to show your support for the surrounding communities and focus the energy of the event on your business.



/ PROMOTIONS + MEDIA



The Before the Bridge Music Festival will be one of the area’s most publicized outdoor events, providing excellent visibility for your artist, business, or non-profit organization. The information below is the preliminary media schedule. Additions will be announced as the festival develops.

pre-
event

Additional media may be added and published on beforethebridge.com

Distributed print

Full-color postcards
10” x 16” full-color posters

Reach

5,000 dist.
100 posted

Region

Camden, Burlington & Philadelphia County
Camden, Burlington & Philadelphia County

BTB Street Teams will distribute materials in all the above counties partnering with retailers, music organizations and college campuses.

Advertising

What’s On
What’s On
Town Crier
Additional Placements
Collingswood.com
BeforeTheBridge.com
E-mail blasts through viral lists
MySpace
Facebook
Twitter

Reach

8,000/week
8,000/week
8,000/month
TBA
300,000/year
Unlimited*
Unlimited*
Unlimited*
Unlimited*
Unlimited*

Region

Haddon Township & Haddon Heights, NJ
Collingswood, NJ
Collingswood, NJ
Regional
Regional
Regional
Regional
Regional

*Intense social media networking and banner ad distribution across all our partner sites to build the BTB network and drive traffic to beforethebridge.com and our sponsor websites. Partner sites include: grooveground.com, plantlifemusic.com, and communityrocks.org.

Radio/TV/Broadcast

TBA (In progress) Radio Promo NJ/Philadelphia market

Public Relations Efforts

Press releases and editorial content provided to all appropriate media outlets in the surrounding counties. Interviews, bios and photographs, in-store appearances, and special requests will be accommodated as requested.

day of
event

Sponsor mentions by emcee
Street and B&W stage banners
Event tables (see Sponsor & Vendor Benefits on Page 4)
Festival Program Flyer

/ SPONSOR + VENDOR BENEFITS



Becoming a BTB sponsor is the perfect way to reach an active audience of both musicians and music listeners just as we enter Fall 2011 - a time for creating and buying new music, fashion and trend-related goods and services. For labels and promoters, it's a prime opportunity to showcase your artists to a large audience. This year, your sponsorship will also support COMMUNITY ROCKS! literacy, arts and wellness programs in South Jersey, as well as providing a positive marketing opportunity for your business. The 501C3 non-profit documentation is available upon request.

	Sponsorship Level Benefits	Value	Your Total Cost
platinum	· Large advertisement in Festival Program Flyer	\$100	
	· Prominent logo/message placement on festival website	\$500	
	· Mentions by emcee between each performance	\$200	
	· Table space at vendor area (Tent provided, table not provided)	\$75	
	· Top billing logo on print ads, cards, and posters	\$500	
	· Top billing logo on a main stage banner (B&W)	\$200	
	Total Package		\$1,575
gold	· Medium advertisement in Festival Program Flyer	\$75	
	· Website banner placement on special festival micro-site on collingswood.com	\$500	
	· Frequent mentions by emcee	\$75	
	· Table space at vendor area (Tent/table not provided)	\$75	
	· Logo on print ads, cards, and posters	\$250	
	· Logo on a stage banner (B&W)	\$100	
	Total package		\$1,000
silver	· Small page advertisement in Festival Program Flyer	\$50	
	· Website logo and link placement on special festival micro-site on collingswood.com	\$300	
	· Numerous mentions by emcee	\$50	
	· Table space at vendor area (Tent/table not provided)	\$75	
	· Logo on print ads, cards, and posters	\$75	
Total package		\$550	\$250
bronze	· Website logo and link placement on special festival micro-site on collingswood.com	\$300	
	· Two mentions by emcee	\$25	
	· Table space at vendor area (Tent/table not provided)	\$75	
	Total package		\$400
	Vendor Table*		
	· Set up a standard 4' x 8' table at vendor area		\$75
	*Tent/table not provided		
	Program Advertisement		
	· Convey your message to visitors in the day of event program. Size and ad specifications will be sent to you directly.		\$100 [Large] \$75 [Medium] \$50 [Small]



yes!

We would like to be an official sponsor at the following level:

- Platinum \$1,000
- Gold \$500
- Silver \$250
- Bronze \$150

Official Contact

Name of business of organization: _____

First Name: _____ Last Name: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Day Phone: _____ Other Phone: _____

E-mail: _____ Fax: _____

Sponsorship Signature: _____

I (above signed) signify that the respective organization agrees to abide by the festival rules and regulations, to supply needed corporate logos and usage information, and to pay the noted sponsorship fees prior to September 1, 2011. I will in no way hold the festival, its organizers, the Borough of Collingswood, its affiliates, or third part organizations liable for any damages caused directly or indirectly by my company's participation.

I can't be an official sponsor this year but please register me for a:

- Vendor table (\$75 enclosed)
- Program advertisement* (Large = \$100, Medium = \$75, Small = \$50)

*Production information will be e-mailed to the above address.

Payment arrangements will be made soon after we receive your information. Thank you for supporting the Before the Bridge Music Festival. **Important:** For more information regarding sponsorship and event day details, please contact your original festival representative.

Complete your registration

First, fax this form to: (856) 368-2051

Then, enclose a copy of this form and mail with your check made payable to:

Grooveground
 ATTN: Mike Snyder
 647 Haddon Avenue / Floor 2
 Collingswood, NJ 08108

Community ROCKS!
 ATTN: Sara O'Brien
 916 White Horse Pike
 Oaklyn, NJ 08107