



**Madison Downtown Development Commission  
Hartley Dodge Memorial  
50 Kings Road  
Madison, NJ 07940**

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We are inviting you to join us for **Bottle Hill Day 2016 on Saturday, October 1st** and to offer you the opportunity to become a partner in this truly unique Madison event. This event has continued to grow over the last several years and your participation is key to its continued success. In 2015 we expanded the event onto Kings Road and this year that will continue. Additionally, we are very excited to announce that the 2016 **Morris & Essex Kennel Club Match Show** and **“My Dog Fun Day”** will take place at Dodge Field on Bottle Hill Day. Also, as in year’s past, the **Madison Chamber of Commerce** and **Madison P.B.A. #92** will be hosting their popular annual **Madison Car Show** in conjunction with Bottle Hill Day.

The DDC’s objective is to promote economic growth and business development so that Madison’s beautiful downtown continues to thrive. Bottle Hill Day was originally created over thirty years ago to promote the business district. Over the years, it has grown and changed, evolving into a community wide celebration for families and individuals alike, drawing between 10,000 and 20,000 people to the heart of Madison every fall. We welcome approximately 200 vendors, and the range of goods and services offered is truly remarkable. Non-profits, local crafters, restaurants and service providers come together on Bottle Hill Day to tell their stories, sell their wares, and demonstrate their skills side by side in a wonderful community celebration.

Bottle Hill Day is also quickly becoming a music festival in and of itself. This year we will continue to have four performances stages. With the help of Jerry Vezza and the Madison Arts and Culture Alliance, the event now hosts high level musicians on multiple stages representing a wide selection of musical genres.

Over the course of the last few years, we have increased our sponsorship opportunities. There are many ways to enhance your visibility and expand your presence at the event, as you will see in the following **Bottle Hill Day Sponsorship Packet**, whether you are joining us for the first time or are an annual participant.

Please feel free to contact me with any questions, my contact information is listed below. Thank you for your cooperation and we look forward to seeing you at **Bottle Hill Day 2016 on Saturday, October 1st**.

Sincerely,

*Lisa Ellis*

Lisa Ellis  
Program Director  
Madison Downtown Development Commission  
ddc@rosenet.org  
201-400-2349 (talk or text)

## **2016 MADISON DOWNTOWN DEVELOPMENT COMMISSION**

**Carla Brady  
Maureen Byrne  
Brad Cramer  
John Hoover  
Mark Fabyanski**

**Peter Flemming  
Garry Herzog  
Jim Hollenbach  
Larry Jasen  
Mike Kopas**

**Leslie Lajewski  
Eric Range  
Barb Short  
Deborah Farrar Starker  
Russell Stern**

**Sue Whitehorn  
Marsha Ann Zimmerman**

# Bottle Hill Day in MADISON, NJ



Saturday ~ October 1, 2016

**FAMILY FUN • MUSIC • CAR SHOW • VENDORS • MERCHANTS**

**Date:** Saturday, October 1st

**Time:** 10am-5:00pm (Beer Garden open until 6:00pm)

**Location:** Downtown Madison - This festival spans nearly eight blocks of street vendors and Madison merchant sidewalk sales, including the Historic Madison Downtown District.

**Features:** Live Entertainment on Four Stages, Beer Garden, Amusement Areas, 200+ exhibitors, including not-for-profit groups, craftspeople, local businesses and food establishments.

**Attendance:** Average attendance each year is 10,000 to 20,000. Our attendees are mostly Madison residents of all ages. We also attract substantial attendance from other communities.

**Cost:** FREE for attendees! The charge for a typical vendor booth is \$175.

*30+ years as a thriving community event*





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## SPONSORSHIP OPPORTUNITIES

*INVEST IN MADISON'S BOTTLE HILL DAY! 30+ YEARS AS A THRIVING COMMUNITY EVENT...*

### \$5,000 DIAMOND SPONSOR

**Number Available: 2**

(These will go quickly, don't miss this opportunity!)

**Features:**

- ◆ Logo on Front page of Bottle Hill Day Newspaper Supplement
- ◆ Main Stage Sponsorship of Kings Road or Central Avenue Stage
- ◆ Logo on 8' banner on Stage
- ◆ Press Release with photo announcing donation in Madison Eagle and other hyper-local news outlets
- ◆ Name featured on European Sign Post
- ◆ Minimum four e-blasts to the Love Madison, Shop Madison list.
- ◆ Link to your website on the Love Madison! Shop Madison! Facebook page
- ◆ Two Free 10'x10' spaces at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.)
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

### \$4,000 BEER GARDEN TITLE SPONSOR

**Number Available: 1**

**Features:**

- ◆ 8' banner at entrance to Beer Garden
- ◆ Organization representative invited be a guest bartender and/or "bouncer" at entrance.
- ◆ Logo and name on all collateral for Beer Garden including cups, signs and posters.
- ◆ Press Release with photo announcing donation in Madison Eagle and other hyper-local news outlets
- ◆ Minimum four e-blasts to the Love Madison, Shop Madison list
- ◆ Small logo on 6 ft banner at DDC table
- ◆ Link to your website on the Love Madison! Shop Madison! Facebook page
- ◆ Two Free 10'x10' spaces at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.)
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

**SOLD**



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## SPONSORSHIP OPPORTUNITIES

*INVEST IN MADISON'S BOTTLE HILL DAY! 30+ YEARS AS A THRIVING COMMUNITY EVENT...*

<b>\$3,000 STAGE SPONSOR</b>	<b>\$2,000 PLATINUM SPONSOR</b>
<p><b>Number Available: 2</b></p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>◆ Sponsor the Music Stage on Elmer Street or Lincoln Place</li> <li>◆ Name and logo on 3'x 4' sign on Stage</li> <li>◆ Logo on all collateral for specified Stage...programs, schedules, posters</li> <li>◆ Logo on Bottle Hill Day Newspaper Supplement Centerfold Map designating the location of your Stage</li> <li>◆ Table at Stage area for promotional purposes</li> <li>◆ Name featured on European Sign Post</li> <li>◆ Small logo on 6 ft. banner at DDC table</li> <li>◆ Minimum Four e-blasts to the Love Madison, Shop Madison list</li> <li>◆ Two Free 10'x10' spaces at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.)</li> <li>◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors</li> </ul>	<p><b>Number Available: 2</b></p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>◆ Name and logo on 2'x 3' sign stating that your business is an Official Sponsor of Bottle Hill Day</li> <li>◆ Logo included in the Bottle Hill Day Newspaper Supplement Centerfold</li> <li>◆ Inclusion on Bottle Hill Day Collateral Materials including programs, maps and posters</li> <li>◆ Name featured on European Sign Post</li> <li>◆ Small logo on 6 ft. banner at DDC table</li> <li>◆ Minimum four e-blasts to the Love Madison, Shop Madison list</li> <li>◆ Two Free 10'x10' spaces at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.)</li> <li>◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors</li> </ul>



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*INVEST IN MADISON'S BOTTLE HILL DAY! 30+ YEARS AS A THRIVING COMMUNITY EVENT...*

### \$1,500 AMUSEMENT SPONSOR

**Number Available: 2 or 3**

**Features:**

- ◆ Sponsor one of the Bottle Hill Day Amusement Areas
- ◆ Name and logo on 3'x 4' sign at entrance to Amusement Area
- ◆ Logo on Bottle Hill Day Newspaper Supplement Centerfold Map designating the location of your Amusement Area
- ◆ Table at Amusement Area for promotional purposes
- ◆ Small logo on 6 ft. banner at DDC table
- ◆ Minimum Four e-blasts to the Love Madison, Shop Madison list
- ◆ One Free 10'x10' space at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.)
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

### \$1,000 GOLD SPONSOR

**Number Available: 4**

**Features:**

- ◆ Name and logo on 2'x 3' sign stating that your business is an Official Sponsor of Bottle Hill Day
- ◆ Logo on Bottle Hill Day Newspaper Supplement Centerfold
- ◆ Small logo on 6 ft. banner at DDC table
- ◆ Minimum four e-blasts to the Love Madison, Shop Madison list
- ◆ One Free 10'x10' space at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.)
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

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### \$500 SILVER SPONSOR

**Number Available: 6**

**Features:**

- ◆ Small logo on 6 ft. banner at DDC table
- ◆ One Free 10'x10' space at the event
- ◆ Inclusion in minimum of two e-blasts to the Love Madison, Shop Madison list
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors.

### \$250 BRONZE SPONSOR

**Number Available: 4**

**Features:**

- ◆ Small logo on 6 ft. banner at DDC table
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors.

### ADDITIONAL BEER GARDEN SPONSORSHIPS OPPORTUNITIES

#### \$1500 LEVEL

- ◆ Name and logo on 3'x 4' sign displayed at Beer Garden
- ◆ Logo on Bottle Hill Day Newspaper Supplement Centerfold
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

#### \$750 LEVEL

- ◆ Name and logo on 2'x 3' sign displayed at Beer Garden
- ◆ Logo on Bottle Hill Day Newspaper Supplement Centerfold
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

#### \$500 LEVEL

- ◆ Name on small corrugated sign displayed at Beer Garden
- ◆ Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors