

# 2020 COAST GUARD COMMUNITY SPONSORSHIP & ADVERTISING REQUEST FORM

BUSINESS/ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

RELATIONSHIP TO BUSINESS/ORGANIZATION: \_\_\_\_\_  
(Owner, Manager, Director, Etc.)

## PAYMENT INFORMATION

☐ PLEASE INVOICE ME ☐ CHECK #: \_\_\_\_\_ ☐ CREDIT CARD  
(Please complete information below)

CARD NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_ V-CODE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS (IF DIFFERENT FROM ABOVE): \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Please remit payment at the time of your commitment. You may also visit  
coastguardcommunity.org/sponsor to pay online by credit card.

**Please complete the reverse of this form and send to:**  
Cape May County Coast Guard Community Foundation  
P.O. Box 1365, Rio Grande, NJ 08242  
or email your scanned form along with your artwork and logo to  
marketing@coastguardcommunity.org

## FESTIVAL PROGRAM BOOK ARTWORK SPECS

Full Page	Half Page	Quarter Page
<b>Full Page (Full Bleed)</b> Bleed: 5.75"w x 8.75"h Trim: 5.5"w x 8.5"h Live Area: 5"w x 8"h  <b>**Sponsors Only**</b>	<b>Full Page (Non-Bleed)</b> 4.875"w x 8"h	<b>Half Page</b> 4.875"w x 3.9375"h
		<b>Quarter Page</b> 2.375"w x 3.9375"h

### DIGITAL FILES FOR ADS AND LOGOS:

To ensure high quality reproduction, please provide digital files in one of the following formats:

- EPS - Fonts Outlined, Images Embedded
- PDF - Flattened High Quality
- High Resolution PNG or JPEG

*All photos and artwork must be a minimum of 300 dpi resolution.*

*Color images should be saved in CMYK mode. Images used for websites are not acceptable.*

### ALL ARTWORK AND LOGOS ARE DUE BY FEBRUARY 28, 2020.

Files received after may not be included in all festival communications due to print deadlines.

**Please submit your artwork and logos to [marketing@coastguardcommunity.org](mailto:marketing@coastguardcommunity.org)**

### QUESTIONS? PLEASE CONTACT:

Mike Couch, Executive Director, Cape May County Coast Guard Community Foundation  
at [mike.couch@coastguardcommunity.org](mailto:mike.couch@coastguardcommunity.org)

or Lee Anne Tarr, Festival Director  
at [leeanne.tarr@coastguardcommunity.org](mailto:leeanne.tarr@coastguardcommunity.org)



**CAPE MAY COUNTY COAST GUARD COMMUNITY FOUNDATION**

P.O. Box 1365, Rio Grande, NJ 08242

[festival@coastguardcommunity.org](mailto:festival@coastguardcommunity.org) | (609) 888-6120

[coastguardcommunity.org](http://coastguardcommunity.org)

## OUR VISION, MISSION AND GUIDING PRINCIPLES:

We envision Cape May County as a vibrant and welcoming "hometown" for the Coast Guard personnel and their families

Our Mission is to nurture strong relationships between Coast Guard members, their families and the community.

We are guided by our desire to be accountable and trust-worthy, and our drive to deliver excellence because of the value we place on the service to country of Coast Guard personnel and their families. Our Foundation will strive to mirror the honor of those we serve.

A Proud Coast Guard Community

# CAPE MAY COUNTY COAST GUARD COMMUNITY FESTIVAL

## APRIL 25 - MAY 2, 2020



## SPONSORSHIP OPPORTUNITIES





# SHOW YOUR SUPPORT BE A SPONSOR

The Cape May County Coast Guard Community Festival is made possible in part by community partners like you. Whether they host the entire Festival Week, sponsor our entertainment, donate much-needed products and services or advertise in the program book, our sponsors are essential to the festival's success. Together, we can create a positive experience for Coast Guardsmen and visitors to the base at the 2020 Coast Guard Community Festival.

Over the past six years, more than 15,000 visitors have attended the festival and as a sponsor or advertiser your message will be front and center in a variety of highly visible ways.

## COAST GUARD BALL

This gala event hosted by the Coast Guard Community Foundation kicks off the 2020 Cape May County Coast Guard Community Festival on Saturday, April 25 and draws Coast Guard personnel and their families from throughout the region. As part of a special partnership, members of our community are invited to join the festivities. The black-tie celebration transitions from sophisticated and formal to all-out-dancing-fun over the course of the evening.

## COAST GUARD COMMUNITY FESTIVAL

On Saturday festival goers will explore the extensive TRACEN base on foot and by trolley, get an inside look at U.S. Coast Guard vessels and view a Coast Guard helicopter up close. The Coast Guard Recruit Band and drill team will give engaging performances and U.S. Coast Guard Air Station Atlantic City will conduct thrilling live search and rescue demonstrations. There will also be tours of Cape May Harbor, children's activities, interactive displays, vendors, food, live music and cultural and historical exhibits.



# SHOW YOUR SUPPORT

## SPONSORSHIP LEVELS

### ADMIRAL: \$7,500

#### EXCLUSIVE Presenting Partner

- Two page spread in Program Book
- Tickets to Coast Guard Ball (8)
- Premium logo placement on festival materials
- Premium placement on festival signage
- Access to hospitality tent at festival

### CAPTAIN: \$5,000

- Full page ad in Program Book
- Tickets to Coast Guard Ball (6)
- Access to hospitality tent at festival

### COMMANDER: \$3,500

#### Stage Partner, Trolley Partner or Kids' Zone Partner

- Full page ad in Program Book
- Tickets to Coast Guard Ball (4)
- Signage at the stage -or- Signage on trolleys -or- Signage at Kids' Zone
- Access to hospitality tent at festival

### MASTER CHIEF: \$3,000

- Full page ad in Program Book
- Tickets to Coast Guard Ball (4)
- Access to hospitality tent at festival

### PETTY OFFICER: \$2,000

- Half page ad in Program Book
- Tickets to Coast Guard Ball (2)
- Access to hospitality tent at festival

### SEAMAN: \$1,250

- Quarter page ad in Program Book
- Tickets to Coast Guard Ball (2)

## ADDITIONAL SPONSOR BENEFITS FOR ALL LEVELS

- Recognition in Ball Program
- Recognition on event signage
- Website recognition and logo placement
- Table at festival

# 2020 COAST GUARD COMMUNITY SPONSORSHIP & ADVERTISING REQUEST FORM

Select Sponsorship Level:

☐ ADMIRAL \$7,500  
with Two Page Spread

☐ CAPTAIN \$5,000  
with Full Page Ad

☐ COMMANDER \$3,500  
with Full Page Ad

☐ MASTER CHIEF \$3,000  
with Full Page Ad

☐ PETTY OFFICER \$2,000  
with Half Page Ad

☐ SEAMAN \$1,250  
with Quarter Page Ad

The Cape May County Coast Guard Community Festival is presented by the Cape May County Coast Guard Community Foundation in partnership with the County of Cape May and its 16 municipalities, the Cape May County Chamber of Commerce, the City of Cape May and community sponsors.

The festival honors the men and women of the United States Coast Guard and celebrates the county's designation as a Coast Guard Community. The designation was awarded after approval by the United States Coast Guard and an Act of Congress in 2015.

Considered by many to be the Coast Guard's hometown, the festival takes place at Training Center Cape May (TRACEN)- the only active Boot Camp for Coast Guard recruits in the United States.

## FESTIVAL PROGRAM BOOK

Distributed to all festival visitors, the program book is the official guide to Coast Guard Community Festival 2019. It includes messages from Coast Guard and community leadership, the schedule of events and a pull-out map of the festival grounds. Show your support of the Coast Guard Community and reserve your space today. You'll reach thousands of potential customers in return. Full, half and quarter page ads are available.

Full Page: \$1,000    Half Page: \$500    Quarter Page: \$250

**All artwork and logos are due by February 28, 2020.**

*Files received after may not be included in all festival communications due to print deadlines.*

## IN-KIND SPONSORSHIPS

Sponsorship recognition is also available for in-kind donations of items we would otherwise purchase including media placements, entertainment, food/beverage, equipment rental and more. Each request is considered individually, and a level of recognition is mutually agreed upon. *Let's discuss the possibilities!*

Select Ad Size:

☐ FULL PAGE \$1,000  
4.875"w x 8"h

☐ HALF PAGE \$500  
4.875"w x 3.9375"h

☐ QUARTER \$250  
2.375"w x 3.9375"

Refer to Artwork Specs for additional detail requirements

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