



LAKE HOPATCONG BLOCK PARTY

Saturday, May 18, 2024, 10 am - 4 pm

Hopatcong State Park

Hosted by the Lake Hopatcong Foundation

Event Sponsorships

The Lake Hopatcong Block Party

The Lake Hopatcong Block Party is an annual event, hosted by the Lake Hopatcong Foundation, that brings people together with businesses, non-profit organizations, craft vendors, community groups and food merchants for a fun-filled day that kicks off the summer season and celebrates all facets of Lake Hopatcong life. Thousands of guests enjoy a day on the lake with shopping, food, entertainment, and demonstrations. For more information, visit lakehopatcongfoundation.org/blockparty.



Lake Hopatcong Foundation

The Lake Hopatcong Foundation is a 501(c)3 non-profit organization dedicated to fostering a vibrant and healthy Lake Hopatcong and surrounding community through a variety of programs and initiatives in the following areas. Find out more at lakehopatcongfoundation.org.



Environment - maintaining and improving the lake environment through programs focused on water quality and invasive species control.



Community - building a sense of lake community with an annual Block Party and supporting the lake community with recreational opportunities and efforts to improve safety on the lake.



Education - providing hands-on, interactive learning on lake ecology for students of all ages through environmental school field trips and the Lake Hopatcong Foundation Floating Classroom.



Advocacy - working with federal, state, county, and municipal leaders to secure funding and resources for Lake Hopatcong, its watershed, and public lakes throughout the state.



Lake Hopatcong Foundation
125 Landing Rd, Landing, NJ 07850

blockparty@lakehopatcongfoundation.org
lakehopatcongfoundation.org
(973) 663-2500

Rain or Shine!

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Sponsorship Opportunities

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5 Star Sponsor\$10,000

- Main entrance welcome banner recognition
- Your name in event press release
- Introduction and opportunity to speak at 50/50 drawing
- Name/logo on event giveaway and volunteer t-shirts
- Name/logo on event directory and Passport Adventure cards
- Name announced live during event
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website, e-newsletter & social media
- Name on sponsor banner and 2 reserved parking spots

4 Star Sponsor\$5,000

- Name/logo on volunteer t-shirts
- Name/logo on event directory
- Name announced live during event
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website, e-newsletter & social media
- Name on sponsor banner and 1 reserved parking spot

3 Star Sponsor\$2,500

- Your name on signage at State Park bus stops
- Name/logo on event directory
- Name announced live during event
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website, e-newsletter & social media
- Name on sponsor banner and 1 reserved parking spot

2 Star Sponsor\$1,500

- Name/logo on event directory
- Name announced live during event
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Designated Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website and e-newsletter
- Name on sponsor banner and 1 reserved parking spot

1 Star Sponsor\$1,000

- Name announced live during event
- 10 X 10 preferred location booth space, sponsor star to display at booth
- Optional Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website
- Name on sponsor banner and 1 reserved parking spot

Lake Friend\$500

- 10 X 10 preferred location booth space, sponsor star to display at booth
- Optional Passport Adventure destination
- Promotion on Lake Hopatcong Foundation website
- Name on sponsor banner
- Prepaid parking space available for additional fee (limited availability)



Passport Adventure Program



The Lake Hopatcong Block Party Passport Adventure program

encourages guests to explore the Block Party and to add a level of interactive fun, while increasing visibility and foot traffic to our participating sponsors.

Each Sponsor will be provided with a passport stamp and identifying signage so they can stamp the passports, providing an opportunity to engage with visiting guests. Once they have completed their travels, guests will turn in their completed passport to be entered in a drawing for a selection of prizes!

Prizes for the Passport Adventure are donated exclusively by our sponsors and are promoted on our website.

Top level sponsors can choose to be a designated or optional destination, tailoring the Passport Adventure to meet their individual needs.

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Policies and Procedures

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IMPORTANT - Please read and retain. To ensure the 2024 Lake Hopatcong Block Party runs smoothly and safely, the following policies and procedures are strictly enforced:

- ☑ **The Block Party is rain or shine!**
- ☑ Fees are non-refundable unless the event is canceled by the host.
- ☑ Your booth space is 10'x10' and your tent cannot exceed that size (if you purchased two spaces, your booth space is 10'x20').
- ☑ You will need to provide your own table, chairs, tent, and tent weights.
- ☑ **Due to increased winds lakeside, tent weights are required for every tent. Tent stakes are not permitted by the State Park.**
- ☑ **If you intend to sell or give away food or beverages, or use propane or grills, you MUST let us know at registration, so we can ensure that all health and fire safety laws are met.**
- ☑ Electricity is not available. If you intend to bring a generator, you must let us know at registration, and you must purchase a specific generator booth spot. Generator booth spots are on the outer perimeter to mitigate noise. Quiet generators with ratings of 59 decibels or less are required.
- ☑ Microphone usage from booth space is not permitted.
- ☑ Subletting your space to another business or vendor is not permitted.
- ☑ There will be NO other group permitted to do a 50/50 raffle or sell 50/50 raffle tickets other than the Lake Hopatcong Foundation, the event host.
- ☑ All participants parking a vehicle, trailer, or boat at their booth for the event, MUST arrive between 7:15 -7:30 am or make arrangements to drop off the day before.
- ☑ All other participants must arrive between 7:30 - 8:30 am. Vehicles cannot be driven to booths after 8:30 am.
- ☑ After vehicles have been unloaded for setup, all participants will be directed to MANDATORY OFF-SITE PARKING, unless a pre-paid onsite parking space has been purchased (limited availability) or additional vehicle spaces and fees were purchased as part of vendor setup. Free shuttle service is provided.
- ☑ The Block Party concludes at 4:00 pm, at which time all participants are asked to begin breaking down their displays. For safety reasons, there are NO early breakdowns. The host retains the right to not invite violators back in following years.
- ☑ All participants must be packed and out of the park by 5:00 pm.
- ☑ The State Park maintains a carry-in/carry-out program for all trash removal. All participants must remove all of their trash when leaving the site.



Questions? Contact LHF Block Party Co-Planners Lee Moreau 973-713-7007 or Beth BaRoss 201-450-2718, blockparty@lakehopatcongfoundation.org.



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Sponsorship Registration

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Please mail completed form and check payable to "Lake Hopatcong Foundation" to address at the bottom of the page or register online at lakehopatcongfoundation.org/blockpartysponsor.

The business/organization name listed below will be used on promotional materials and social media as written; please list it as you would like it to appear, including capitalization, hyphens and registered marks, if necessary. Please email a high-resolution logo in .jpeg, .png or .eps format to holly@lakehopatcongfoundation.org.

Business/Organization Name: _____

Contact Name (first and last) : _____

Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Emails (for info and updates): _____ Cell Phone: _____

Business/Merchandise Description: _____

Choose a booth space for me No booth space needed

Booth Choice #1 _____ Booth Choice #2 _____ Booth Choice #3 _____
zone letter space # zone letter space # zone letter space #

To view a booth layout map, visit lakehopatcongfoundation.org/blockpartymap.

Website: _____ Facebook: _____

Twitter: _____ Instagram: _____

I would like to be a sponsor at the following level:

- 5 Star Sponsor - \$10,000 4 Star Sponsor - \$5,000 3 Star Sponsor - \$2,500
 2 Star Sponsor - \$1,500 1 Star Sponsor - \$1,000 Lake Friend \$500 Add prepaid parking \$45
 ~~On Water Demo Fee (90 min. block, 3 slots available) - \$150~~ **SOLD OUT!**

I do not wish to be a sponsor, but would like to make a donation of \$ _____

I want to be a Passport Adventure destination: Yes No

I would like to donate a prize for the Passport Adventure, please contact me.

Terms of Agreement: The signed Sponsor hereby contracts for exhibition space/sponsorship at the 2024 Lake Hopatcong Block Party and the required non-refundable fee. The applicant agrees to release the Lake Hopatcong Foundation, Hopatcong State Park, all NJ State Government Departments and all event sponsors from any damage or loss whatsoever and from all liability for personal injury to himself, his/her associates and or his/her merchandise and further agrees to defend and indemnify or hold harmless the Lake Hopatcong Foundation, Hopatcong State Park, all NJ State Government Departments and all event sponsors in the event of a suit or claim. No microphones or sound systems can be used from booth spaces. The undersigned also agrees to remove all trash when leaving the site, as the park maintains a carry-in/carry-out program for all trash removal. The Block Party event may not be held, if in the sole opinion of the Lake Hopatcong Foundation, there exists a threat of unsafe conditions or if conditions are deemed to be unsafe. The Lake Hopatcong Foundation reserves the right to decline any application that, in their judgment, diverges from the spirit and mission of the event. If any COVID-19 recommendations from the CDC and local/state health officials arise, they will be followed.

Signature: _____

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| | Preferred 10x10 Booth Space & Sponsor Star | Name/Logo Sponsor Banner | Web Promotion | Passport Adventure Program | Reserved Parking Spot(s) | Name Announced During Event | Name/Logo in Event Directory | Branded Event Materials/ Signage | Name in Press Release | Main Entrance Welcome Banner | Opportunity to Address Crowd During 50/50 Drawing |
|--------------------------------|--|--------------------------|---|----------------------------|--------------------------|-----------------------------|------------------------------|--------------------------------------|-----------------------|------------------------------|---|
| 5 Star Sponsor \$10,000 | X | X | LHF website, e-newsletter, & Social Media | Designated destination | 2 | X | X | Event giveaway and volunteer T-shirt | X | X | X |
| 4 Star Sponsor \$5,000 | X | X | LHF website, e-newsletter, & Social Media | Designated destination | 1 | X | X | Volunteer T-shirt | X | | |
| 3 Star Sponsor \$2,500 | X | X | LHF website, e-newsletter, & Social Media | Designated destination | 1 | X | X | Signage at State Park bus stops | | | |
| 2 Star Sponsor \$1,500 | X | X | LHF website and e-newsletter | Designated destination | 1 | X | X | | | | |
| 1 Star Sponsor \$1,000 | X | X | LHF website | Optional destination | 1 | X | | | | | |
| Lake Friend \$500 | X | X | LHF website | Optional destination | Available for purchase | | | | | | |

Please note, additional opportunities are available for custom sponsorships, tailored to your business or organization. Please contact Caitlin Doran at caitlin@lakehopatcongfoundation.org or 973-663-2500 for more information or to sponsor the 2024 Lake Hopatcong Block Party.



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