



2016 NEW JERSEY HISTORY AND HISTORIC PRESERVATION CONFERENCE

February 2016

Dear Potential Sponsor:

You are invited to sponsor this year's 2016 New Jersey History and Historic Preservation Conference. **BUILDING A PLACE FOR HISTORY** is scheduled for June 8-9, 2016. Thomas Edison National Historic Park is the setting for the June 8 Opening Reception. The full-day conference on June 9 will be held at Seton Hall University in South Orange. The conference is co-hosted by the NJ Historic Trust, Historical Commission, Historic Preservation Office and Friends of New Jersey Heritage.

Keynote speaker Laurel O'Sullivan, principal and founder of The Advocacy Collaborative, will begin the day by explaining how advocacy is vital to the success and sustainability of heritage organizations. Throughout the day, this theme will be explored in classroom sessions and workshops that examine current issues for anticipated 400 attendees, professionals and volunteers in architecture, planning, museum and heritage site management, historic preservation commissions, and more.

The annual event relies on corporate support to make it sustainable. Select from a variety of sponsorship levels that will provide high visibility for your organization

- Company name and logo on all conference advertising
- Complimentary reception and conference tickets for your staff and clients
- Program advertising, web site and social media presence

Please review the attached sponsor opportunities and contact Catherine Goulet at 609 984-7071 to confirm availability. The sponsor commitment deadline is **March 15, 2016**. The deadline for submitting all related logos, advertisements and printed materials is **April 1, 2016**. All Sponsors and Advertisers can now register online. Follow the link at www.njpreservationconference.org.

Your support will ensure the success of the **2016 NEW JERSEY HISTORY AND HISTORIC PRESERVATION CONFERENCE** while providing you with increased visibility to our mutual audience.

Sincerely,

Friends of New Jersey Heritage



2016 SPONSOR INFORMATION SHEET

All Sponsors and Advertisers can now register online at www.njpreservationconference.org

2016 CONFERENCE DEADLINES

- Sponsor commitments must be received by **MARCH 15, 2016**
- All payments and artwork must be received by **APRIL 1, 2016**
- Tote bag inserts must be received by **MAY 1, 2016**

ADVERTISEMENT ONLY

Full Page: \$1,000 Quarter Page: \$250
 Half Page: \$500 Business Card: \$150

FORMAT SPECIFICATIONS

The company logo must be submitted as an Illustrator EPS file with fonts converted to outlines. If no logo is provided, the company name will be used.

All ads must be submitted in high resolution PDF file format. If ads are not submitted in the required format, the company logo will be displayed in the ad space.

SUBMISSIONS

You may upload your artwork online at the time that you register your sponsorship or email it by **April 1, 2016** to: catherine.goulet@dca.nj.gov or njht@dca.nj.gov .

PAYMENTS

Make checks payable to **Friends of New Jersey Heritage**.
 Mailing address: Friends of New Jersey Heritage, PO Box 191, Trenton NJ 08602

TOTE BAG INSERTS

Due by **May 1, 2016**.
 Mailing Address: New Jersey Historic Trust, PO Box 457, Trenton, NJ 08625
 Delivery Address: New Jersey Historic Trust, 101 South Broad Street, 6th Floor, Trenton, NJ 08608

PROGRAM BOOK SPECIFICATIONS

- All artwork is due by **APRIL 15, 2016**
- Logo and advertisements may be in full color

Full Page, bleed	8.125 inches wide by 11.25 inches high (including bleed)
Full page, non-bleed	6.75 inches wide by 9.75 inches high
Half page, horizontal	6.75 inches wide by 4.75 inches high
Half page vertical	3.25 inches wide by 9.75 inches high
Quarter page	3.25 inches by 4.75 inches high
Business Card	3.25 inches wide by 1.87 inches high (93% of average business card)