

# Florham Park

# Summer Concert Series 2011

presented by Friends of the Florham Park Gazebo, Inc.



[info@florhamparkgazebo.com](mailto:info@florhamparkgazebo.com)  
[www.florhamparkgazebo.com](http://www.florhamparkgazebo.com)

# Tradition

- The Florham Park Summer Concert Series began in 1980 as a way to bring the residents of Florham Park and local communities together for an evening of spectacular music.
- 2011 marks the 31<sup>st</sup> anniversary of one of Florham Park's longest standing traditions, playing host to an average of 7-8 concerts each summer.
- Since 1980, over 240 free concerts have been provided to the public.
- Concerts are musically diverse and free of charge. Funding is provided by donations from local residents and businesses.
- Each season's concerts are attended by over 10,000 concert-goers.

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# Our Committee

- The Florham Park Summer Concert Series is run by the volunteers of the “Friends of the Florham Park Gazebo, Inc.”
- Comprised of 12 members, 2 junior members and a Borough Council Liaison. The organization embodies the spirit of volunteerism.
- The organization is recognized by the IRS as a 501(c)(3) non-profit organization, and registered as a charitable organization in the State of NJ.
- The organization is sanctioned by Florham Park Borough code § 2-7. Administrative organization.
- Did you know over 1,000 volunteer hours go into the planning and execution of each season?

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# 2011 Artist Spotlight

- Each season the Friends of the Florham Park Gazebo, Inc. puts together a schedule with something for everyone. 2011 will be no exception and includes national artists never before seen in this area. Please check our website for the recently released 2011 schedule at [www.florhamparkgazebo.com](http://www.florhamparkgazebo.com). Some of the artists include:

- Styx Tribute Band
- Journey Tribute Band
- Allentown 40 piece orchestra
- Rachel Allyn
- The Happenings

...and more!

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# Business & Corporate Sponsorship

- We ***want*** to help your business attract new customers...we ***don't*** just want a donation.
- A donation offers your business exposure to thousands of customers. It is a wonderful way to say “thank you” to existing customers while attracting potential new customers.
- While residential donations cover the cost of some concerts, they do not cover the costs associated with funding the entire season. This is where business and corporate sponsorship becomes an essential component to the success of the program.
- A business or corporation may contribute at several levels, with specific benefits aimed at driving new customers your way. Please refer to the page titled “Business Sponsorship Levels”
- Because the Friends of the Florham Park Gazebo, Inc. is a 501(c)(3) non-profit organization, your contribution is completely **tax deductible** to the fullest extent allowed by law.
- The Florham Park Summer Concert Series remains one of NJ’s longest standing free concert series, and is made possible through the donations of residents and local businesses.

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# Business Sponsorship Levels

- **Business Benefactor**  
A business benefactor is a company that makes a donation of \$100 to be used towards the concert series. The business benefactor will be listed in our printed concert day program/schedule and on our web site in recognition for their support.
- **Business Concert Co-Sponsor**  
A business concert Co-Sponsor is a business/company that makes a donation of \$500 to be used towards the concert series. With this level of donation, the sponsor is offered a dedicated page on our web site or a link to your existing website. In addition, the concert co-sponsor is listed in our printed concert programs/schedules and other promotional materials as a “co-sponsor” of a specific event. These materials are disseminated to concert-goers and on display throughout the year in strategic locations throughout Florham Park. Lastly, the co-sponsor is named in the local newspaper (Florham Park Eagle) and the Florham Park TV community channel during the week the co-sponsored act is performing.
- **Business Concert Sponsor**  
The highest level of sponsorship is that of a business/company who elects to sponsor one of our concerts. This level of sponsorship is afforded the same benefits mentioned above with three major additions. First, the sponsor is publicly recognized during the opening of the specific concert as the sole sponsor of the event. Secondly, the sponsor is recognized in weekly newspaper articles (Florham Park Eagle) and the Florham Park TV community channel for the duration of the season (usually 8 weeks). A concert sponsor may also provide the Gazebo Committee with business-specific printed advertisements/promotional materials such as signs & banners for display on the day of the sponsored concert. Lastly, the sponsor can provide the Gazebo Committee with coupons or flyers for dissemination throughout the audience; a great way to drive customers to your business. Concerts generally range between \$ 2,000 - \$ 5,000, depending on the artist you want to be associated with.
- Interested in providing support? Please contact us via email at [info@florhamparkgazebo.com](mailto:info@florhamparkgazebo.com) or call 973-937-8180. Donation checks can be made payable to “Friends of the Florham Park Gazebo, Inc.” and mailed to PO BOX 370, Florham Park, NJ 07932.

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# THANK YOU!

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