



The Taste of Montclair is an event that will bring the Montclair community together for a day of family-fun, food and entertainment. It is a day that will showcase the best of the city's restaurants, local businesses, organizations, and visual and performing arts community. The event will take place at the parking lot at The Immaculate Conception High School Parking lot.

Presented by:



**Place an advertisement before
July 31st and receive a 20% discount.**

SPONSORSHIP OPPORTUNITIES



Title Sponsor - \$5000

- Prominent logo placement in all television/radio/web site and print promotions.
- Prominent logo placement on stage banners, T-shirts, and press wall day of event.
- 10 foot Table/Booth for product information and sampling
- Two-page spread advertisement in program journal
**estimated 15,000 program journals printed
- 12 free T-shirts
- **Collect e-mail addresses and raffle off gifts on the stage.**

Platinum Sponsors - \$4000

- Secondary logo placement in all television/radio/web site and print promotions.
- Secondary logo placement on stage banners, T-shirts, and press wall day of event.
- 10 foot Table/Booth for product information and sampling
- Full-page advertisement in program journal
- 10 free T-shirts
- **Collect e-mail addresses and raffle off gifts on the stage.**

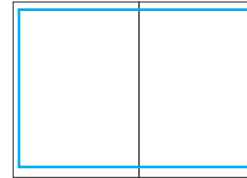
Gold Sponsors - \$3000

- Third tier logo placement in all television/radio/web site and print promotions.
- Third tier logo placement on stage banners, T-shirts, and press wall day of event.
- 10 foot table/booth for product information and sampling
- Full-page ad in program journal
- 8 free T-shirts
- **Collect e-mail addresses and raffle off gifts on the stage.**

Non-Food Related Vendor Tables

- 8 Foot Table - \$300.00
- Second Table 10% off
- **Collect e-mail addresses and raffle off gifts on the stage.**

Program journal Advertising



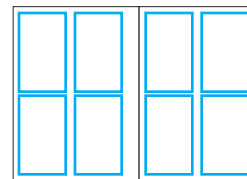
2 Page Spread
8.5 H x 11 W
\$1000.00
\$750 Early Bird



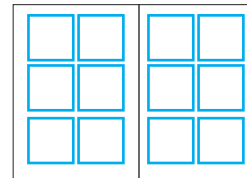
Full Page
8.5 H x 5.5 W
\$500
\$400 Early Bird



Half Page
4.25 H x 5.5 W
\$250
\$200 Early Bird



Quarter Page
4.25 H x 2.75 W
\$125
\$100 Early Bird



**Mini Square
Business
Card**
2.5 x 2.5
\$50
\$40 Early Bird

Advertisements must be submitted electronically or by regular mail no later than August 24th, 2011

E-mail PDF file to:
nick@thetasteofmontclair.com
or send regular mail to:
Nick Bosco Design
c/o Taste of Montclair
24 Hillside Ave #A1
Montclair, NJ 07042
See last page for ad specs.

For help creating an ad please contact our creative team via e-mail at: nick.bosco@verizon.net

**Deadline for sponsorship is July 31st, 2011.
Please send your logo and artwork along
with your payment before the deadline.**



SPONSORSHIP ROI



EVENT PROMOTIONS

We will be listing the event in the following publications and Media Outlets.

Pre Production Promotions

Local Papers

Montclair Times
Local Talk
Essex County News
Verona Cedar Grove times
The Vector
The Setonian
The Progress
News Leader
The Montclarion
The Item
The Jersey Journal
Wayne Post
Catholic Advocate
The Aquarian
24 Horas
Stepping out NJ
Time Out
Blogs, You Tube and other
Social Media

Print Collateral

Posters
Fliers

Lost Dogs

Local Magazines

Park Place
Montclair Magazine
Suburban Essex Magazine
Essex County Magazine
Vicinity Magazine
Essex Life

Local Web Sites

- Baristanet.com
- Montclair Watercooler
- Star Ledger/NJ.com
- Township of Montclair
- Montclair Board of Education

Other Media

Channel 34 Coverage
Radio Commercial on
MSU radio station
On-air interviews with local
radio stations KTU, NPR,
Outdoor Advertising – (if
budget allows)

Day of Event

You can hang your logo on your table
Radio Broadcast from Event.
Banners of Sponsors
Souvenir Program Journals
T-shirt logo placement
Television Media coverage Channel 34
Montclair Times
Star Ledger
Baristanet.com
Montclair Magazine
Additional media outlets TBD.

For further information please contact
Nick Bosco @ 917 673 1526
or email nick@thetasteofmontclair.com

Make Checks Payable to : Nick Bosco Design



Sponsors will also be placed on back of event T-shirts



Title sponsor logo would be placed prominently the banner hanging across Bloomfield Avenue.

Title sponsorships would be placed prominently on the band stage. Other sponsors would also be placed on the stage banners as well on a secondary banner behind the performers.

All Title sponsorships will get full page ads and Metal level sponsorships will get full page ads. We seek to print 25,000 program journals for distribution throughout the event and after the event.

SPONSORSHIP FORM



Please type or print clearly:

CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Website: _____

Owner's Name: _____

Owner's Home Phone: _____

Owner's Cell Phone: _____

Owner's Work Phone: _____

Owner's Email: _____

Key Contact Name: _____

Key Contact Address: _____

City: _____ State: _____ Zip: _____

Key Contact Home Phone: _____

Key Contact Cell Phone: _____

Key Contact Work Phone: _____

Key Contact Email: _____

Alternate Contact Name: _____

Alternate Contact Home Phone: _____

Alternate Contact Cell Phone: _____

Alternate Contact Email: _____

Select Sponsorship Package

Title Sponsor \$5000

Platinum Sponsor \$4000

Gold Sponsor \$3000

Program Journal Advertisement

2 Page Spread \$1000 \$750

1 Page \$500 \$400

Half Page \$250 \$200

Quarter Page \$125 \$100

Mini Business Card \$50 \$40

Early Bird

Booth Purchase

8 Foot Table \$240

Additional table \$216

Need Electricity

Early Bird

**PLEASE MAKE CERTIFIED CHECK OR MONEY ORDER PAYABLE TO: NICK BOSCO DESIGN
SEND THIS FORM TO NICK BOSCO DESIGN 24 HILLSIDE AVE #A1 MONTCLAIR, NJ 07042**

ADVERTISING PRODUCTION SPECIFICATIONS:

Preferred File Format: PDF/X-1a:2001 E-mail to tasteofmontclair@gmail.com

Alternate File Formats Accepted: Native Application Files (MAC ONLY)

Adobe CS4 (Illustrator, InDesign, Photoshop)

PC USERS MUST PROVIDE HI RES PDF/X-1a or a PRESS READY PDF.

PLEASE NOTE:

- PDF files must contain only 4-color process images (CMYK).
- Please include Screen and Printer Fonts.
- Nick Bosco Design can not be responsible for PDF files prepared incorrectly.

Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 266 dpi. Image files should be CMYK and in .tif, .eps, or .jpg file format.

ACCEPTABLE PROOFS

Black & White Ads: A laser print is requested

Color Ads: A SWOP Certified* contract level proof is required for color guidance on press. Color laser & ink jet proofs will only be used for content checking and will not serve as color guidance on press. If a SWOP certified proof is not supplied, Nick Bosco Design cannot guarantee the color reproduction of your ad. *For more information on SWOP standards and acceptable proofs, please visit www.swop.org or www.idealliance.org.

SPOT COLORS

Please convert spot colors to 4/C process on your own if you wish to manage the color conversion. Spot colors cannot be expected to exactly their CMYK equivalent.

PRODUCTION REMINDERS

- Spreads should be prepared as separate full page ads to ensure proper bleed. (See full page bleed dimensions)
- Please convert all RGB images and spot colors to CMYK.
- Ads created in an unacceptable format can not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Nick Bosco Design can not be responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, Nick Bosco Design can not guarantee the reproduction of the ad.

SUBMITTING FINAL AD MATERIALS:

There are two ways to submit your advertising materials to Nick Bosco Design
**OPTION 1. SEND DISK WITH PROOF TO ADDRESS BELOW,
OR E-MAIL PDF FILE TO NICK@THETASTE OFMONTCLAIR.COM**

CD, DVD or Flash Drives accepted. Along with the disk please provide contact info company name, main contact phone and address, plus an 'acceptable' proof. Please review the ACCEPTABLE PROOFS section above. Disks will be returned if requested. All final ad materials should be shipped to Nick Bosco @ Nick Bosco Design in the Production Department (address listed below).

Attn: Nick Bosco C/O Taste of Montclair
Nick Bosco Design - Production Department
24 Hillside Ave #A1 Montclair, NJ 07042
917 673 1526