

2013 Annual Dinner Sponsorship Opportunities

45th Annual Dinner:
Thursday, November 14, 2013
5:30 PM – 9:30 PM
The Heldrich
New Brunswick, NJ

2013 Annual Dinner & Resource Book

PlanSmart NJ is New Jersey's premiere land use planning organization with 45 years of experience. As an independent voice of reason, we promote smart public policies to strengthen our economy, protect our environment and advance racial and economic integration. But rather than use slogans, PlanSmart NJ has created a framework of performance targets that can be used to hold decision-makers accountable. We have found that this approach can break the standoff between pro- and anti-growth advocates, by answering key questions: How much growth? Where? To do what? Our approach "connects the dots" between jobs, housing, transportation, water, open space and promoting racial and economic integration. Our Annual Dinner awards highlight these connections in others' work. Together, we can create a more sustainable future for New Jersey.

At our Annual Dinner, PlanSmart NJ honors key players with the Regional and Community Planning Achievement Award, and the Awards for Economic, Environmental, Resource Efficiency, and Regional Equity Achievement. Our 2013 Annual Dinner Resource Book, distributed at our November 14th event, will highlight all of our award winners. Please join us in congratulating the awardees and demonstrate your commitment to building a better NJ through better land use by reserving your sponsorship and placing your ad in PlanSmart NJ's Resource Book.

Award Categories

Regional & Community Planning Award:

Eleanor Horne and Becky Taylor for the Lawrence Hopewell Trail

Outstanding Individual Leadership Award:

Dr. Edward Salmon for his leadership and years of service

Economic Development Achievement Award:

Robbinsville Township and Matrix Development Group for their redevelopment plan

Environmental Achievement Award:

Linda Mead, D&R Greenway for their regional approach to land preservation

Resource Efficiency Achievement Award:

Prologis and Partners for the redevelopment of a superfund site into the Pulaski Distribution Center

Regional Equity Achievement Award:

Mayor Paul J. Smith, Jr. and Jennifer Maier, Union Beach for their rapid rebuilding from Hurricane Sandy

Demonstrate Your Commitment!

Sponsorship Packages (deadline 10/18/13)

- Title Sponsor \$7,500
• Premium event signage and high visibility • Back cover ad and featured company profile in Resource Book • Table for ten with premium table placement • Recognition in all press releases and on PlanSmart NJ web site.
- Presenting Sponsor..... \$5,000
• Event and table signage • Premium full page ad and company profile in Resource Book • Table for ten with premium placement
- Leadership Sponsor..... \$3,000
• Full page ad in Resource Book • Table for ten with table signage
- Patron \$2,250
• Full page ad in Resource Book • Table for ten
- Sponsor\$1,500
• Full page ad in Resource Book • Four dinner tickets
- Supporter \$1,000
• Half page ad in Resource Book • Four dinner tickets
- Associate \$550
• Quarter page ad in Resource Book • Two dinner tickets
- Friend\$200
• "Friend of PlanSmart NJ" listing in Resource Book • One dinner ticket

Resource Book Ads Only (deadline 10/18/13)

- Inside Front or Back Cover
(7"W x 10"H)..... \$2,000
- Full Page Ad (7"W x 10"H) \$1,000
- Half Page Ad (7"W x 4.875"H)..... \$600
- Quarter Page Ad (3.375"W x 4.875"H)..... \$350
- Friends of PlanSmart NJ Listing..... \$100



Dinner Only (deadline 11/8/12)

- Standard Table (seats 10)\$1,500
- Nonprofit/Government Table.....\$1,250
- Individual Ticket..... \$150
- Nonprofit/Government Ticket..... \$125



Sign Up Early for Sponsorships, Ads and Tickets.

Sponsorship packages are limited, so act now. Send in your reservation form and payment today! Please indicate your sponsorship package choice by placing a check mark in the appropriate box.

Reservations will be held at the door.

Early Registration (formal invitations to follow)

Name _____ Affiliation _____

Address _____

Phone _____ FAX _____

Email _____

Credit Card (American Express/Visa/Master Card)

Card # _____ Exp. Date _____

Check enclosed (payable to PlanSmart NJ)

To Register:

118 West State Street, Trenton, NJ 08608 • 609-393-9434 (Phone) • 609-393-9452 (Fax)

You may register via online at www.plansmartnj.org.

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To Submit Ads:

E-mail ads to events@plansmartnj.org by Oct. 18th (PDF, JPEG and TIFF files are accepted.) Camera-ready artwork may be mailed to our office. All ads are black and white. Please contact us for details or a spec sheet. PlanSmart NJ reserves the right to modify ad copy without prior consent.

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