

2014

ANNUAL DINNER SPONSORSHIP OPPORTUNITIES

PlanSmart NJ is New Jersey's premiere land use planning organization with over 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, 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 and resilient future for New Jersey.

At our Annual Dinner, PlanSmart NJ honors key players with the Regional and Community Planning Achievement and Individual Leadership Awards, as well as the Awards for Economic, Environmental, Resource Efficiency, and Regional Equity Achievement. Our 2014 Annual Dinner Resource Book, distributed at our November 6th 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.

This year we are excited to announce that we are changing our program! We are replacing the formal sit-down dinner with a buffet style dinner to maximize your networking opportunities.





Award Categories

Regional & Community Planning Achievement Award

John P. Sheridan, President and CEO, Cooper Health System for the redevelopment in Camden

Outstanding Individual Leadership Award:

Chuck Richman, Department of Community Affairs for his leadership at the Department of Community Affairs

Economic Development Achievement Award

Choose NJ for their collaborative effort with the Business Action Center and the Economic Development Authority for retaining and attracting businesses to New Jersey

Environmental Achievement Award

Michele Byers, The New Jersey Conservation Foundation for their efforts to preserve open space

Resource Efficiency Achievement Award

Fred Dohn, ARC International North America/Cardinal International for making their factory the most sustainable glass factory in the world

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Demonstrate Your Commitment!

Sponsorship Packages (deadline 10/10/14)

- Title Sponsor** **\$7,500**
 • Logo on invitation • Premium event signage and high visibility
 • Back cover ad and featured company profile in Resource Book
 • Ten tickets • Recognition in all press releases and on PlanSmart NJ web site • Recognition at events throughout the year
- Presenting Sponsor** **\$5,000**
 • Event and table signage • Premium full page ad and company profile in Resource Book • Ten tickets • Recognition at events throughout the year
- Leadership Sponsor** **\$3,000**
 • Full page ad in Resource Book • Event and table signage • Ten tickets
- Patron** **\$2,500**
 • Full page ad in Resource Book • Ten tickets
- Sponsor** **\$1,800**
 • Full page ad in Resource Book • Four dinner tickets
- Supporter** **\$1,200**
 • Half page ad in Resource Book • Four dinner tickets
- Associate** **\$600**
 • Quarter page ad in Resource Book • Two dinner tickets
- Friend** **\$300**
 • "Friend of PlanSmart NJ" listing in Resource Book • One dinner ticket

Resource Book Ads Only (deadline 10/10/14)

- Inside Front or Back Cover**
 (7"W x 10"H) **\$2,500**
- Full Page Ad** (7"W x 10"H) **\$1,200**
- Half Page Ad** (7"W x 4.875"H) **\$700**
- Quarter Page Ad** (3.375"W x 4.875"H) **\$400**
- Friends of PlanSmart NJ Listing** . . **\$150**

Dinner Only (deadline 10/31/14)

- Individual Ticket** **\$200**
- Nonprofit/Government Ticket** . . . **\$175**

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. Business Attire.

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)

No refunds after 10/31/14

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.



To Submit Ads:

E-mail ads to events@plansmartnj.org by Oct. 14. (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.