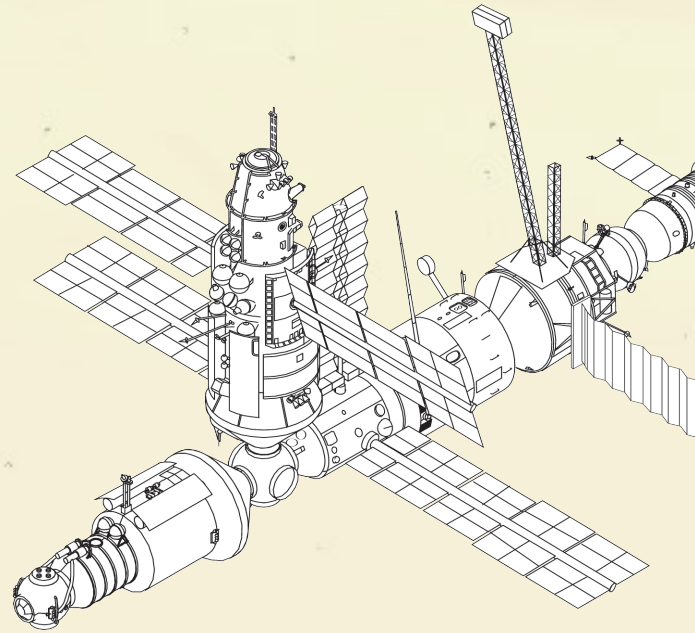


**BEFORE
THE
BRIDGE**
MUSIC FESTIVAL



BEFORE THE BRIDGE MUSIC FESTIVAL

saturday, october 18, 2014
1 pm - 9 pm
haddon + woodlawn avenues
collingswood, nj
RAINDATE: TBD

yep. it's all about the music.

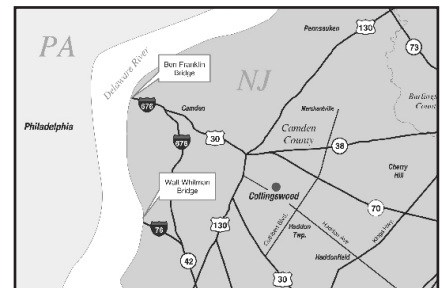
Before the Bridge Music Festival continues the long time tradition of Collingswood's support of independent music. BTB signifies that, before going into Philadelphia, people can find a great, local band base mixed with bona fide indie rockstars. You don't have to cross the bridge to find a legitimate music scene and a killer show.

artist booking + benefits

All artists receive photo, description, and link from the BTB website and 4" x 8" areas adjacent to the main stage to sell merchandise during and after their performance. For booking, please e-mail info@beforethebridge.com.

prime location

The festival is centered around vibrant Haddon Avenue in downtown Collingswood, NJ - only 10 minutes from Philadelphia by car or PATCO speedline. Haddon Avenue is a quick trip from the suburbs of Southern NJ and Philadelphia. It is adjacent to plenty of parking and the PATCO Speedline stations with connections to the new River Line. BTB is the perfect opportunity to show your support for the surrounding communities and focus the energy of the event on your business.



/ PROMOTIONS + MEDIA



The Before the Bridge Music Festival will be one of the area’s most publicized outdoor events, providing excellent visibility for your artist, business, or non-profit organization. The information below is the preliminary media schedule. Additions will be announced as the festival develops.

pre-
event

Additional media may be added and published on beforethebridge.com

Distributed print	Reach	Region
Full-color postcards	5,000 dist.	Camden, Burlington & Phila. County & PATCO
10” x 16” full-color posters	100 posted	Camden, Burlington & Phila. County

BTB Street Teams will distribute materials in all the above counties partnering with retailers, music organizations and college campuses.

Advertising

	Reach	Region
What’s On	8,000/week	Haddonfield & Collingswood
Town Crier	8,000/month	Collingswood, NJ
Additional Placements	TBA	
Collingswood.com	300,000/year	Regional
BeforeTheBridge.com	Unlimited*	Regional
E-mail blasts through viral lists	Unlimited*	Regional
MySpace	Unlimited*	Regional
Facebook	Unlimited*	Regional
Twitter	Unlimited*	Regional

*Intense social media networking and banner ad distribution across all our partner sites to build the BTB network and drive traffic to beforethebridge.com and our sponsor websites. Partner sites include: grooveground.com, plantlifemusic.com, and communityrocks.org.

Radio/TV/Broadcast

TBA (In progress)	Radio Promo	NJ/Philadelphia market
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Public Relations Efforts

Press releases and editorial content provided to all appropriate media outlets in the surrounding counties. Interviews, bios and photographs, in-store appearances, and special requests will be accommodated as requested.

day of
event

- Sponsor mentions by emcee
- Street and B&W stage banners
- Event tables (see Sponsor & Vendor Benefits on Page 4)
- Festival Program Flyer

/ SPONSOR + VENDOR
BENEFITS

Becoming a BTB sponsor is the perfect way to reach an active audience of both musicians and music listeners just as we enter Fall 2012 - a time for creating and buying new music, fashion and trend-related goods and services. For labels and promoters, it's a prime opportunity to showcase your artists to a large audience

	Sponsorship Level Benefits	Value	Your Total Cost
platinum	· Large advertisement in Festival Program	\$100	
	· Prominent logo/message placement on festival website	\$500	
	· Sponsor announcement from stage between each performance	\$200	
	· Space at vendor area (Tent & table provided)	\$150	
	· Top billing logo on print ads, cards, and posters	\$500	
	· Top billing logo on a main stage banner (B&W)	\$200	
	Total Package		\$1,650
gold	· Medium advertisement in Festival Program	\$75	
	· Website banner placement on special festival micro-site on collingswood.com	\$500	
	· Five sponsor announcements from stage	\$75	
	· Space at vendor area (Tent/table not provided)	\$75	
	· Logo on print ads, cards, and posters	\$250	
	· Logo on stage banner	\$100	
	Total package		\$1,000
silver	· Small page advertisement in Festival Program	\$50	
	· Website logo and link placement on special festival micro-site on collingswood.com	\$300	
	· Three sponsor announcements from stage	\$50	
	· Space at vendor area (Tent/table not provided)	\$75	
	· Logo on print ads, cards, and posters	\$75	
Total package		\$550	\$250
bronze	· Website logo and link placement on special festival micro-site on collingswood.com	\$300	
	· Two mentions by emcee	\$25	
	· Table space at vendor area (Tent/table not provided)	\$75	
Total package		\$400	\$150
vendor space*	· Set up a standard 4' x 8' table at vendor area *Tent/table not provided		\$50 \$25 [Collingswood Businesses] Free [Non-profits]
program ads	· Convey your message to visitors in the festival program. (Size and ad specifications will be sent to you directly.)		\$100 [Large] \$75 [Medium] \$50 [Small]



yes!

We would like to be an official sponsor at the following level:

- Platinum \$1,000
- Gold \$500
- Silver \$250
- Bronze \$150

I can't be an official sponsor this year but please register me for a:

Vendor space

- Company/Artist: \$50
- Company/Artist: \$25 (Collingswood)
- Organization / Charity: Free

Program advertisement*

- Large: \$100
- Medium: \$75
- Small: \$50

*Production information will be e-mailed to you.

Official Contact

Name of business or organization: _____

First Name: _____ Last Name: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Day Phone: _____ Other Phone: _____

E-mail: _____ Fax: _____

Sponsorship Signature: _____

I (above signed) signify that the respective organization agrees to abide by the festival rules and regulations, to supply needed corporate logos and usage information, and to pay the noted sponsorship fees prior to September 1, 2014. I will in no way hold the festival, its organizers, the Borough of Collingswood, its affiliates, or third part organizations liable for any damages caused directly or indirectly by my company's participation.

Complete your registration

First, fax this form to: (856) 368-2051

Then, enclose a copy of this form and mail with your check made payable to:

Grooveground
 ATTN: Mike Snyder
 647 Haddon Avenue / Floor 2
 Collingswood, NJ 08108