

**Grand Opening in the spring of 2009
May 1, 2009 through October 1, 2009**

SPONSOR PROPOSAL



The Butterfly Charities Inc.

Ralph Petrellese
732-477-6765; fax: 732-477-6630
butterflycharities@gmail.com

Executive Summary

The Butterfly Sanctuary of the Jersey Shore

The Jersey Shore's only Non-profit enclosed live Butterfly exhibit

All profits each week goes to Local & National Charities

DATES: May 1, 2009 through October 1, 2009

TIMES: Daily 10:00am - 5:00p.m.

LOCATION: 570 Mantoloking Rd, Brick, NJ

FEATURES: natural park setting of flowering plants & foliage with an enclosed greenhouse sanctuary of over 100 assorted live butterflies.

ATTENDANCE: We anticipate an average attendance each week of 400-500 people the first year and close to 800-1000 per week the following year

PRESENTED BY: The Butterfly Charities Inc., a 501 (c) 3 not-for-profit corporation

COST: \$10.00 donation per person

All Profits are donated to Charities

ATTRACTIONS: Be a part of the biggest thing to happen to the jersey shore since the Boardwalk & Salt Water Taffy. You walk through this very peaceful greenhouse setting surrounded by flowering plants & foliage. Ahead you hear the sound of a waterfall trickling down to a pond, music to anyone's ears. You notice some butterflies drinking the nectar of the flowers. Then all of a sudden you feel like your dancing among the clouds because now there are butterflies everywhere. You try to count them, but you lose track because there are so many. And then it happens, a butterfly lands on you & you feel like you've been kissed by an angel. The butterfly's aerial dances and their tendency to land on brightly colored clothing, has inspired and delighted young and old alike. As you leave you can't help but think you found the true meaning of life. All in this small part of the world we call The Butterfly Sanctuary. Be a part of the newest destination location on the Jersey Shore.

Why Sponsor

[The Butterfly Sanctuary of the Jersey Shore?](#)

AN EVENT WITH A CAUSE...

Every week we will sponsor a different cause and all profits for that week will be donated to that charity.. With the help of our generous sponsors all the admission charges goes back to the community, the local youth organizations, Churches, Schools & the Jersey Shore families & businesses that need us the most. Childhood Cancer, Breast Cancer, our troops over seas & our friends in our backyard, making it a 'must see' stop for vacationers & group tours as well as citizens and residents of New Jersey. One of the great things about this is that every sponsor gets to vote as to what charity we feature. In March we tally up all the votes & come up with our top 20, one for each week were open.

...AND HAVE A SOLID ORGANIZATIONAL MISSION.

As producer of [The Butterfly Sanctuary](#) a non-profit organization, we rely heavily on individual and corporate contributions to maintain the quality and diversity of the [Sanctuary](#) while keeping the event charge at a minimum.

RETURN ON INVESTMENT

A 1999 survey conducted by the International Events Group, Inc. (IEG), the worldwide authority in the sponsorship industry, revealed charitable events like this have a high audience loyalty. The survey further concluded that 78% of companies agree that participating in charitable events has a measurable impact on consumer sales of their product and they provide the most conducive environment for experiential sampling. We have a \$25,000 + budget for media coverage & an extensive marketing program reaching over 200,000 people each week and an anticipated attendance of approximately ten thousand for the season, [The Butterfly Sanctuary of the Jersey Shore](#) offers a wide range of sponsorship opportunities to meet any company's marketing goals through customized programs of on-site branding, one-on-one marketing and extensive promotional exposure.

Sponsorship Highlights

Marketing Highlights

During this event, and for a full month prior, we give you the opportunity to put your image – and your product – directly into the hands of hundreds of potential customers. We've found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following

Event-related promotions:

High traffic

Sampling or couponing

High visibility signage

Hospitality Tickets

Use of event logo in product promotion

Retail/trade promotion

Retail outlet cross promotions

Demographics

You'll reach a diverse audience by targeting the patrons at [The Butterfly Sanctuary](#). Most people agree that they would consciously purchase products based on the manufacturer's involvement in community events.

Make an Impression

Depending upon your level of involvement, your advertising message will be seen during the events promotions. We're targeting families and young people who are actively interested in art, nature, tourism and Butterflies and that's about everyone. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

Print promotion

Radio spots

Website

Brochures

Costume character (as approved by Butterfly Sanctuary)

Flyers

Program guide

Live radio remotes

Benefits Detail

The following is a list of benefits available to [The Butterfly Sanctuary](#) Sponsors; to see what level you will receive as a sponsor, consult the Benefits at a Glance page.

Advertising

- * Radio
 - Broad cross-section of paid and promotional radio support like 100.1 WJRZ & 95.5 WRAT
- * Print
 - The Asbury Park Press
 - Monmouth & ocean counties shopper magazines
- * Web Site
 - Listing on [Butterfly Sanctuary](#) web page
 - Links at certain levels of sponsorship.
- * Press Releases
 - Sponsor mention in press releases relating to your involvement.

Printed Material

- * Promotional Posters
- * Official trifold full color Event Brochure.
- * Souvenir T-shirts with name or logo.

On Site Recognition

- * Banners (depending upon level)
- * On-site booth space set aside for your product sales or service.

Additional Benefits

- * Exclusivity
 - Your company will have exclusivity among competitors at certain levels of sponsorship.
- * VIP Hospitality tickets
- * The Butterfly Social Diner Dance

Media Detail

Key to the success of the \$25,000 + marketing program will be the involvement of our dedicated media sponsors, as well as our official sponsors. This involvement results in a high level of incremental media exposure for the event through cross-promotion. From a public relations standpoint, *the promotional value is substantial.*

Benefits	Title Sponsor \$40,000	Presenting Sponsor \$30,000	Diamond Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$1,000	Hope Sponsor \$500	Charity Sponsor \$100
"Sponsor Name" Butterfly Sanctuary	logo							
Butterfly Sanctuary Presented by....		name						
Exclusivity	Yes	Yes	Yes					
On Site Booth for Sampling	Tent	Tent	Table	Table				
Souvenir Tee-Shirts	logo	logo	Name	Name				
Advertising Flyers	logo	logo	Name	Name	Name			
Radio Spots to feature	Name	Name	Name	Name	Name			
The Butterfly Sanctuary Brochures	logo	logo	Name	Name	Name			
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes		
Print Promotion	logo	logo	logo	Name	Name	Name		
Web Site Presence	logo	logo	logo	logo	Name	Name	Name	
The Butterfly Program Guide	2Page	2Page	Full	1/2	1/4	1/8	listing	listing
Hospitality Passes	80	60	40	30	20	15	10	5

Service Based Sponsorships

Your company may deliver services required to produce our event. Please contact us to develop a Sponsorship Package that meets both our needs in the following services:

Caterer
Accountant services
Food & Beverage services
Printing Services
Construction contractors
Promotional material
Landscapers & Ponds
Pavers & Arbors
Fences & Sheds
Advertising; Print, Radio & TV

Contact Ralph
732-477-6765
butterflycharities@gmail.com

For More Information

For more information, please fill out the enclosed information and fax it back to us at (732) 477-6630, or simply email us and we'll respond right away:

Name: _____

Title: _____

Company Name: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Yes, I am interested in participation at the _____ level. Please send a contract!

No, I am not interested at this time, but please contact me next year before _____ (Date)

No, I cannot participate, but I will pass on this information to someone else who may be interested in this opportunity.

Thank you!

Sponsorship

Ralph Petrellese, Producer

(732) 477-6765 or butterflycharities@gmail.com (email)