



BOROUGH OF SOUTH PLAINFIELD

*2480 Plainfield Avenue
South Plainfield, New Jersey, - 07080*

www.southplainfieldnj.com

PUBLIC CELEBRATIONS COMMITTEE

*2019 Labor Day Theme –
“Veterans...Always Serving!”*

June, 2019

Dear Business Owner or Patrons:

On Monday, September 2nd, 2019, South Plainfield will again host one of the most, well attended and traditional Labor Day parades and festivities in the state. The South Plainfield Public Celebrations Committee is once again busy working to make this year's Labor Day Parade, Festivities and Fireworks Display better than ever! As community volunteers, our committee is dedicated to making Labor Day a special day for all to enjoy.

This year's theme will be “Veteran's...Always Serving”. The parade will highlight bands, floats, cast of characters, volunteer and athletic organizations, non-profit organizations, military representatives as well as community and political leaders. The parade is always an event that has brought smiles to the faces of all that attend.

The Labor Day Parade starts at the PAL building located on Maple Avenue and concludes at the South Plainfield Middle School's front lawn. COMCAST will be filming the parade again this year and there will be radio stations on hand to cover the day's events. Street vendors will be available with toys, games, novelties and food along the parade route.

At the Middle School Festivities, vendors sell food and drinks. There will also be arts and crafts, novelties will be available for sale as well as games and rides for all to enjoy! Entertainment at the festivities will be provided by the band Amp'd as they will perform from 12 noon to 3 pm. Then there will be a magnificent fireworks display at dusk by “Pyrotechnico”.

In the past, the generous donations we received have helped to offset the cost of the parade, festivities and fireworks display. We are once again seeking your support by offering three levels of sponsorship. This is so that we can include more local businesses, home-based businesses, community organizations, patrons and individuals in the day-long celebration.

There are now five levels of sponsors for this year's parade, festivities and fireworks: Fireworks, Corporate, Gold, Silver and Patron. Sponsorship includes your listings' profile to be displayed on the Borough's website as well as in the South Plainfield Observer, TAPinto and the Borough's website. In turn, your listing will be seen by thousands of people thru marketing, press releases, social media and local advertising.

The annual Labor Day Parade, Festivities and Fireworks Display will continue in the usual tradition to be a success because of you and your support! If you would like to be a 2019 sponsor, you can mail or drop off the completed sponsor form below to the attention of the Public Celebrations Committee, Borough Hall @ 2480 Plainfield Avenue, South Plainfield, New Jersey, 07080, Attn: Debra Anne Leporino. If you have any questions separate from the above, please feel free to contact Debra Anne Leporino at splabordayparade@aol.com .

Thank you for your continued support,

The Public Celebrations Committee



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2480 Plainfield Avenue - South Plainfield - New Jersey - 07080

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PUBLIC CELEBRATIONS COMMITTEE

2019 Labor Day Theme - Veterans...Always Serving!

South Plainfield Labor Day Parade & Festivities

Sponsor Advertisement (Please check off appropriate sponsor)

Sponsor Categories (please check the one that is applicable and indicate your three lines of text below)

***Please check off which sponsorship your business is interested in:**

/_/_ Fireworks Sponsor \$5,000.00 – A 6 x 2 color banner with the business' name and information (3 lines of text below) will be prominently displayed at Memorial Park on Labor Day and your business will also have a free vendor's booth at the Middle School Festivities. Your business profile will be displayed on the Borough's website and listed in both the South Plainfield Observer and TAPinto.

/_/_ Corporate Sponsor \$1,000.00 - A 6 x 2 color banner with the business' name and information (3 lines of text below) will be prominently displayed in the Labor Day Parade and your business will also have a free vendor's booth at the Middle School Festivities. Your business profile will be displayed on the Borough's website and listed in both the South Plainfield Observer and TAPinto.

/_/_ Gold Sponsor \$575.00 – A 6x2 single color banner with the business' name and information (3 lines of text below) will be prominently displayed throughout the day at the Middle School Festivities and your business will also have a free vendor's booth at the Middle School Festivities. Also, your business profile will be displayed on the Borough's website and listed in both the South Plainfield Observer and TAPinto.

/_/_ Silver Sponsor \$375.00 - A 4x2 single color banner with the business' name and information (3 lines of text below) will be prominently displayed throughout the day at the Middle School Festivities. Also, your business profile will be displayed on the Borough's website and listed in both the South Plainfield Observer and TAPinto.

/_/_ Patron Sponsor \$100.00 - Your business' name will be displayed on the Borough website and listed in the South Plainfield Observer and TAPinto as well as at the Middle School Festivities.

****Please indicate your three lines of text for your banner (Fireworks, Corporate, Gold and Silver Sponsors) and print clearly. Also include your sponsor's contact email address.**

***** Sponsor Contact Email Address:** _____

****Please note the following:**

- The deadline for submitting your sponsorship is **Thursday, August 1st, 2019**
- Your contribution is fully tax deductible.
- Please make your check payable to the "Borough of South Plainfield"
- Mail or drop off your completed form to The Public Celebrations Committee, Borough Hall @ 2480 Plainfield Avenue, South Plainfield, New Jersey, 07080, Attn: Debra Anne Leporino.
- Any questions separate from above, please feel free to email Debra Anne Leporino at splabordayparade@aol.com .