

2024 Supporter Packet



**ON NEW YEAR'S EVE THE REIMAGINED FIRST NIGHT MORRIS ...LIVE, STREAMING AND ON-DEMAND**

[FirstNightMorris.org](http://FirstNightMorris.org)

# First Night **Morris** 2024

Year-Round Impact

Strengthening Our  
Communities

Affordable & World-Class  
Entertainment

## First Night Morris 2024

100+ Artists  
50+ Performances  
50 + Films  
20+ Acts  
15 Venues



Film Festival  
Midnight  
Finale  
&  
More!

Live, Streaming & On-Demand on 12/31/23

On New Year's Eve,  
The Town Becomes A Stage

Purchase at  
[firstnightmorris.org](http://firstnightmorris.org)

*“First Night<sup>®</sup> Morris County provides an affordable and community-focused experience that fosters the public’s appreciation of visual and performing arts with a year-round impact.”*

**For over 31 years**, First Night Morris County has been an integral part of the New Jersey landscape. As we prepare for our 32nd year, we are stronger than ever. We are proud to be New Jersey’s largest First Night and an organization of unparalleled professionalism set for a promising future.

Historically on New Year’s Eve, Morristown has become a stage with more than 50 performances by over 100 artists in 15 venues. Thousands of friends, families, and neighbors join together to share in the excitement. Our alcohol-free and substance-free performing arts event has been brought to life by our performers, many of whom are internationally renowned and **offer our attendees a one of a kind opportunity** to become a part of our interactive event. Our annual event is the culmination of our year-round efforts and highlights the impact we make.

This New Year’s Eve, we will bring together thousands through an in-person and virtual program featuring more than 50 performances, an independent film festival featuring 50+ films, over 100 artists, interactive segments and more in an alcohol-free and substance-free performing arts events.

As a **self-funded** and **volunteer-based 501(c)(3) charitable organization**, we offer a unique opportunity for our supporters to connect with their marketplace throughout the year.

Our attendees traditionally come from a broad cross-section of our diverse population ranging from families, seniors, professionals, singles, and students.





An Opportunity for Socially Responsible  
Businesses and Foundations to Support a Dynamic Organization  
Celebrating Arts, Culture and Community Development

## ORGANIZATION SPONSORSHIP

### CHAMPION SUPPORTER - \$20,000    DIAMOND SUPPORTER - \$15,000

All elements of "Diamond Supporter" Package

Plus:

- Sponsorship of the Film Festival
- Sponsorship of our Mobile App
- Sponsorship of Midnight Finale
- Official Program Sponsor w/ Logo on Cover
- 15 additional complimentary admission passes
- Premium Logo Location on FirstNightMorris.org and FNM365

All elements of "Platinum Supporter" Package

Plus:

- Sponsorship of the Film Festival OR
- Sponsorship of the Virtual Volunteer Direct Mailer
- Full Page Ad in Digital Program (Copy Ready)
- 12 additional complimentary admission passes
- Premium Logo Location on FirstNightMorris.org and FNM365

## FNM365 & EVENT SPONSORSHIP

### PLATINUM SUPPORTER - \$10,000    GOLD SUPPORTER - \$5,000

All elements of "Gold Supporter" Package

Plus:

- Official Program Featured Supporter
- Logo in Featured Supporter Section of Website
- Video Introduction of Streaming Artist
- 10 additional complimentary admission passes
- Access to other special promotional opportunities
- Premium Logo Location on FirstNightMorris.org and FNM365

All elements of "Silver Supporter" Package

Plus:

- Radio/TV Promotion
- Sponsorship Recognition on Streaming Channel
- Half Page Ad in Digital Program (Copy Ready)
- 6 additional complimentary admission passes
- Logo on FirstNightMorris.com and FNM365

## EVENT SPONSORSHIP

### SILVER SUPPORTER - \$2,500

All elements of "Bronze Supporter" Packages

Plus:

- Inclusion in a press release announcing sponsors
- Video Introduction of a Film (Pre-Recorded)
- Opportunity to distribute promotional materials

### BRONZE SUPPORTER - \$1,000

Package Includes:

- Performer Sponsorship
- Organization name read prior to the start of streaming performances
- Inclusion in printed & digital program
- A direct link to your website from our website
- Logo & link to your website included in newsletter
- 4 complimentary admission passes

*"First Night Morris County depends upon your generosity to provide a unique experience for the community.  
Sponsorship at any level is greatly appreciated."*

To customize your package, please call 973-455-0708 or e-mail [chair@firstnightmorris.org](mailto:chair@firstnightmorris.org)

### Mission

*First Night® Morris County seeks to foster the public's appreciation of visual and performing arts through an innovative, diverse and high-quality New Year's Eve program which offers the community a shared cultural experience that is accessible and affordable to all and year-round community development.*

### Background

*Founded: 1992*

*Status: 501(c)(3) charitable organization*

*Average Attendance: 5,000+*

*Average Household Income: \$120,000+*

*Advertising Reach: 500,000 New Jersey & Surrounding States households*

### Contact Us

*To become a supporter please call 973-455-0708 or e-mail [chair@firstnightmorris.org](mailto:chair@firstnightmorris.org)*



### Year-Round Impact Thru FNM365

*FNM365® is a Year-Round Community Development Program, dedicated to bringing the community together, not only for New Year's Eve but all 365 days of the year.*



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