



202 Maple Avenue  
Irvington, New Jersey 07111  
[www.aaccoec.org](http://www.aaccoec.org)

January 15, 2022

To Whom It May Concern,

On behalf of the African American Caribbean Cultural Organization of Essex County, we invite you to participate as a sponsor of the 12th annual Weequahic Park House Music Festival. The festival, in partnership with Essex County Executive Joseph DiVincenzo, Jr., the Essex County Board of County Commissioners, and the Essex County Parks Recreation and Cultural Affairs Department has quickly become one of the most successful events of its kind.

The Weequahic Park House Music Festival is one of the largest music festivals, not only in Essex County, but also in the State of New Jersey, drawing close to 15,000 in 2019 and 19,000 people in 2020 virtually online.

Located in the southward of Newark, the festival has hosted some of the most significant names in House Music and Rhythm & Blues (R&B) acts from around the world such as the Legendary Tony Humphries, Louie Vega, Coffee, Sir Charles Dixon, Brass Construction, Michael Watford, First Choice and many more.

In addition to sponsoring the festival, a portion of the proceeds will support the Weequahic Park Sports Authority (a non-profit and Essex County Park Conservancy) that assists children within the community with equipment, training, and field trips year-round for a variety of sports.

The 12th annual Weequahic Park House Music Festival will take place in beautiful Weequahic Park on **Saturday, September 10, 2022 from 10:00 am to 10:00 p.m.** Last year's event was a huge success, and with your support, we feel confident we can surpass our financial goals to raise even more funds this year.

Attached you will find a Fact Sheet regarding the event, and a description of the opportunities and benefits of the various sponsorship levels. Sponsors will enjoy increased benefits, name promotion and goodwill in the local community as the levels increase.

After you have had a chance to review the information enclosed, we would be happy to answer any questions or custom design a sponsorship package to fit your needs.

We look forward to your support in making our festival a smashing success and thank you for your consideration.

Sincerely,

African American Caribbean Cultural Organization of Essex County

### **What is House Music?**

House music is a genre of electronic dance music created by club DJs and music producers in Chicago in the early 1980s. Early house music was generally characterized by repetitive 4/4 beats, rhythms provided by machines, off-beat hi-hat cymbals, and synthesized basslines. While house displayed several characteristics like disco music, which preceded and influenced it, as both were DJ and record producer-created dance music, house was more electronic and minimalistic. The mechanical, repetitive rhythm of house was one of its main components. Many house compositions were instrumental, with no vocals; some had singing throughout the song with lyrics, and some had singing but no actual words.

### **How Did Newark, New Jersey Become Such a Major Player to This New Sound?**

In the mid- 80's, Newark, New Jersey became one of a small number of cities besides Chicago, Detroit, and New York City to embrace and develop this new kind of sound through now Legendary area DJ Tony Humphries. He was influenced by the sounds of disco pioneer David Mancuso, the host of the disco era's underground gay subculture loft parties.

Humphries played his mixes in Newark NJ's Club Zanzibar, where he developed his signature "Jersey Sound," which mixed a soulful element with a rawer edge.

DJ Tony Humphries began his residency at the Club Zanzibar which was in downtown Newark, New Jersey in 1982 and, along with others, helped "spawn the sometimes raw but always soulful, gospel-infused subgenre" of deep house music known as the Jersey Sound. The club scene also gave rise to the ball culture scene in Newark hotels and nightclubs. "Queen of House" Crystal Waters and other house luminaries performed on the Newark scene.

Abigail Adams's house-music record label and store, Movin' Records in Newark's neighbor East Orange, New Jersey, was another contributor to the Jersey Sound.

### **What Makes Weequahic Park So Special**

Weequahic Park is a park located in the southward of Newark, New Jersey. Designed by the Olmsted Brothers firm, Weequahic Park has the largest lake in Essex County. Today Weequahic Park attracts diverse crowds that enjoy a wide variety of activities playgrounds, jogging trail, 80-acre lake, basketball courts, tennis courts, baseball fields, softball fields, picnic areas and hosts a variety of outdoor concerts and festivals. The park also contains the first public golf course in New Jersey, expanded to 18-holes in 1969.

Weequahic Lake, the largest in the County, became a focal point of the newly-created park system. A half-mile trotting track already in place, known as the Waverly Fair Grounds, presented a unique feature. Amateur trotting races attracted thousands of spectators. The remains of the race track that flourished from 1900 to 1960 are still there. At one time a large grandstand, since demolished, was the site of many types of activities back when the park was used extensively for large city events.

## Sponsorship Packages

### Gold Sponsorship - \$10,000.00

- ❖ Top Headline Sponsor
- ❖ Sponsorship stage announcements
- ❖ Logo Stage Signage
- ❖ Website Logo signage
- ❖ (20) VIP Tickets
- ❖ Facebook AD Signage
- ❖ Twitter AD
- ❖ Radio Ads
- ❖ Flyer signage
- ❖ Event t-shirts for your VVIP Guest
- ❖ Live webcast sponsorship announcements

### Silver Sponsorship - \$5,000.00

- ❖ Top Billing Sponsor
- ❖ Sponsorship stage announcements
- ❖ Logo Stage Signage
- ❖ Website Logo signage
- ❖ (10) VIP Tickets
- ❖ Radio Ads
- ❖ Flyer signage
- ❖ Event t-shirts for your VVIP Guest
- ❖ Live webcast sponsorship announcements

### Bronze Sponsorship - \$1,500.00

- ❖ Top Billing sponsor
- ❖ Logo stage signage
- ❖ (5) VVIP Tickets
- ❖ Website Signage
- ❖ Flyer signage
- ❖ Live webcast sponsorship announcements

### Friends of Weequahic House Music Festival - \$500.00

- ❖ Logo stage signage
- ❖ (2) VIP Tickets
- ❖ Website Signage
- ❖ Flyer signage

All banners are 10x3 in size

Make Checks payable to "WEEQUAHIC PARK ENVIRONMENTAL AUTHORITY"



