



2011 EVENTS CALENDAR

& Sponsorship Opportunities Guide



THE NATIONAL NEWARK BUILDING

744 Broad St., 26th Floor

Newark, NJ 07102-3802

Phone: (973) 522-0099

Fax: (973) 824-6587

www.newarkrbp.org

info@newarkrbp.org

Dear NRBP Member:

A transition year may be the most hopeful description for the past twelve months as NRBP members endured trying times in both the business and not for profit sectors. With larger corporations sitting on cash, working capital hard to find for smaller businesses, government cutbacks and a lack of new projects “in the ground”, many of our members found this past year to be frustrating and difficult.

The past year was “bookended” by dramatic events in government and public policy. In January, Governor Christie began to garner friends and foes for tough talk and bold action on the state budget and government spending. Lieutenant Governor Kim Guadagno assumed a high profile role as a business advocate and the State Legislature has shown signs of addressing many troubling obstacles to running a profitable enterprise in New Jersey.

In May, Newark Mayor Cory Booker briefly enjoyed his reelection victory before tackling the City’s budget deficit with the Municipal Council. The resulting property tax increase and layoff of hundreds of City workers still may not be enough to avoid another fiscal crisis in 2011.

The year concluded with a controversial cancellation of the ARC tunnel project and a change in the balance of power in the House of Representatives that, regardless of political affiliation, focused attention on spurring the private sector to create jobs and wealth.

What does all this mean for NRBP? Our charge to Build Business for a Greater Newark will intensify and our direct efforts to assist our members will multiply.

We will continue to work with our Board of Directors and Business Advocacy Council to press for pro-business legislation in Trenton and more business friendly policies in the City of Newark. Our Transportation Council will push its call for infrastructure investment that will improve the movement of goods and people throughout the region. Working with our Ambassadors Council, NRBP staff will introduce members to one another in order to build relationships that will result in long-term business success.

We take great pride in the events and activities that make NRBP a valuable resource for your business. This events calendar and sponsorship guide provide a snapshot of the opportunities NRBP provides throughout the year to network and provide visibility for your organization. We ask that you review these events and consider how you can market your business while helping to provide NRBP with the financial support it needs to serve you and help to revitalize Newark.

A transition indicates change is occurring and we think 2011 will be the year in which our members gain traction in the climb to greater business success. We look forward to your participation and support as we make the ascent together.

A handwritten signature in blue ink that reads "Arthur Guida".

Arthur Guida
Chairman, NRBP Board of Directors
Director, External Affairs
PSE&G

A handwritten signature in blue ink that reads "Chip Hallock".

Chip Hallock
President & CEO
NRBP

2011 Events Calendar



NRBP's calendar is planned nearly a year in advance and is subject to change. Please visit www.newarkrbp.org for current dates, topics and venues.

January

- January 6 NJ Devils vs Philadelphia Flyers
Ticket Offer
- January 26 Newark Insiders Forum (NIF) #1

February

- Feb. 1 NJ Devils vs Ottawa Senators
Ticket Offer
- Feb. 3 Let's Do Lunch #1
- Feb. 11 Brown Bag Lunch #1
- Feb. 15 Social Media Marketing Made Simple

March

- Mar. 1, 2, or 3 REED #1 Real Estate Market Forecast
- Mar. 11 Brown Bag Lunch #2
- Mar. 18 NJ Devils vs Washington Capitals
Ticket Offer
- Mar. 22 Annual Museum Reception & Dinner
- Mar. 30 Let's Do Lunch #2

April

- Apr. 8 Brown Bag Lunch #3
- Apr. 14 Eye Opener #1

May

- May 12 Let's Do Lunch #3
- May 16 Transportation Awards Breakfast
- May 24 BCS Spirit Cruise/Business Card
Exchange

June

- June 1 NIF #2
- June 10 Brown Bag Lunch #4
- June 23 Eye Opener #2

July

- July 20 Let's Do Lunch #4
- July 21 Jazz in the Garden, The Newark
Museum

August

- Aug. 5 Brown Bag Lunch #5

September

- Sep. 15 Let's Do Lunch #5
- Sep. 22 Biz Expo with 7 organizations
- Sep. 26 Eighteenth Annual Outing at
Roxiticus Golf Club
- Sep. 30 Brown Bag Lunch #6

October

- Oct. 5 Newark Insiders Forum #3
- Oct. 18, 19, or 20 REED #2 Regional Economic
Outlook

November

- Nov. 1 Eye Opener #3
- Nov. 9 Let's Do Lunch #6
- Nov. 21 REED #3 Transportation Symposium

December

- Dec. 1 Newark Insiders Forum #4
- Dec. 7 or 8 Annual Meeting & Holiday Party

Notes:

1. NRBP events are organized for the benefit of our members. Prospective members may be invited to selected events during a 90-day introduction with membership required for notification and attendance at events beyond that period.
2. Dates subject to change. Please contact NRBP for updates.
3. Event policy: cancellation by fax or mail required 2 days prior to the event for refund or exchange for another program.

Real Estate, Economics and Development Series (REED):

NRBP carries out its mission to “Build Business for a Greater Newark through a dual focus on building individual companies through referrals as well as to support initiatives that expand economic opportunities for the region. Signature programs that NRBP repeats each year are the Real Estate Market Forecast and Regional Economic Outlook. In selecting additional topics, we look for subjects that have interest both for the real estate community and a general business audience interested in ancillary opportunities that may stem from economic development projects. Please contact Barbara E. Kauffman, Executive Vice President at (973) 242-4219 for further information.



☐ Sponsorship Levels:

| | |
|---------------------------------------|--|
| Series Sponsor (limit of 1) | \$5000 |
| Event Sponsor(s): | \$1500 - \$3000 |
| Table Sponsor(s)*: | \$.150 above purchase of table at event (\$300 for non-members) |

* Note: Table sponsorships are not available at every event; please check with NRBP for details.

- ☐ Series Sponsor Benefits:
 - Naming rights for the series
 - Prominent acknowledgement in all announcements
 - Link to company web site and logo on events calendar
 - Signage with logo
 - Opportunity to give welcoming remarks
 - Display table space
 - Five admissions at each event
 - Attendees list (print and/or electronic file available only to sponsor)
- ☐ Event Sponsor Benefits:
 - Table Sponsor Benefits PLUS
 - Acknowledgement in all announcements
 - Logo in web calendar
 - Display table space
 - Acknowledgement at the event
 - Link to company web site in post event e-mail and from NRBP website
 - Attendees’ list (available only to sponsors)
- ☐ Table Sponsor Benefits:
 - Verbal recognition during program
 - Table for ten guests

Event Descriptions:

Real Estate Market Forecast: March 1, 2, or 3

NRBP’s annual market forecast will begin with our popular update on the economy and the real estate market. The panel will discuss how the weakened economy has affected the commercial real estate market in northern NJ and Newark, and will discuss prospects for 2011.

Regional Economic Outlook: October 18, 19, or 20

The Federal Reserve Bank of NY and Rutgers University will offer economic forecasts for the regional state and national economy. A panel with representatives from a variety of industries will discuss their particular sector and opportunities they see going forward.

Transportation Symposium: November 21

The Transportation Symposium is an annual event focusing on specific transportation topics. The lack of reliable, renewable sources of funding for essential transportation maintenance and improvement has threatened New Jersey’s prosperity, making this issue all the more vital. Designed for the general business audience and transportation professionals, this forum offers informative updates on project progress and looks at implications for economic development.

Business Connection Series (BCS):

Through the Business Connection Series, NRBP brings members to a variety of venues and collaborates with other organizations to provide an opportunity for members to meet and pursue business with a broader diversity of companies. It also allows for more geography-specific marketing within the Newark region. Events include traditional business card exchanges, attendance at entertainment and sporting events, and mini-trade shows. The annual "Spirit Cruise" has a loyal following of members. Let's Do Lunch programs attract businesses from throughout the region and the Brown Bag Lunch series gives members a chance to share their expertise with fellow members. These events allow NRBP and NRBP Ambassadors to use its business concierge services to help members meet new customers and clients. Please contact Barbara E. Kauffman, Executive Vice President, at 973-242-4219 for further information.

Event Descriptions:

Social Media Marketing Made Simple February 15

This session will review the various social media outlets that are available and explain how they interact, ways to leverage their inherent strengths and how to evaluate them for best use. Attendees will learn what social media marketing really is and how to incorporate it into business life without losing productivity. It will also look at how businesses are using these low-cost tools to gain visibility, develop relationships, drive sales and produce new business.

Spirit Cruise (Business Card Exchange): May 24

This popular event aboard the Spirit of New Jersey is always a sell-out, so early registration is essential. Join NRBP and other business organizations for a cruise and after-hours networking while viewing the New York skyline. Attendees know to bring plenty of business cards and co-workers for a fun and productive evening.

Let's Do Lunch:

This lunchtime networking event offers a buffet, new business contacts, no long speeches and a chance to win a door prize. Self-introductions by all attendees facilitate networking. Past lunches have attracted 50-90+ business people. Please contact Lorraine Gretchen, Membership Services Coordinator at (973) 242-4228 for further information.

Lunch meetings from 12 noon–2 p.m. on February 3, March 30, May 12, July 20, September 15, November 9

Brown Bag Lunch:

Held in NRBP's Conference Center, NRBP provides the beverages and attendees bring a brown bag lunch. Programs will be selected based on member suggestions and using member talent. Topics will vary from individual career development to business related issues, especially those facing small companies. Please contact Barbara E. Kauffman, Executive Vice President, at 973-242-4219 with topic ideas.

Lunch meetings from 12:00 – 1:30 p.m. on February 11, March 11, April 8, June 10, August 5, September 30.

Sponsorship Levels:
Event Sponsor(s): \$850 - \$1,500
(Contact NRBP regarding specific event)

- Event Sponsor Benefits:
- Acknowledgement in all announcements
 - Link to company web site in post event announcements
 - Acknowledgement at the event
 - Five admissions per event
 - Copy of attendees' list, available only to event sponsor

Jazz in the Garden: July 21

NRBP supports The Newark Museum's popular Jazz in the Garden series by offering members an opportunity to receive a free soft drink while enjoying the wonderful jazz music and bucolic setting of the Dreyfuss Memorial Garden.

Biz Expo. September 22

For the 8th year in a row, seven business organizations power this mega-trade show event, the largest in Northern New Jersey. Maximize your marketing results by meeting hundreds of business people while seeing more than 150 tabletop exhibitors. Be sure to make your reservation early for table space as we fill up quickly!

Dates noted below

Luncheon Sponsor: \$850 - \$1000
plus donation of door prize (limit of 3 sponsors per lunch)

- Sponsor Benefits:
- Acknowledgement in all announcements
 - Link to company web site in post event e-mail announcements
 - Opportunity to announce and present door prize
 - Display table space
 - Five admissions

Dates noted below

Series Sponsor: \$5000 (limit of 1)

- Sponsor Benefits:
- Naming rights for the series
 - Prominent acknowledgement in all announcements
 - Link to company web site and logo on events calendar
 - Signage with logo
 - Opportunity to give welcoming remarks
 - Display table space
 - Five admissions to each event
 - Attendees list (print and/or electronic file available only to sponsor)

Newark Insiders Forum:

Dates Noted Below

The Newark Insiders Forum series continued its tradition in 2010 by featuring noted leaders and topics affecting Newark's revitalization. Thematic programs addressed topics such as a profile of the higher education institutions in Newark and new businesses recently locating to the City. Other programs focused on downtown and neighborhood redevelopment and charter schools. In the coming year NRBP will continue to feature leaders who are reshaping Newark's landscape from many perspectives including developers, the public sector and business. Please contact Barbara E. Kauffman, Executive Vice President at (973) 242-4219 for further information.

Dates: Breakfast meetings from 8:00 to 9:30 a.m. on January 26, June 1, October 5, and December 1.

Sponsorship Levels:



Series Sponsor:\$5000

Sponsor Benefits:

- Naming rights for the series
- Prominent acknowledgement in all announcements

- Link to company web site and logo on events calendar
- Signage with logo
- Opportunity to give welcoming remarks
- Display table space
- Five admissions to event
- Attendees list (print and/or electronic file available only to sponsor)

Breakfast Sponsor:\$2000

Sponsor Benefits:

- Acknowledgement in all announcements
- Link to company web site in post event e-mail announcements
- Display table space
- Acknowledgement at the event
- Acknowledgement on agenda distributed at event
- Ten admissions at event

Eye Opener Series:

Dates Noted Below

The Eye Opener series showcases the Newark region's leading companies and individual leaders who are helping to create a climate conducive for business growth in greater Newark. Speakers may include leaders from government, non-profit and the private sector whose actions have an impact on communities throughout northern New Jersey.

One of the Eye Opener programs will be a special session called the Newark Leaders Perspective Forum. In the previous two years, NRBP has offered members an opportunity to hear a "fireside chat" interview of Newark's elected leadership. Other forums with elected and appointed leadership have featured city council president and members, Mayor Cory Booker, Newark's Business Administrator and Police Director. This session will give members an opportunity to hear about the latest proposals and discuss how they will affect the business community.

Breakfast meetings from 8:00 – 10:00 a.m. on April 14, June 23 and November 1.

Series Sponsor:\$5000 (limit of 1)

Series Sponsor Benefits:

- Naming rights for the series
- Prominent acknowledgement in all announcements
- Link to company web site and logo on events calendar
- Signage with logo
- Opportunity to give welcoming remarks
- Display table space
- Five admissions to each event
- Attendees list (print and/or electronic file available only to sponsor)



Special Events:

NRBP has created several signature events that are the highlight of our program year. These events are critical to the Newark Regional Business Partnership and offer premier opportunities for business-to-business networking. Please contact Barbara E. Kauffman, Executive Vice President at (973) 242-4219 for further information.

Annual Museum Reception & Dinner:March 22

This annual gala benefits the Renaissance Newark Foundation and allows Newark Regional Business Partnership members to enjoy a private viewing of the museum and its collections. Gathered for this formal yet highly interactive black-tie affair are 240 of the region's business and community leaders. This event is always a sell-out – with a wait list of dozens – so make your reservations early. Gifts are gratefully accepted for a small but high quality silent auction. Contact Lorraine Gretchen at 973-242-4228 to donate items.

Sponsorship Levels:

Signature Sponsor: \$20,000
(exclusive opportunity – one sponsor only)

Cocktail Reception Sponsors: \$10,000 (limit of 2)

Partner Table Sponsor(s):\$ 4,250

Signature and Cocktail Reception Sponsor Benefits:

- Partner Table benefits PLUS
- Opportunity to provide welcoming remarks at the event (signature sponsor only)
- Acknowledgement in all announcements
- Link to company web site in post event announcements
- Acknowledgement at the event
- Sign with company name on display

Partner Table Sponsor Benefits:

- Recognition as table sponsor in printed program
- Table for ten guests

Note: While most events are held as planned dates and topics subject to change. See www.newarkrbp.org for updates.

NRBP thanks its 2010 Sponsors!

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