



February 10, 2012 • 6-9 p.m.

Artworks Trenton

19 Everett Alley • Trenton, NJ 08611

Art Auction Benefiting:
FREE TO ATTEND



trentonstars.org

HEARTS
& STARS



Hearts & STARS

Third Annual Fundraising Event

Friday, February 10, 2012
6-9 p.m. at Artworks Trenton

Hearts&STARS Committee

Keeva Kase, Co-chair
Lauren Kase, Co-chair
Leanna Born
T.C. Nelson
Julian DeVoe
Elias Amaya
Greg Usberti
Rev. Liz Congdon
Patience Purdy
Jesse Elliot
Nicolas Stewart
Michael Walker

Honorary Co-chairs

Roland Pott
County Executive Brian Hughes

Dear Fellow Trentonian,

On Friday, February 10, 2012, the South Trenton Area Residents' Society (STARS) will host its third annual *Hearts & STARS* Art Exhibition and Silent Auction at Artworks in Trenton, New Jersey. STARS is pleased to honor several important contributors to our community.

As Co-chairs of the event, we invite you to join us as a supporter of this very special evening. Your participation will assist STARS in raising necessary funds for the development and enhancement of community-based projects that benefit the South Trenton community. Together, with your support of this event, we can ensure the ongoing and long-term impact of these locally supported projects in Trenton.

As a 100% volunteer-run organization, STARS is a nonprofit civic group designed to foster a clean, safe, prosperous, peaceful, and equitable neighborhood with a vibrant and diverse community of home owners, renters, and business owners.

As South Trenton residents, we rely on STARS to help develop important, long-term relationships with our neighbors and business community. We see STARS as a light of hope for our great city. From the success of STARS' community garden and neighborhood beautification grants program to its support of Trenton public arts, STARS is an effective and innovative civic enterprise in a city hungry for change.

We are calling on dedicated individuals, companies, community organizations, and corporate citizens to help generate funds at this event through sponsorships and tribute journal advertisement purchases, cash and in-kind donations, and rigorous and generous silent auction bidding. This year's event will feature a variety of artwork from area artists.

We hope you will join our family in lending your financial support to STARS and its worthwhile projects. Enclosed is a sponsorship form, which details sponsorship and tribute journal advertisement opportunities. If you are interested in supporting the event, please complete and return the sponsorship form by February 1, 2012. For example, the headline sponsorships ("STAR Sponsor") cost \$1,000 and come with recognition in all marketing materials and event promotions—which includes marquis listing at Thunder Stadium and an attribution in an email to the Thunder's 35,000 person email list. There are also sponsorship levels for an ad in our journal for as little as \$25.

For more information on the South Trenton Area Residents' Society and *Hearts & STARS*, please visit www.trentonstars.org or contact us at laurenandkeeva@yahoo.com.

Sincerely,

Lauren and Keeva Kase
Hearts & STARS, Co-chairs



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Sponsorship Opportunities

Yes, I will serve as a sponsor of Hearts & STARS in the category indicated below:



GOLD STAR SPONSOR \$1,000

- ★ Cover listing in Ad Journal as Gold Star Sponsor
- ★ Full Gold STARS Sponsor Page ad in Ad Journal
- ★ Signage at the event
- ★ Marquis logo on STARS website for one year
- ★ Mention in all event press materials and promotions
- ★ Listing in Trenton Thunder e-Blast to 35,000 readers
- ★ Name on Trenton Thunder Marquis in event Promotion



SILVER STAR SPONSOR \$500

- ★ Back cover listing in Ad Journal as Silver Star Sponsor
- ★ Full Silver STARS Sponsor Page ad in Ad Journal
- ★ Signage at the event
- ★ Listing on STARS website for one year
- ★ Mention in promotions



BRONZE STAR SPONSOR \$300

- ★ Full Bronze STARS Sponsor Page ad in Ad Journal
- ★ Recognition as Bronze Sponsor in Ad Journal
- ★ Signage at the event



TRENTON GROWTH SPONSOR \$100
(Funds a garden bed at STARS Park)

- ★ Signage at the event

Ad Journal Opportunities (please submit by February 1, in PDF format)

____ Front Inside Cover of Ad Journal \$400 ____ Back Inside Cover of Ad Journal \$300
____ Full Page B&W ad in Ad Journal \$125 ____ Half Page B&W ad in Ad Journal \$75
____ Business Card B&W ad in Ad Journal \$40 ____ STAR Listing (in honor/memory of someone) \$25

I/We are unable to attend, please accept our donation of \$ _____

Name _____ Title _____

Company _____

Address _____

Phone _____ FAX _____ Email _____

Mail check, Payable to "STARS," to:
South Trenton Area Residents' Society
P.O. Box 1181
Trenton, NJ 08608



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The South Trenton Area Residents' Society (STARS) is a civic organization designed to foster a clean, safe, prosperous, peaceful, and equitable neighborhood with a vibrant and diverse community of home owners, renters, and business owners.

- In existence for nearly 30 years, STARS comprises residents and business members from the South Ward of Trenton and provides a setting where businesses and residents can come together and advocate for the benefit of both constituencies in the community.
- STARS strives to protect and promote South Trenton's diverse neighborhood, including such historic sites as the Trenton Ferry District (and the converted Oyster Cracker Factory building), the William Trent House in the South Warren Historic District, and the world renowned Roebling Complex.
- STARS promotes South Trenton businesses—including the Sun Bank Arena, the Trenton Waterfront Park and adjacent South Trenton River Walk, Katmandu Restaurant and night club, and Trenton Social—and new residential complexes—such as Cooper's Crossing and the Villages at Delaware Run—to encourage the development of a safe, diverse, beautiful, and prosperous South Trenton community.
- STARS works to support Trenton's growing arts community, including Artworks, The Trenton City Museum at Ellarslie Mansion, The Passage Theater, Trenton Atelier, and numerous musical venues.
- STARS' current projects include:
 - A community art garden at Steamboat & Ferry Streets, which provides the gardening experience, learning opportunities for children, and free vegetables to the neighborhood;
 - Neighborhood beautification grant programs for residents and businesses'
 - A Trenton public arts program; and,
 - And anti-violence initiatives.
- STARS seeks your participation, your voice, and your support.

For more information about STARS, visit www.trentonstars.org or email trentonstars@gmail.com