



MAPLEWOODSTOCK  
MUSIC & ART  
FESTIVAL



# Maplewoodstock 2025

20th festival of music and arts  
July 12-13, 2025

# 2025 --- THE 20<sup>TH</sup> EDITION OF MAPLEWOODSTOCK

## THEME

### WHAT?

Maplewoodstock is a **free two-day music and arts festival** "of and for the community" that is the highlight of the Essex County summer music scene. In addition to the live music representing rock, reggae, R&B, and more there are typically more than 60 local art vendors, 20 food vendors, a large KidZone, and a beer garden with NJ-sourced beer.

As many as **22 bands** perform over the two days -- most with **local ties to the thriving Maplewood and South Orange music community** – and culminating on Saturday and Sunday nights with regional and national acts.

Over the years, Maplewoodstock has presented acts such as Daniel Donato, Galactic, Third World, Turkuaz, Los Lobos, The Wailers, Norah Jones, Robert Randolph Family Band, Aztec Two Step, Railroad Earth, Josh Ritter, Steve Forbert, Raul Malo, Shemekia Copeland, The Smithereens, and Joan Osborne.

### WHERE?

The festival takes place in Memorial Park in the heart of **Maplewood, NJ** -- 160 Dunnell Rd, Maplewood, NJ, 07040 (directly across from NJ Transit's Maplewood train station).

Many attendees walk to the festival with lawn chairs and picnic baskets. Others find parking on the local streets around the park.

With Maplewood Village just steps away, there are plenty of opportunities for attendees to also patronize our local merchants – whether to pick up snacks for picnic baskets, cool off with a drink-and-a-bite in our restaurants, or pick up a memento in one of our gift shops

## WHEN?

In 2025, Maplewoodstock will be held on **Sat, July 12, and Sun, July 13**. Each day kicks off at noon and runs until about 10 p.m.

## WHY?

Maplewoodstock was originally offered in 2003 as a single-day event to highlight local bands of the Maplewood and South Orange communities. Over the years, it has grown to become a local summer tradition, as families, friends, and neighbors bring out blankets, lawn chairs, and picnic baskets for a wonderful weekend of music, art, food, and the best of the Maplewood/South Orange community.

The mission of the Maplewoodstock Board is to simply offer **the best free music and arts festival to the community that we can**. Thus, the event has expanded to offer regional and national acts and more choices for food, drink, arts, and kid's activities.

## HOW?

The **free two-day Maplewoodstock Music and Arts Festival** is a 100% self-supported event.

Each year, the festival raises money through sales of custom-designed t-shirts and other merchandise, through art and food vendor fees, through advertisement and sponsorship opportunities, and through band application fees.

The money we raise funds our headline acts, professional stage rental and sound support, the cost to produce our merchandise, and other costs associated with producing our two-day festival.

100% of the funds we raise – through the graciousness of community support in buying our merchandise, advertising with us, and paying band and vendor fees – is put back into the costs to run the festival.

## WHO?

As of last year, **A 501(c)(3), Music & Arts Education Project, Inc., is the umbrella for Maplewoodstock.**

The 8-member Maplewoodstock Board is just your average group of music-, food-, and arts-loving, and supporting neighbors, friends, and colleagues. You might see us out on the town supporting local bands, attending arts events, and at block parties and summer BBQ's.

We are all volunteers – motivated by the spirit of the event.

## MORE?

More details can be found at [www.maplewoodstock.com](http://www.maplewoodstock.com), and you can contact us via [maplewoodstock@gmail.com](mailto:maplewoodstock@gmail.com).

# SUPPORT PROGRAM

## 2025

### HEADLINE SPONSOR -- \$25,000

- Exclusive sponsorship of the main headliner which includes
  - Your name in all print and website ads referencing the headliner
  - Shout outs from the stage
  - Your introduction of the headliner
- Top two spots on the horizontal stage banner flanking the Maplewoodstock logo above the stage
- A 20' x 20' open tent with tables and chairs
- Hors d'ouerves catering
- Front page mention in the program
- Full-page four-color ad in the **32-page program**
  - 10,000 circulated as a **stand alone** program by SOMA Living magazine
  - 1,000 will be distributed at the show
- A website banner ad —250 x 250 pixels and 72dpi on [www.maplewoodstock.com](http://www.maplewoodstock.com)
- Six backstage passes

### DOUBLE PLATINUM--\$10,000

- Top two spots on the vertical stage banner
- A 10' x 10' tent and table provided by Maplewoodstock
- Front page mention in the program
- Full-page four-color ad in the **32-page program**
  - 10,000 circulated as a **stand alone** program by SOMA Living magazine
  - 1,000 will be distributed at the show
- 1,000 beer cups for the beer garden with your logo
- Opportunity to introduce a headliner from the stage
- A website banner ad —250 x 250 pixels and 72dpi on [www.maplewoodstock.com](http://www.maplewoodstock.com)
- Shout outs from the stage
- Four backstage passes

### PLATINUM--\$5,500

- Two spots on the vertical stage banner flanking the stage
- A table near the Maplewoodstock merchandise table
- Full-page four-color ad in the **32-page program**
  - 10,000 circulated as a **stand alone** program by SOMA Living magazine
  - 1,000 will be distributed at the show
- Opportunity to introduce a band from the stage in the late afternoon
- A website banner ad —250 x 250 pixels and 72dpi on [www.maplewoodstock.com](http://www.maplewoodstock.com)
- Shout outs from the stage
- Two backstage passes

### GOLD--\$3,500

- One spot on the vertical stage banner flanking the stage
- Full-page four-color ad in the **32-page program**
  - 10,000 circulated as a **stand alone** program by SOMA Living magazine
  - 1,000 will be distributed at the show
- A website banner ad —250 x 250 pixels and 72 dpi on [www.maplewoodstock.com](http://www.maplewoodstock.com)
- One flag banner

### DIAMOND--\$2,000

- One spot on the vertical stage banner flanking the stage
- 1/2-page four-color ad in the **32-page program**
  - 10,000 circulated as a **stand alone** program by SOMA Living magazine
  - 1,000 will be distributed at the show
- A website banner ad —250 x 250 pixels and 72dpi on [www.maplewoodstock.com](http://www.maplewoodstock.com)

## TOP SINGLES

- **\$1700** – full-page four-color ad in the 32-page stand-alone program
- **\$900**—1/2-page ad in the 32 page stand-alone program
- **\$1350**—one spot on the horizontal stage banner next to the Maplewoodstock logo
- **\$1100**— One spot on the vertical stage banner flanking the stage
- **\$500**--1/4-page ad in the 32 page stand-alone program
- **\$575** — one 10' tall feather flag printed 2 color/2 sides
- **\$250**-- A website banner ad —250 x 250 pixels and 72 dpi on [www.maplewoodstock.com](http://www.maplewoodstock.com) , from February 1 through show dates
- **\$250**-- Space for your banner (4' wide x 3' tall) in the beer garden

Checks are payable to **Music & Arts Education Project, Inc. or Maplewoodstock** and sent to:

Maplewoodstock  
attn.: Brad Goldman  
25 Clinton Avenue  
Maplewood, NJ 07040

Or submit through the Donate Button at [www.maplewoodstock.com](http://www.maplewoodstock.com)

Submit artwork to: [gshippy@msn.com](mailto:gshippy@msn.com)

## ADVERTISING OPTION AGREEMENT

I would like to be an advertising sponsor for Maplewoodstock 2025.

- HEADLINE SPONSORSHIP

Yes, I agree to submit artwork and the sponsorship fee of \$25,000 by April 1, 2025.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

- DOUBLE PLATINUM SPONSORSHIP

Yes, I agree to submit artwork and the sponsorship fee of \$10,000 by April 1, 2025.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

- PLATINUM SPONSORSHIP

Yes, I agree to submit artwork and the sponsorship fee of \$5,500 by April 1, 2025.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

- GOLD SPONSORSHIP

Yes, I agree to submit the artwork and the sponsorship fee of \$3,500 by April 1, 2025.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

- DIAMOND SPONSORSHIP

Yes, I agree to submit the artwork and the sponsorship fee of \$2,000 and artwork by April 1, 2025.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

- TOP SINGLE

Yes, I agree to submit the artwork and the sponsorship fee by April 1, 2025.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date