

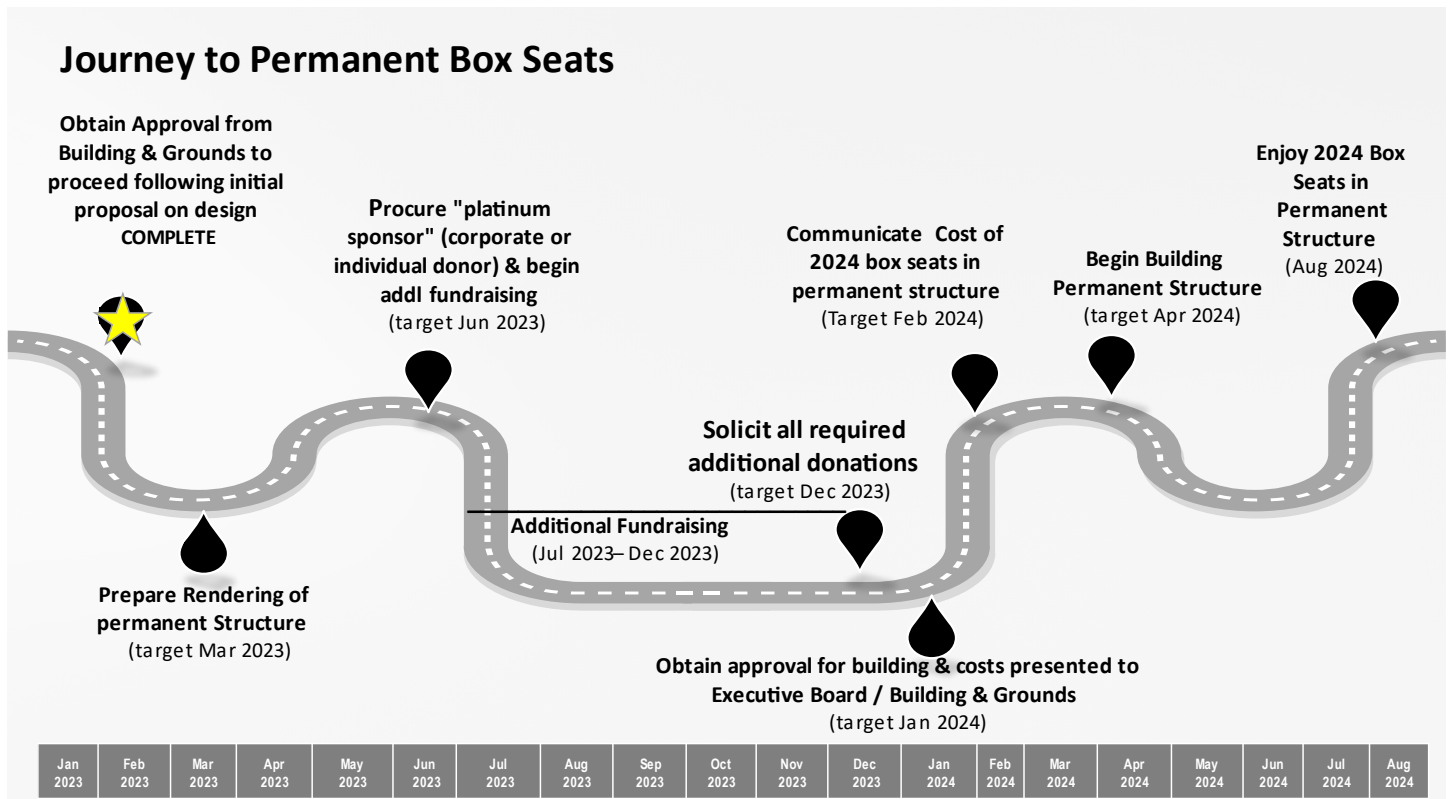


Sussex County Farm & Horse Show

February 27, 2023

Dear Box Seat Patron,

The dates for the Sussex County Farm & Horse show this year are August 4th – 12th, 2023. The Box Seat Committee has been working hard to continue the Box Seat tradition this year. With the increased cost of renting both the seating structure and tent, our committee has determined the most cost-effective way moving forward is to build permanent Box Seats. Therefore, we are pleased to provide you with updates on our two tracks: the journey to permanent Box Seats and the temporary Box Seats for 2023. Please see our anticipated timeline below to permanent Box Seats.



We are at the point now where we are pursuing a “platinum” level sponsorship, that if high enough, would include the permanent structure being named for that sponsor. This level of sponsorship can come from a corporation (and we have lines on several potential donors) or from an **individual or family**. If you are interested in sponsoring at this level, please let us know ASAP (email Lori Eckert at leckert5@ptdnet). This would be a wonderful way to honor a specific family or family member in perpetuity (similar to other buildings already in existence at the fairgrounds that honor families with longstanding association with the fair, for example the Richards Building, The Shotwell Building and the Snook Museum). Once we secure a “platinum” level sponsor, we will create tier levels of sponsorship and coordinate other fundraising opportunities based on how much additional monies are needed. We have an aggressive timeline and therefore a lot of hard work ahead and we can use your help. We are looking for additional volunteers to help with the permanent box seats and fundraising committees, so please let us know if you would like to join one of them.

Sussex County Fairgrounds

P.O. Box 2456 • Branchville, NJ 07826 • 973-948-5500 • thefair@njstatefair.org • www.njstatefair.org

The Sussex County Farm & Horse Show Association, Inc. is a 501(c)(3) organization

TEMPORARY BOX SEATS FOR 2023

For those of you that purchased Box Seats last year, thank you again for your support. It is important to continue to have the Box Seats each year to maintain momentum and interest while we work towards securing the permanent Box Seat structure. As I explained in an email sent to current Box Seat holders earlier this month, the Box Seat Committee faced early challenges this year regarding initial rental costs. The quote we received for Box Seats this year from the company we used last year was more than \$200,000.00. Add to this the other associated expenses (electricity, audio, permit, etc.) the price of each Box came in at over \$3,000.00. This is not a typo, yes, \$3,000 per Box Seat if we used the same company as last year. Fortunately, Fair leadership agreed this was a significant roadblock for us, so they referred us to the original company that formerly provided Box Seats. This company provided a more realistic quote and we were then able to secure the same tent company used years ago for a reasonable price. Therefore, we were able to get the original price of \$3,000.00 per Box down to \$895.00 with some additional fundraising still needed on our part.

We want to highlight that this means we will be returning to the traditional Box Seat size and setup we enjoyed in previous years. We know some of you appreciated the larger Box Seat size last year, however we also knew that the price point to duplicate last year's setup (at over \$3,000 per box) was unrealistic for everyone. We still hope to include an access ramp like the one we had last year as we know this was helpful to many of our patrons. The Box Seat structure will again be set up on the Fair side. We hope one day to sell enough Box Seats so we can return Box Seats to the Horse Show side as well.

We would like to thank you for being a long time Box Seat patron and hope that you will help us continue this great Fair/family tradition. Although we did everything to keep the cost of a Box Seat as low as possible this year, the price for a Box has gone up to \$895.00. We are requiring a **\$200 deposit by April 1st** with the **balance of \$695.00 due by June 15th**. You may also pay the full \$895.00 now if that is easier for you. In the event you do NOT want a Box Seat this year, we ask that you please let us know as soon as possible (email Lori Eckert at leckert5@ptdnet). **To secure the \$895.00 price, we need to sell a minimum of 80 Boxes and cover all costs associated with the Box Seats.** We have a "wait list" from last year of people that expressed interest who we will reach out to if needed. We understand the economic climate we all live in and understand this is asking a lot, but we feel it is worth it to keep alive the Box Seat tradition we have all enjoyed for years. After the permanent structure is built and paid for (which could take more than 1 year), we hope that we can reduce the annual price of the Box Seats so they are much more affordable. Those of you who continue to buy a Box Seat each year will have first rights to a Box when the permanent structure is built.

As always, ownership of a Box entitles you to "Six of the Best Seats in the House": six (6) general admission tickets for all nine (9) days of the Fair and one (1) reusable Preferred Parking pass. You may purchase ONE additional parking pass at a price of **\$50**. The Box Seat Committee plans to sponsor several nights of evening entertainment like we did last year.

If you are interested in sharing a Box this year (\$450), please let us know by checking the correct box on the form below regarding sharing a Box Seat. You can designate who you are sharing with (if you know), or if you would like to share, but don't have someone lined up, we can help coordinate sharing. Please just let us know.

As always, we appreciate your input, support and ideas so please feel free to join us at our monthly Box Seat Committee meetings on the 3rd Tuesday of the Month at the Administration Building or email me with your thoughts.

Also, please note that this will be the last time we send out a mass mailing to all prior Box Seat holders. Beginning next year, we will only send letters out to current Box Seat holders. You may always reach out to us in the future to see if we have any Box Seats available, but please know that current Box Seat holders will have first rights to purchase a Box.

Checks should be received for the deposit of \$200 to NJSF/SCFHS no later than April 1st with the balance of \$695 due by June 15th. Please complete the next page and return with payment to:

NJSF/SCFHS
c/o Sussex County Farm & Horse Show - Box Seats
PO Box 2456
Branchville, NJ 07826

For further information, please contact: Lori Eckert leckert5@ptd.net (973) 580-8520

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(Balance of \$695.00 is due June 15th)

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c/o Sussex County Farm & Horse Show - Box Seats
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Branchville, NJ 07826

For further information, please contact: Lori Eckert leckert5@ptd.net (973) 580-8520

Name _____

Box Name (if different than above): _____

Address _____

Email Address _____

Contact Phone Number _____

Number of Boxes _____ x \$895.00 Total _____

If sharing a Box please check here _____ X \$450.00 (Deposit: \$200 due April 1st and balance of \$250 due June 15th)

Sharing with: _____ (please be sure the other party sends in a form and deposit)

Please coordinate for me since I do not know anyone to share with: _____ (only check if applicable)

Additional Parking Pass (check here if YES) _____ @ \$50.00 Name for extra pass _____

Sum Total _____ - Deposit of \$200 (received by April 1st) = Balance due by June 15th _____

() I will donate my box on Senior Citizen Day from Opening until 5 pm

() I am interested in volunteering for the Box Seat Entrance. Morning _____ Afternoon _____ Evening _____

() I would like to volunteer to drive a golf cart for the shuttle service.

If volunteering for the Box Seat Entrance or Driving Golf cart: Phone I can be reached at: _____

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