

Sponsorship Opportunities



PINELANDS
PRESERVATION
ALLIANCE

Celebrate THE **PINELANDS** AT THE BIG RED BARN

A Gala Honoring Conservation Icons & Community Innovators

October 11, 2025 • Bishop Farmstead, Southampton NJ

Celebrate

THE PINELANDS
AT THE BIG RED BARN

**SATURDAY,
OCTOBER 11, 2025**

5:30 to 8:30pm

BISHOP FARMSTEAD

17 Pemberton Road
Southampton, NJ 08088



The Pinelands Preservation Alliance's Celebration at the Big Red Barn showcases the achievements of Pinelands legends while recognizing the community innovators of today who hold the keys to the Pinelands future.

Please join us in honoring Pine Barrens Hall of Fame inductees former Governor Thomas Kean and author John McPhee and Catalyst of Change awardee, Hopeworks.

The evening will feature locally sourced gourmet hors d'oeuvres and entrée stations, a signature cocktail, fine wine, and New Jersey's own craft beer. A dessert and coffee bar will follow the awards ceremony. Enjoy lively conversation and a silent auction offering unique items, fun excursions and much, much more!

Proceeds from the Celebration at the Big Red Barn will benefit the collaborative efforts of the Pinelands Preservation Alliance to connect the people and communities of New Jersey to the Pinelands and the natural resources we all depend upon.



Honoring Conservation Icons & Community Innovators



The Pine Barrens Hall of Fame

The Pine Barrens Hall of Fame recognizes those individuals who have played a significant role in preserving the natural and cultural resources of the region. **We are proud to induct two honorees this year, Governor Thomas Kean and author, John McPhee.**

THE HONORABLE THOMAS H. KEAN

Tom Kean is a hero of Pinelands conservation for defending the Pinelands Protection Act when he succeeded Brendan Byrne as Governor of New Jersey and has remained a steadfast advocate for the Pinelands and New Jersey's natural resources throughout his long and storied career. Kean served two terms as New Jersey's 48th Governor, from 1982 to 1990, after ten years in the General Assembly. Kean distinguished himself on many fronts, including the ability to work across party lines and with diverse constituencies. He championed environmental causes important to New Jersey, such as the Freshwater Wetlands Protection Act, toxic waste cleanup and land preservation. As Governor, Kean was rated among America's most effective state leaders by *Newsweek* magazine and he remains the most popular governor in New Jersey's history. In 2002, Kean was named by President George W. Bush to head the National Commission on Terrorist Attacks upon the United States. The Commission's work culminated with the release of the 9/11 Commission Report on July 22, 2004. He holds more than 30 honorary degrees and numerous awards from environmental, educational and civil rights organizations.



JOHN MCPHEE

John McPhee holds a special place in the hearts of those who love the Pine Barrens. Nothing creates a sense of place like great literature and McPhee's book, *The Pine Barrens*, is great literature. Published in 1968, his seminal work launched a movement and set the stage for Pinelands protection. Soon after McPhee's book was published, he became friends with Brendan Byrne who went on to become New Jersey's governor in 1974. Byrne has said that reading the book and talking with McPhee cemented his determination to save the Pine Barrens leading to passage of the Pinelands Protection Act in 1979. McPhee is recognized as an important innovator in journalism as he developed his distinctive style of storytelling grounded in hearing and understanding the individuals who make a place, a profession or an idea interesting. He received the Award in Literature from the Academy of Arts and Letters in 1977 and was awarded the Pulitzer Prize for General Nonfiction for *Annals of the Former World* in 1999. He taught writing at Princeton University for forty-five years and in 1982 was awarded Princeton's Woodrow Wilson Award for service to the nation.



Catalyst of Change

The Catalyst of Change award represents the spirit of innovation and collaboration that transcends boundaries and inspires community building for future environmental and agricultural sustainability. **Hopeworks will receive the 2025 Catalyst of Change award.**

HOPEWORKS

Hopeworks is a nonprofit organization that helps young adults (17-26) break the cycle of poverty and violence by providing technology training, job placement, and trauma-informed care. They focus on skill development, real-world job experience, and creating a positive, healing environment. Hopeworks connects young adults with opportunities where their technology skills can be utilized by businesses in the community. Hopeworks has offices in Camden, NJ and the Kensington neighborhood in Philadelphia, PA. The Pinelands Alliance and Hopeworks have forged a compelling partnership that combines environmental advocacy with social innovation, using GIS (geographic information systems) to deepen understanding of the New Jersey Pinelands and make its outdoor spaces more inclusive and equitable. Projects include the creation of a website that provides visitation information for people living with a disability about parks and natural areas in New Jersey. We also partnered on a project called the Story of the Pinelands and its People aimed at sharing demographic trends—tracking shifts in race, ethnicity, and population since the 1800s—to inform equitable land use policy. Together, the Alliance and Hopeworks are leveraging mapping technology not just to visualize data, but to drive inclusive access to nature, challenge land-use inequities, and foster environmentally sustainable farming—all while offering real-world training and employment opportunities for young people in Camden.



Sponsorship Opportunities

☐ CATALYSTS - \$15,000

- 10 Event Tickets
- Speaking Opportunity at Event
- VIP Parking
- Recognition at the Catalyst sponsorship level on all printed and electronic materials, including press releases, mass emails, and social media posts*
- Name and logo with hyperlink on website
- Prominently featured in event blog post
- Featured placements of name and logo on event video monitor
- Full page ad prominently displayed in the event program

☐ INNOVATORS - \$5,000

- 6 Event Tickets
- Recognition at the Innovator sponsorship level on all printed and electronic materials, including press releases, mass emails, and social media posts*
- Name and logo on website
- Placement of name and logo on event video monitor
- Half page ad in event program

☐ PATRONS - \$1,000

- 2 event tickets
- Recognition at the Patron sponsor level on all printed and electronic materials, including press releases, mass emails, and social media posts*
- Name and logo listing on website
- Name and logo listed on event video monitor
- Listing up to three lines in event program

☐ CHAMPIONS - \$10,000

- 8 Event Tickets
- VIP Parking
- Recognition at the Champion sponsorship level on all printed and electronic materials, including press releases, mass emails, and social media posts*
- Name and logo with hyperlink on website
- Prominently featured in event blog post
- Featured placements of name and logo on event video monitor
- Full page ad prominently displayed in the event program

☐ PROTECTORS - \$2,500

- 4 Event Tickets
- Recognition at the Protector sponsor level on all printed and electronic materials, including press releases, mass emails, and social media posts*
- Name listing on website
- Name listed on event video monitor
- Quarter page ad in event program

☐ NONPROFIT PARTNER - \$500

- 1 Event Ticket
- Recognition at the Nonprofit Partner sponsor level on electronic materials, including press releases, mass emails, and social media posts*
- Name and logo listing on website
- Name and logo listed on event video monitor
- Listing up to three lines in event program

*The Alliance has an active email list of over 36,000 people, averages 311K views at www.pinelandsalliance.org, has over 10K followers on Instagram (@pinelandsalliance) and over 21K on Facebook (@pinelands).

Payment Information:

- ☐ I'll register and pay for sponsorship online at www.pinelandsalliance.org/gala (or scan QR code below)
- ☐ I've enclosed a check made payable to the Pinelands Preservation Alliance

Contact Information:

Name: (as listed on promotional materials) _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Preferred Method of Communication

- ☐ Phone
- ☐ Email

Questions?

Call Kellie Westervelt at 609-859-8860, ext. 124

DEADLINE FOR INCLUSION ON MATERIALS IS SEPTEMBER 22, 2025



**PINELANDS
PRESERVATION
ALLIANCE**

Please return this form to:

By Mail: Pinelands Preservation Alliance
Attn: Celebrate the Pinelands
17 Pemberton Road, Southampton, NJ 08088
By Email: kellie@pinelandsalliance.org

**Scan to register your
sponsorship online!**

