PAULINSKILL LAKE ASSOCIATION

100 DAM YEARS

OFFICIAL CENTENNIAL

Sponsorship Prospectus

BUSINESS & ORGANIZATION OPPORTUNITIES



Photo: Dave Williams

A CENTURY OF COMMUNITY

1927 - 2027

100DAMYEARS.COM

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President's Message

A Message from the President

As we prepare to celebrate 100 years of Paulinskill Lake, we have a wonderful opportunity to reflect on the history, friendships and sense of community that have made this such a special place for generations.

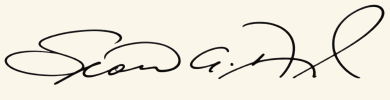
Since 1927, Paulinskill Lake has been more than simply a place to live or visit. It has been a place where families have grown, neighbors have become friends, traditions have been passed along and countless memories have been made.

Our Centennial is an opportunity to honor that history while bringing our community together to create new memories for the generations that will follow us.

On behalf of the Paulinskill Lake Association, I want to thank everyone who is helping make the 100 Dam Years Centennial celebration possible. Your interest, participation and support are greatly appreciated, and we look forward to celebrating this very special milestone together.



100 Years. One Lake. One Community.



Scott Douglas
President
Paulinskill Lake Association

Where It Began

HISTORICAL PAULINSKILL LAKE



Historical photograph: Photographer unknown

Paulinskill Today

THE LAKE AND DAM TODAY



Photo: Cheryl Williver

Support a Century of Community

A ONCE-IN-A-CENTURY INVITATION

In 2027, the Paulinskill Lake Association, representing a member-supported lake community of approximately 500 households, will celebrate the 100th anniversary of the dam that transformed a quiet valley into the vibrant lake community generations have proudly called home. For one hundred years, families have gathered here to swim, fish, boat, celebrate holidays, build friendships, and create traditions that continue to define life at Paulinskill Lake. The Centennial is more than the anniversary of the dam; it is a celebration of the people, memories, and community that grew because of it. The 100 Dam Years Centennial Celebration will bring together residents, neighbors and local businesses throughout the Centennial year, culminating in the Centennial Finale Weekend. It will honor the lake's history, celebrate the community today, and carry Paulinskill Lake traditions forward. We invite you to become an Official Centennial Sponsor and support the celebration of Paulinskill Lake's first 100 years.

Important Sponsorship Disclosure

The Paulinskill Lake Association is not recognized by the IRS as tax-exempt under Section 501(c)(3) or 501(c)(4). Sponsorship payments are not charitable donations and are not deductible as charitable contributions for federal income tax purposes. PLA makes no representation regarding other tax treatment; sponsors should consult their own tax advisers.

Preserving Our Story

The Centennial has also sparked a new effort to gather and organize photographs, stories and records from Paulinskill Lake's first 100 years. This work is intended to continue beyond 2027 as an ongoing member-led historical effort.

A Once-in-a-Century Opportunity

The Paulinskill Lake Dam Centennial offers local businesses and organizations a unique opportunity to be part of the 2027 Centennial celebration of our community, history, and traditions. As an Official Centennial Sponsor, your organization will help fund the events, activities and community gatherings that make up 100 Dam Years while demonstrating visible support for the Paulinskill Lake community. Your sponsorship helps bring people together, preserve local traditions and make this historic celebration possible. Centennial Sponsors will receive recognition throughout the 100 Dam Years campaign through the Centennial website, social media, sponsor displays, promotional materials and event-related opportunities, with recognition and benefits increasing by sponsorship level.

A Centennial Season of Traditions, Events & Experiences

100 Dam Years is more than a single event. Throughout 2027, the Paulinskill Lake community will celebrate the Centennial with activities honoring the people, traditions, and history that have shaped life at the lake since 1927. From beloved lake traditions to additional Centennial events and experiences, residents, families, volunteers and sponsors will have opportunities to take part throughout 2027.

CENTENNIAL TRADITIONS AND COMMUNITY EVENTS

- Centennial Fishing Tournament
- Centennial Synchronized Swim
- Centennial Triathlon
- Centennial Pickleball Tournament
- Historical Displays & Programs
- Additional family and community activities as plans develop



Finale Weekend

CENTENNIAL FINALE WEEKEND | AUGUST 27–29, 2027

A Three-Day Centennial Finale

The Centennial year will culminate in a special three-day Finale Weekend bringing the Paulinskill Lake community together for music, food, activities, entertainment and special Centennial experiences.

Planned Finale Weekend Experiences

Planned features include the Centennial Block Party, live entertainment, local vendors and additional programming as plans are finalized.

FRI 27	Centennial Open Stage
SAT 28	Centennial Block Party
SUN 29	Centennial Heritage & Time Capsule

Throughout the Weekend

Additional Centennial experiences may include special entertainment and a potential fireworks or drone presentation, subject to funding, feasibility, required permits and insurance, and final approval. Together, these activities and experiences create multiple opportunities for Centennial Sponsors to be recognized throughout the Centennial year and Finale Weekend.

More Centennial Experiences to Come

As planning continues, additional events, activities, entertainment, and special experiences will be announced throughout the Centennial year. Visit 100DamYears.com for the latest event information, sponsorship opportunities and Centennial news.

Centennial events are for PLA members and their invited guests and are not open to the general public.



Photo: Cheryl Williver

Why Become an Official Centennial Sponsor?

Because your organization can support a once-in-a-century community celebration and receive meaningful recognition throughout the Centennial campaign.

01 Community Visibility

Gain visibility with approximately 500 Paulinskill Lake Association member households and Centennial event attendees throughout the Centennial campaign.

02 Campaign-Wide Exposure

Receive recognition throughout the 100 Dam Years campaign through the Centennial website, social media, sponsor displays, promotional materials and event-related opportunities, with recognition and benefits increasing by sponsorship level.

03 Community Goodwill

Demonstrate your organization's support for a community celebration that honors local history and traditions while creating new Centennial experiences for 2027.

04 A Place in Our History

Be recognized alongside the businesses, organizations and community leaders supporting a Centennial that celebrates Paulinskill Lake's first 100 years and begins a more organized effort to preserve its history for the future.

Centennial Promotional Mailings

PLANNED 2027 MAILINGS | APPROX. 500 MEMBER HOUSEHOLDS

DIRECT HOUSEHOLD DELIVERY

Centennial promotional mailings are planned for 2027 to keep approximately 500 PLA member households informed as the celebration develops. The number and timing of mailings will be determined as plans progress. These community updates will feature Centennial events and activities, special experiences, sponsor recognition and other Centennial news. Business name or logo recognition in the promotional mailings is according to sponsorship level and artwork deadlines.



Business & Organization Sponsorship Tiers

Sponsorship Details & Disclosures

Sponsorship benefits remain subject to availability, final event plans, site and production requirements, and final PLA approval.

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Centennial Sponsorship Levels

BUSINESS & ORGANIZATION SPONSORSHIP

Copper Sponsor — $500+

- Business name included on one shared Centennial sponsor-recognition banner displayed at the Saturday Centennial Block Party, subject to the production deadline.
- Business name included in the shared sponsor area of the commemorative Centennial cup, provided the sponsorship is confirmed before the production deadline; final typeface, size, placement and layout will be determined as part of production.
- Business name listed on 100DamYears.com through the end of 2027, with a clickable link when an acceptable URL is provided; final website location, size, order and layout will be determined as part of the website design.
- Business name included in at least one shared Centennial sponsor-recognition post published on both the 100 Dam Years Facebook and Instagram pages.

Bronze Sponsor — $1,000+

- Everything at Copper, plus business logo replacing name-only recognition on the commemorative Centennial cup and 100DamYears.com when usable artwork is provided; a sponsor may elect name-only recognition, and the business name may be used if usable artwork is not received by the applicable deadline.
- Business logo included in at least one shared Centennial sponsor-recognition post published on both Facebook and Instagram when usable artwork is provided.
- One complimentary reserved 10′ × 10′ promotional space at the Centennial Block Party, subject to timely reservation, availability, event guidelines and event-organizer coordination; the sponsor supplies its own tent, table, chairs, displays and other equipment unless otherwise arranged in writing, electricity is not guaranteed, and sales require advance approval and compliance with applicable requirements.

Centennial Sponsorship Levels

BUSINESS & ORGANIZATION SPONSORSHIP

Silver Sponsor

$2,500+

- Everything at Bronze, plus one individual sponsor banner at the planned Ridge Road tennis-court Centennial sponsor display during the 2027 Centennial season, with production included, subject to final site, installation and display requirements and timely receipt of usable artwork; PLA will determine the standard size, design, placement, installation and display period.
- Business logo included in at least one printed Centennial promotional mailing, provided the sponsorship is confirmed and usable artwork is received before the final printing deadline; the sponsor will also be included in subsequent sponsor-recognition mailings entering production after those requirements are met.
- One dedicated individual Sponsor Spotlight published on both the 100 Dam Years Facebook and Instagram pages; the same content may be cross-posted and PLA retains editorial and scheduling control.

Gold Sponsor

$5,000+

- Everything at Silver, plus recognition as the primary sponsor of one designated 2027 Centennial event, selected by mutual agreement and subject to availability; event sponsorship does not provide event naming rights, operational control or business-category exclusivity, and overall Centennial sponsors may also be recognized.
- One event-specific sponsor sign prominently displayed at the sponsored event, with final size, design, wording and placement determined by the event organizers.
- At least one additional event-specific sponsor-recognition post published on both Facebook and Instagram in connection with the sponsored event.
- Featured sponsor logo placement on any participant giveaway or keepsake produced specifically for the sponsored event, when applicable and usable artwork is received by the production deadline; this benefit does not guarantee that a participant item will be produced.

Centennial Sponsorship Levels

BUSINESS & ORGANIZATION SPONSORSHIP

Platinum Sponsor

$10,000+

LIMITED AVAILABILITY

- Everything at Gold, plus recognition as a Major Centennial Sponsor.
- Prominent logo placement in a designated “Major Centennial Sponsors” area on the commemorative Centennial cup, larger than standard sponsor logos and subordinate only to the Exclusive Presenting Sponsor.
- Major Centennial Sponsor logo placement on applicable Centennial event participant shirts and keepsakes produced after sponsorship confirmation and receipt of usable artwork, where such items are produced; PLA controls final applicability, size, position, color treatment and layout, and general retail merchandise is not included.
- Primary sponsorship of one additional major Centennial event or Finale Weekend feature, selected by mutual agreement and subject to availability, with one associated event-specific sign and at least one additional event-specific sponsor-recognition post published on both Facebook and Instagram.
- Prominent Major Centennial Sponsor logo placement on the Block Party entrance or welcome signage, subordinate only to the Exclusive Presenting Sponsor.
- Major Centennial Sponsor logos displayed on shared recognition signage at each principal official event held during Centennial Finale Weekend, subject to the final event schedule, locations and site requirements.

MAJOR CENTENNIAL SPONSOR

Centennial Sponsorship Levels

BUSINESS & ORGANIZATION SPONSORSHIP

EXCLUSIVE • ONE ORGANIZATION ONLY

Presenting Sponsor

Please inquire

$15,000+

- Everything at Platinum, plus exclusive designation as the Presenting Sponsor of the overall 100 Dam Years Centennial; the designation does not provide ownership of the Centennial identity, event naming rights, operational control or approval authority.
- Top/featured Presenting Sponsor logo placement on applicable Centennial event participant shirts and keepsakes produced after sponsorship confirmation and receipt of usable artwork.
- The single highest sponsor-logo position on the commemorative Centennial cup.
- Featured Presenting Sponsor logo and clickable link on the 100DamYears.com homepage and at the top of the website sponsor-recognition section through the end of 2027.
- Featured Presenting Sponsor banner treatment at the planned Ridge Road Centennial sponsor display through a larger banner, featured positioning or both; if that location is unavailable, comparable featured placement will be provided at another high-visibility Centennial location.
- Top/featured Presenting Sponsor logo placement in each Centennial promotional mailing containing sponsor recognition that enters production after the sponsorship is confirmed and usable artwork is received; inclusion in at least one mailing is guaranteed only when those requirements are met before the final printing deadline.
- The single top position on Block Party entrance or welcome signage.
- The top position on shared sponsor-recognition signage at each principal official event held during Centennial Finale Weekend, subject to the final event schedule, locations and site requirements.

Social Media & Digital Recognition

Every sponsor receives recognition on both Facebook and Instagram. Copper and Bronze receive at least one shared sponsor-recognition post; Silver and above also receive one individual Sponsor Spotlight; Gold receives at least one additional event-specific post for its sponsored event; Platinum receives the Gold benefits for each of its two sponsored event or feature opportunities, plus elevated Major Centennial Sponsor recognition; and the Exclusive Presenting Sponsor receives the highest Centennial-wide and Finale Weekend recognition. The same content may be cross-posted to both platforms, and PLA retains editorial and scheduling control.

Special & Signature Sponsorship

Additional major sponsorship opportunities may become available as Centennial plans develop, including the Time Capsule Ceremony, historical programming and other high-profile Centennial experiences. These opportunities will be discussed individually and are not automatically included in standard sponsorship levels unless specifically confirmed in writing.



Photo: Dave Williams

How Sponsorship Funds Will Be Used

Centennial sponsorship funds will support the planning and operation of the 100 Dam Years Centennial community, social and recreational celebration and related events. Funds may be used for approved Centennial expenses including entertainment, family and recreational activities, event equipment and infrastructure, historical displays and the preservation of photographs, stories and records, promotional and commemorative materials, safety and operational needs, permits, insurance, event logistics and other approved Centennial-related expenses. Financial oversight will remain subject to the Paulinskill Lake Association's established governance and budgeting procedures.

Sponsorship Availability & Production

What Sponsors Can Expect

Certain sponsorship benefits are subject to availability, event capacity, physical space, production schedules and final Centennial plans. Event sponsorships, Block Party feature sponsorships, booth/table space, banner locations and premium recognition opportunities are subject to availability and committee coordination. Sponsors must provide requested business names, logos and other artwork by applicable production deadlines. PLA cannot guarantee inclusion in printed, manufactured or other time-sensitive materials when required information or artwork is received after the applicable deadline.

What Remains Subject to Final Coordination

All Centennial activities remain subject to the PLA governing documents, required permits, insurance coverage, site approvals, safety requirements and final PLA approval.

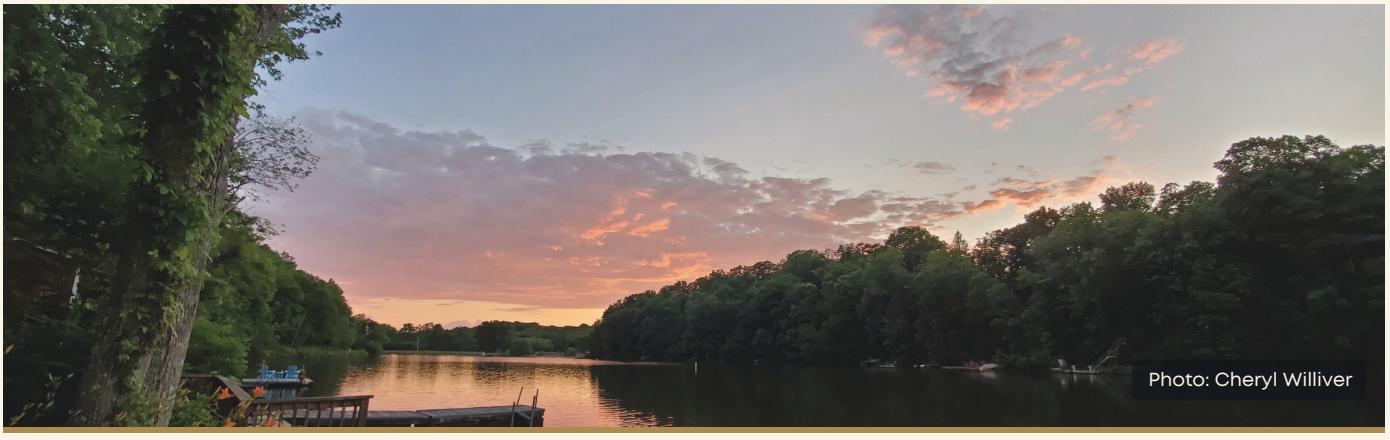

Photo: Cheryl Williver

Join Us in Celebrating 100 Dam Years

The Paulinskill Lake Dam Centennial is more than a celebration of the past. It is an opportunity to recognize the people, businesses, organizations, and volunteers who contribute to the Paulinskill Lake community today. Your sponsorship will support a Centennial celebration that honors our history, strengthens community connections and brings people together throughout the Centennial year. Whether you choose to lead the celebration as our Presenting Sponsor or support the Centennial at another sponsorship level, your sponsorship will help fund the events, activities and community experiences that make up the Centennial year.

Become a Centennial Sponsor

PAULINSKILL LAKE ASSOCIATION | 100 DAM YEARS CENTENNIAL COMMITTEE

To become a Centennial Sponsor, learn more about available sponsorship opportunities, or discuss the option that best fits your organization, visit 100DamYears.com or contact the Centennial team using the information below.



Centennial Sponsorship Contacts

Scott Douglas
President, Paulinskill Lake Association
pres.paulinskill@gmail.com

Ian Stocks
Financial Secretary, Paulinskill Lake Association
Centennial Financial Coordinator
finance.paulinskill@gmail.com

Vince Troiano
Chair, 100 Dam Years Centennial Committee
100damyears@gmail.com | 732-742-5300

Website
100DamYears.com


Photo: Cheryl Williver

Thank You for Helping Us Celebrate 100 Years

Thank you for considering a sponsorship with the Paulinskill Lake Association in support of the Paulinskill Lake Dam Centennial.

> Together, we're not simply celebrating the past. We're helping mark Paulinskill Lake's first 100 years, preserve more of its story, and strengthen the community connections that will carry the lake into its next century.

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Centennial Sponsorship

CONTACT & NEXT STEPS

Let's Connect

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SCAN TO VISIT
100DamYears.com



Photo: Cheryl Williver

100 Years. One Lake. One Community.

Centennial Design: Leona Kral