



CALENDAR OF EVENTS
&
SPONSORSHIP
OPPORTUNITIES

PATERSON'S 225TH
ANNIVERSARY

225 Kick Off Reception
The Hamilton Club
May 24, 2017

PATERSON'S 225TH ANNIVERSARY KICK OFF EVENT AGENDA



6 - 6:30

ARRIVALS AND
LIGHT REFRESHMENTS

6:30-6:35

EVENT INTRODUCTION
Bob Guarasci, NJCDC
225 Steering Committee Chair

6:35-6:40

WELCOME ADDRESS
Jose "Joey" Torres
Mayor, City of Paterson

6:40-6:50

BRIEF HISTORY OF PATERSON
Gianfranco Archimede, Executive Director
Historic Preservation Commission

6:50 ~

CALENDAR OF EVENTS
Various Event Chairs

PATERSON, ITS BEGINNINGS

'Tis certain, that various objects in this country hold out advantages, which are with difficulty to be equalled elsewhere; and under the increasingly favorable impressions, which are entertained of our government, the attractions will become more and more strong. These impressions will prove a rich mine of prosperity to the Country, if they are confirmed and strengthened by the progress of our affairs. And to secure this advantage, little more is now necessary, than to foster industry, and cultivate order and tranquility, at home and abroad. . .

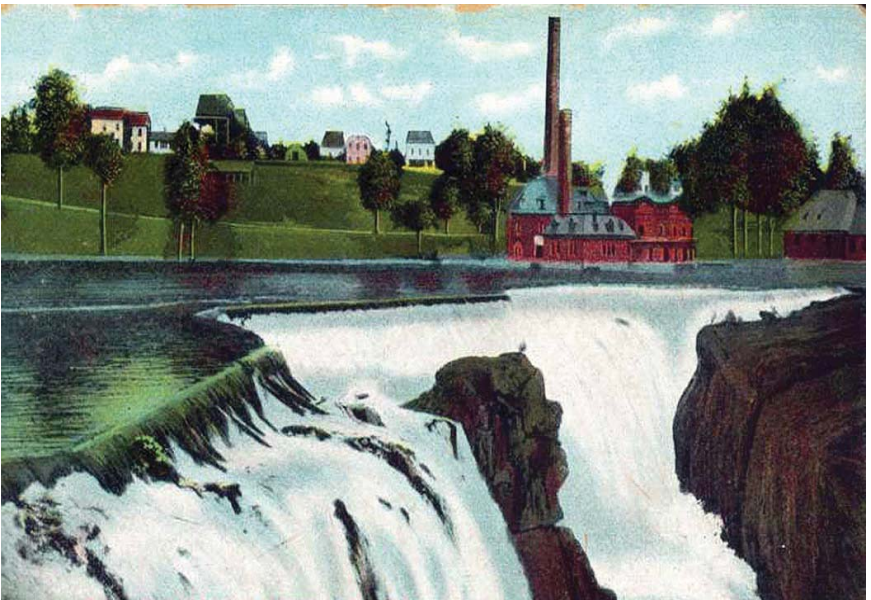


. . . a society is forming with a capital which is expected to be extended to at least a million dollars on behalf of which measures are already in train for prosecuting on a large scale, the making and printing of cotton goods.”
-Alexander Hamilton, Report on Manufacturers, 1791

It is often repeated that the establishment of the place called Paterson, NJ attributes its genesis to Hamilton's 1791 Report on Manufacturers, prepared at the request of Congress. Hamilton, however, delivered it in December of 1791 - nearly two years late - only after the incorporation of the Society for the Establishment of Useful Manufactures (S.U.M.) by the 14th General Assembly of the State of New Jersey on November 22, 1791. Hamilton promoted the prospectus for the S.U.M. published in April 1791, focused on the establishment of the first planned manufacturing center in America that would set itself to the production of cotton cloth, paper, and other products to be in demand. The purchase of land by the S.U.M. in New Jersey, on July 4th 1792, at its very location where it would set to its task gives Paterson the distinction as the first planned manufacturing center noted in Hamilton's report that was delivered after incorporation of the S.U.M.



It was of useful purpose to situate such a place at the foot of the Great Falls of the Passaic, for although labor, technology, and the transportation of raw materials were difficult to arrange locally at the time, the falls provided what was of more primary concern to the charge - water power. Though with difficulty in its fledgling years, Hamilton and the S.U.M. succeeded in harnessing the potential of this wild place to be transformed, apparently guided rather directly by Hamilton and his report; by design, vision and not coincidence.



Paterson's industrial expansion from these seminal times through each chapter and phase of development is complex, and is especially for the S.U.M. industrial district. Consistent with Hamilton's vision, cultivating the waterpower of the falls meant transforming it into mechanical energy. Waters from the Passaic River was channeled away from the waterfall and into a power raceway along which mill sites were developed to harness the power developed by the falling water over wooden water wheels and later turbines.



The water recycled and found its way back into the river below the falls at the raceway terminus, leaving behind the din of a grand orchestra of belts, gears, wheels and complex machines turning out their silk products; and the people came - for the work, opportunity, prosperity and wealth. The river and its waterfall, the mills and machines, entrepreneurs and people, all in a coordinated turn of Hamilton's vision of a new nation unfolding; and did it ever. A remarkable assortment of industries were established represent Paterson's historic industrial prowess, its innovations in technology, and its great prosperity and wealth.

SCHEDULE OF EVENTS

Paterson 225 Kickoff Reception

The Hamilton Club

Wednesday, May 24th, 6:00 PM

Paterson 225 Interfaith Prayer Service

St. Gerard's Church

Saturday, July 1st, 9:00 AM

Larry Doby Day

Eastside Park

Saturday, July 1st, 11:00 AM

Paterson 225 Community Service Project

Citywide Beautification Project

Saturday, July 1st, 11:00 AM

Paterson 225 Dinner Dance

The Brownstone

Saturday, July 1st 7:00 PM

Paterson 225 Milestone Ceremony

Mary Ellen Kramer Park

Tuesday, July 4th, 10:00 AM

Paterson 225 Children's Field Day

Pennington Park

Friday, August 25th, 10:00 AM

Paterson 225 Symposium

sponsored by William Paterson University

The Paterson Museum

Fall 2017

INTERFAITH PRAYER SERVICE

Saturday, July 1st - 9:00 AM
St. Gerard's Church

The Paterson 225 Interfaith Prayer Service will be a non-denominational expression of hope and prayers for Paterson's future. All ages and faiths are welcome to attend and participate.

There is an opportunity to sponsor a coffee reception before or after the service.

Coffee Reception Sponsor: \$200



Interfaith Prayer Service contact:
Pat Kramer, pkramer@vpa.com

LARRY DOBY DAY

Saturday, July 1st - 11:00 AM
Eastside Park

The City of Paterson Historic Preservation Commission and the Passaic County Board of Chosen Freeholders & Department of Cultural & Historic affairs present 19th century baseball games at historic Eastside Park. Come see America's favorite pastime played according to 19th century rules and regulations. Players use authentic equipment and uniforms.

Bring a chair, your picnic lunch, and cheer on your favorite player!



Larry Doby Day contact:
Maggie O'Neill, Paterson Historic Preservation Commission,
moneill@patersonnj.gov - 973-321-1220

COMMUNITY SERVICE PROJECT: CITY BEAUTIFICATION

Saturday, July 1st - 11:00 AM
Multiple Locations

The Paterson 225 Committee is seeking sponsors for its 225 Community Service Project. We invite you or your company to contribute to this opportunity to leave behind a lasting contribution to Paterson's future in celebration of this important milestone.

Three community sites have been chosen to clean and beautify with new plantings. Please consider joining us at one of the following locations:

Eastside Park – Christopher Columbus Statue Beautification
Eastside Neighborhood Association – Joanne Wiley, jw0505@gmail.com

Westside Park – Westside Park World War I Monument Beautification
Paterson Historic Preservation Society – Dave Cubby, PatersonHPS@gmail.com

Elysian Fields Community Gardens Clean-up and Beautification
NJCDC - Robert Guarasci, rguarasci@njcdc.org

FULL EVENT SPONSOR: \$5,000



Community Service Project contact:
Robert Guarasci, NJCDC, rguarasci@njcdc.org

PATERSON 225 DINNER DANCE

Saturday, July 1st - 7:00 PM
The Brownstone House

The Paterson 225 Dinner Dance will be a celebratory event for the entire community held at Paterson's iconic Brownstone House. Join us for an evening of cocktails, dinner and dancing in celebration of two-and-a-quarter centuries of Paterson history!

Group tables and individual tickets will be available. The event will feature dinner and music, as well as various presentations featuring the Silk City, its rich past, and its bright future. Opportunities for local businesspersons to support this event are being available through the Paterson 225 Commemorative Journal.

In addition to the above opportunities for local businesses, tiered event sponsorship packages are available for those interested in supporting what will be a memorable evening. Packages are priced as follows:

DIAMOND SPONSOR: \$10,000

GOLD SPONSOR: \$5,000

SILVER: \$2,500

BRONZE: \$1,000

DESSERT TABLE OR BAND SPONSOR: AVAILBLE, PLEASE INQUIRE

Dinner Dance contacts:

Joanne Wiley, jw0505@gmail.com, Eddie Gonzalez, egonzalez@njcdc.org

MAYOR'S RECOGNITION AWARDS

To be presented at the Paterson 225 Dinner Dance

At the 225 Dinner Dance, the Mayor will be presenting awards to Paterson's citizens, past and present, to commemorate this milestone. Please take the time to nominate someone for an award. There are 12 categories of awards, and we would like to ensure that Paterson's best, brightest, and most deserving sons and daughters receive these awards honoring excellence on the occasion of the City's 225th anniversary. Nominations are due on June 2nd.

Nomination forms are available at the 225 Kick Off Event, via email request, and on www.patersonnj.gov/225.



Mayor's Recognition Awards contact:
225 Steering Committee, paterson225th@gmail.com

PATERSON 225 MILESTONE CEREMONY

Tuesday, July 4th, 2017 - 10:00 AM
Mary Ellen Kramer Park

The Paterson 225 steering committee invites you to join us, our keynote speakers, and special guest Alexander Hamilton, to celebrate the 225th Birthday of the Silk City. This ceremony will take place in Mary Ellen Kramer Park, overlooking the Great Falls.

Full Event Sponsor: \$5,000
Dedication Cake Sponsor: \$3,000
Event Partner: \$1,000



Milestone Ceremony Contacts:
Martin Vergara, mvergara@alumni.nd.edu
Darren Boch, darren_boch@nps.gov
Manuel Martinez, mmartinez@ccsp.org

CHILDREN'S FIELD DAY

Friday, August 25th, 2017 - 10:00 AM
Pennington Park

The Paterson 225 Committee is seeking partners in developing a, fun, interactive, and educational program to help bring a greater understanding of the 225 Milestone to Paterson's youth.

Celebrated on the Anniversary of the National Park Service, this field day will involve fun and active recreation for children of all ages. Please consider sponsoring this event that will provide a day of fun and learning for Paterson youths at the height of the summer season.

FULL EVENT SPONSOR: \$5,000
EVENT PARTNER: \$1,000



Children's Field Day Contacts:
Ilyse Goldman, ilyse_goldman@nps.gov
Manuel Martinez, mmartinez@ccsp.org

PATERSON 225 SYMPOSIUM: “What Makes Paterson?”

Fall 2017

The Paterson Museum

Sponsored by William Paterson University

On the wall behind the bar in the fictional lounge “Shade” in Jim Jarmusch’s film “Paterson” a variety of news clips, posters, photos, scripts, ticket stubs and other representations of the culture, popular culture, and history of the City of Paterson bring a sense of the collective memory of the city to the viewer’s attention. In effect, the wall provides a sort of window onto dimensions of the city over time, outside the chronology of the action itself. Inclusion is casual. Asked by the bar owner if he should post a dubious piece of memorabilia on the wall, the guileless main character, Paterson, replies with a shrug, “It’s Paterson.”

Contributors to the symposium to be held in early October 2017 will make short presentations on their views of moments in the history of Paterson, views of the city (paintings, photographs, maps), characters and historic figures in and out of Paterson, artists, inventors, politicians, evangelists, and fictional or legendary creatures to begin a discussion of “What makes Paterson?” The aim is to engage a continuing discussion through the remainder of the year that will be recorded to express the multiple dimensions of the City over the last 225 years, from multiple points of view. Presenters at the kick-off event will include an array of people with an academic and professional interest in the city, with a historical, cultural or artistic backgrounds. Each of the 7-8 presenters will have written or taught in and about Paterson. Each person would present for 10 minutes, dividing the whole into two sixty-minute sessions, leaving twenty minutes for discussion in each session, with a break between. A variant could be that each would be asked to create a poster board on their topic, to create a longer lasting source of discussion.

The audience could be encouraged to provide feedback through some kind of submissions, possibly through a poster contest or website that could host pages and commentary.

Paterson 225 Symposium Contacts:

Stephen Hahn, HahnS@wpunj.edu; Bruce Balistrieri, bbalistrieri@patersonnj.gov;

David Cubby, PatersonHPS@gmail.com

SPONSORSHIP & BRANDING OPPORTUNITIES

Commemorative Journal

Mural in Overlook Park

Parade and Festival Floats



BRANDING OPPORTUNITIES

The Paterson's 225th Anniversary Steering Committee invites businesses and organizations hosting events in the 2017-2018 year to use the 225 logo on their flyers, websites, social media, etc. to increase awareness of this monumental year in Paterson's long and varied history.

For more information and logo requests, please contact:
225 Steering Committee, paterson225th@gmail.com

COMMEMORATIVE JOURNAL

The Commemorative Journal is a broad area of opportunity for individuals and business alike, with individual name sponsor to entire covers sponsors. Please consider sponsoring the Paterson 225 calendar of activities by placing your name or advertising your business in the journal.

ALL SUBMISSION FOR JOURNAL ARE DUE BY JUNE 16, 2017

Cover Ads and Page Types information:

Inside Front Cover:	\$1, 250.00
Outside Back Cover:	\$1,000.00
Inside Back Cover:	\$ 750.00
Gold Page:	\$ 500.00
Silver Page:	\$ 400.00
Full Page:	\$ 350.00
Half Page:	\$ 200.00
Quarter Page:	\$ 100.00
Business Card:	\$ 50.00

Opportunities for your participation on a particular page:

Patrons List Page: \$ 50.00 per name

LIMITED TO 20 NAMES PER PAGE

Benefactors List Page: \$ 35.00 per name

LIMITED TO 30 NAMES PRE PAGE

Friends List Page: \$ 20.00 per name

LIMITED TO 50 NAMES PER PAGE

Please submit your ad information to alia@nextwaveweb.com

Payment and ordering information will be provided shortly.

For more information on the Commemorative Journal:

Joanne Wiley, jw05050@gmail.com

MURAL IN OVERLOOK PARK

The Paterson 225 Committee is looking to sponsor a new mural in Overlook Park commemorating the Paterson 225 Milestone. This effort presents a wonderful opportunity for Paterson's thriving artistic community to create a work that local residents and tourists can enjoy during their visit to Paterson Great Falls National Historical Park.

FULL SPONSOR: \$5,000



Current Overlook Park Mural (2016) - David Thompson, Halls That Inspire, Inc.

Overlook Park Mural contact:
Maggie O'Neill, Paterson Historic Preservation Commission,
moneill@patersonnj.gov - 973-321-1220

PARADE AND FESTIVAL FLOATS

Paterson features a full calendar of cultural celebrations and festivals that contribute to its cultural landscape. Please consider joining the Paterson 225 Committee in commemorating each of these events in marking the Paterson 225 milestone. This is a unique opportunity to have your business or entity host a float in one or multiple heritage celebrations held in Paterson every year!

Sponsorship opportunities are priced as follows:

Floats for the following parades/festivals: \$1,500 each:

African American Parade and Festival – June 17, 2017

Peruvian Parade and Festival – July 30, 2017

Paterson 225 Milestone Ceremony – July 4, 2017

Puerto Rican Festival – August 25, 26, 27 2017

Dominican Parade and Festival – September 17, 2017

Native American Heritage Festival – November 2017



Parade Float Contact:

Marcia Sotorrio, City of Paterson Division of Multicultural Affairs,
msotorrio@patersonnj.gov

PATERSON'S 225TH ANNIVERSARY EVENT PARTNERS





www.patersonnj.gov/225