

*Friends of Liberty State Park's*

# **Walk** *for* **Liberty State Park**



EARTH DAY, April 18th, 2009



## ***Sponsor Packet***

*Please contact:* President Sam Pesin  
The Friends of Liberty State Park  
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# Walk for Liberty State Park



## The Overview

*Liberty State Park is located on the Jersey City waterfront and is an inspiring green oasis with spectacular views. Visitors of all cultural backgrounds and ages are uplifted by the dramatic views of Lady Liberty, Ellis Island, the New York Harbor and the Manhattan skyline. Having this large open and green space in such a densely populated area makes this Park one of the true jewels of this nation.*

*The Park has a rich human history beginning with the Lenape Indians who spent their summers at Comminpaw Cove harvesting shellfish. During the Industrial Age the railroads played an important part in our Nation's development. Millions of Immigrants upon arriving in America were welcomed by the Statue of Liberty before being processed at Ellis Island. After processing, the majority of these new Americans were ferried to the Central Railroad of NJ (CRRNJ) Terminal where they boarded trains and ferries and headed towards their new lives. By the late 1950's the waterfront was a wasteland of decayed piers and abandoned railroad yards. Visionary community leaders spurred on by the shameful backdrop to the Statue of Liberty and the lack of ferry access to her from New Jersey took up the cause to create a free and green State Park. On June 14, 1976 their hard work paid off when the south end of the Park opened to the public. Now, 5 million visitors a year enjoy the Park making it the second most visited State Park in the Nation.*

*The Friends of Liberty State Park is a 501(c)(3) volunteer citizen groups that are dedicated to the preservation and betterment of Liberty State Park. The Park is a work in progress with several major improvement projects planned. We are committed to assist the Park by appealing to the generosity of the private sector in order to make Liberty State Park an even greater natural, recreational, cultural and historic public resource.*

*View of Visitors enjoying the Park*



**Your help in this endeavor will benefit future generations of park visitors!**

# Future Projects!



## **Building a Group Picnic Pavilion Field**

*Picnicking is a very popular activity in Liberty State Park. To accommodate larger groups and provide shelter from the elements we are working with the Park to create a Group Picnic Pavilion Field. The goal is to build two pavilions with fields, restrooms and parking facilities. We will also do a number of beautification projects in the area that will include tree plantings and flower gardens.*



## **Interior Natural Area Restoration**

*This 251 acre project will create 190 acres of restored natural areas with wildlife viewing trails passing through forest, tall grass and fresh and saltwater habitats. 60 acres of the perimeter will be devoted to passive recreation sites that will include picnic areas and play areas. This is one of the largest urban nature restoration projects in the country. Though much of the money will come from government funds, we wish to build awareness to this project, create interpretive signage that will describe the natural importance of the area, perform planting projects and secure private sector money (\$10 Million has already been awarded and over \$25 million more is expected to be approved in the next few years).*



## **Restoring the Historic CRRNJ Train Sheds**

*The historic train sheds are unfortunately crumbling before our eyes. They are the largest "Bush-type" train sheds in the world covering an area over 4 football fields in size. Plans for this architecturally beautiful structure are to restore and open it to the public. Once the sheds are restored, the space under them will be ideal for re-uses such as large special events, train exhibits, and an urban gardening project.*

**Walk for LSP will help bring these goals closer to reality!**

# Walk

for

# Liberty State Park



Some of the media from prior Earth Day walks!

## EARTH DAY 5K RUN 2nd, 10:00 AM START

Run through scenic Liberty State Park along the Hudson River waterfront. USATF-certified.

**T-shirts** to all pre-registrants & post-registrants while supplies last. Post race refreshments & random prize drawing at the Earth Day Fair, featuring the **Earth Day Kid's Kingdom!** All activities including parking located in beautiful Liberty State Park.

7:30 - 9:30 am - \$15  
Pre-registration - \$12 (Postmarked by April 7, 2006)  
USATF members - \$10 (must have valid USATF#)

**Trophies to 1st, 2nd, 3rd Overall Male & Female. Medals to 1st, 2nd, 3rd Male & Female in the following categories:**  
14 & younger: 15-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70 & up



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# EARTH DAY 2006

## CELEBRATE AND APPRECIATE 'OUR HUDSON HOME'

Take the Hudson-Bergen Light Rail to Liberty State Park.

# EARTH DAY 2006

Celebrate and Appreciate Our Hudson Home

IN COLLABORATION WITH LIBERTY STATE PARK

Thomas A. Deane County Executive Richard W. Garcia Executive Director John J. Gorman Mayor

**Saturday, April 22, 2006**  
5K Race & Children's Fun Run 10AM  
Kid's Kingdom & Fair 11AM  
Liberty State Park

Take the Hudson-Bergen Light Rail to Liberty State Park.

# EARTH DAY 2006

## Family Fun at Liberty State Park

Celebrate Earth Day with a 5K Run/Walk & Family Fun at Liberty State Park, Saturday, April 22, 2006.

**FAMILY FUN & FITNESS**  
Runners from age 12 & up are invited to the 5K Race and Fitness Walk along the Hudson River Waterfront beginning at 10am. T-shirts for all 5K race/Walk participants. Beautiful trophies awarded to first, second and third place winners. Kids' Fun Run registration begins at 10am for children, baby strollers welcome! Prizes for first and third place winners. Gifts for all participants.

**THE EARTH DAY FAIR 11pm to 4pm**  
Plenty of FREE earth-friendly activities for all members! Learn all about "Our Hudson Home" with interactive displays, free bike safety workshops, "Kid's Kingdom" featuring: Free Rides! Kids' Arts & Crafts! Lots of Strolling & Stage Entertainment!

**LOTS OF PRIZES!**  
Donate an old pair of sneakers & earn a chance to win a new pair!

FOR MORE INFORMATION CALL 100-540-0987 or visit [www.hclia.org](http://www.hclia.org)

# Promotional Opportunities for Sponsors

## **Presenting Sponsor:** \$10,000

- Company name prominently displayed in the title of the event "Walk for Liberty State Park 2006, presented by your company"
- Company logo in all printed materials and event advertisements
- Premier logo placement on all printed materials and T-shirts for the walkers
- A link with your company logo, from the Walk for Liberty State Park 2006 webpage to your company website
- Opportunity to speak on stage
- Additional hospitality passes

## **Major Sponsor:** \$5,000

- Your Company will be allowed a banner on the Main Stage
- Your Company's logo will be included in major printed materials, t-shirts, etc.
- Your Company's logo will be on Sponsors signs throughout event

## **Rest Stop Sponsor:** \$1,000

- Opportunity to staff a rest stop along the route
- Opportunity to display company signage and/or banners at rest stop

## **Sponsor:** \$500

- Sponsorship benefits listed below

## **In-Kind Sponsor**

- A donation of goods or services are also highly appreciated. Some items we would be interested in include: Printing services, advertising space in various media (print, radio, billboards, tv, etc.), water, and snacks.
- We are also seeking incentive gifts to give to participants who raise money for the event. Let us know what your company would like to give
- Levels of recognition will be based on the value of the donation

## **All Sponsors will receive:**

- Opportunity to distribute promotional materials (fliers, coupons, etc.) in the "Welcome Bag"
- Six foot table on festival grounds is available to distribute promotional material, samples, photo opportunities or information distribution.
- Public announcements will be made recognizing your company's support during the course of the event
- Name listed in event program and Walk for Liberty State Park 2006 website
- Four hospitality passes

**For more information please contact us at [pesinliberty@earthlink.net](mailto:pesinliberty@earthlink.net) or 201-792-1993**



## Highlights from *Walk for Liberty State Park and Earth Day*



Park Staff and the Friends help the Band sing "Who let the dog's out?"



Participating in some arts and crafts.



A Family who walks together for a great cause!



Governor Corzine enjoying a slice from Liberty State Park's 30th Birthday Cake.



Earthboy thanking everyone for thier efforts!



Two cute critters having fun at the Park!