

# bedstock®



**A Benefit  
For AUTISM  
OCTOBER 2ND, 2010**



**[www.BEDSTOCK.org](http://www.BEDSTOCK.org)**

## **Our Beneficiaries**

A community partnership between AMA Charitable Foundation, the Bedminster Business Association, and Bedminster Township. Building on the success and fun of Fall Fest!



**Presented by  
AMA Charitable Foundation, Inc.  
in partnership with  
The Township of Bedminster, and  
The Bedminster Business Association**

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**bedstock**

Building on the success and fun of Fall Fest!

**OCTOBER 2ND, 2010**

**BUY TICKETS on**  
**BrownPaperTickets.COM**

ADULTS: \$15 IN ADVANCE, \$20 AT THE EVENT  
CHILDREN 6-16 YRS OLD: \$5  
CHILDREN UNDER 6 - FREE

Join us for a family-oriented fall music festival fundraiser in the heart of Bedminster horse country  
**October 2, 2010**  
**11AM to - 8PM**  
**River Road Park**

To benefit the evidence-based autism intervention services of

NYC LI  
New York City Learning Institute  
Institute for Educational Achievement

NYC LI  
New York City Learning Institute  
Institute for Educational Achievement



# LETTER FROM THE FOUNDER

In 2010, we face unprecedented challenges. One in every 94 children born today in New Jersey has Autism. One in every 50 children experiences homelessness each year in the US. Approximately 40 Million People in the US live below the poverty line and it is growing every year. These are just some of the problems facing our planet.

To make things more challenging, the unemployment rate is growing, government funding is being reduced, and philanthropic organizations are challenged to obtain the resources to address their missions and the increasing demands of poverty, homelessness, and disease. These organizations are started with good hearted, well intentioned people with passion for leaving the world a better place. Often, their idea of fundraising is sending a letter to those who have donated before, hold a flea market, or asking their priest or pastor to solicit support after the Sunday service.

These issues are some of the reasons I started the AMA Charitable Foundation. Our mission is to help these organizations and people to raise the funds necessary, and free them to focus on achieving their missions. In addition to fundraising, our aspiration is to build a community of philanthropic people focused on helping address world issues, to bring together like minded people to address the problems of our time, and to create a greater sense of social responsibility in our communities.

**BEDSTOCK 2010, our premier event, will help support the great work of the Princeton Child Development Institute, the New York Child Learning Institute, the Institute for Educational Achievement, Somerset Hills Learning Institute, and the Garden Academy. These schools and the many workers, volunteer, and supporters are working to leverage evidenced based autism treatment to address the growing population of people diagnosed with autism.**

After meeting with the township of Bedminster to share our idea of doing this fundraiser on my 58 acre farm, the town leadership approached us about supporting the event and offered River Road Park to host our event. We welcomed the support of the mayor, town council, township employees and the local police department. Everyone has been supportive.

We are working with the schools, Great Jersey Music, local business and restaurants, and some fantastic talent to create a great experience for all involved. to build a great venue in support of autism. Please join us for this great event and we look forward to working with you to help these charitable causes.

Richard E. Hoynes,

CEO, AMA Charitable Foundation, Inc.

# INSPIRATION



AMA Charitable Foundation, Inc was formed by Richard Hoynes in the memory of his parents, Anita Mary Hoynes and Andrew Joseph Hoynes in New Jersey. Anita and Andrew were founding members of Fish Inc. and the FISH Hospitality Program. Anita was a social worker and mother of three. Andrew was an x-catholic priest. When they married, they decided that Anita would be home to raise their children and work out of the home to address social concerns they were both passionate about, and Andrew would work to support the family and work part time on the same causes.

Both Anita and Andrew devoted her life to supporting philanthropic causes like poverty, non-violence, homelessness, peace, and protecting children. Among the many causes, they supported the peace movement, the Biafra fund in the late 60's, boycotted Gallo wines in California when they were spraying pesticides on farm workers, and worked to address hunger and homelessness.

FISH Inc. started in 1970 in the basement of the Hoynes' home. As an entirely volunteer organization, it grew over 20 years to include a food program, clothing program run by Gerry Halteman, toys for poor children at Christmas, blankets for the elderly, and even furniture. At its peak, FISH fed almost 2,500 families a year and had more than 400 volunteers. Andrew Hoynes was the first president of FISH Inc. and spent much of his time working towards world peace. Andrew passed away in 1986 of cancer.

After Andrew's death, Anita continued their work with FISH and started a homeless program with Norma Elliott in 1990 called the FISH Hospitality Program. Both FISH and FISH Hospitality Program are church sponsored non-profit organizations. Anita passed away in 1991, leaving a great legacy that is still alive today in the people she helped, her family and friends, and the great people who continue the work of social reform and responsibility today. Anita and Andrew were great parents, friends, and contributors to our society.



# VISION

- Purpose - AMA Charitable Foundation, Inc.
  - Non-Profit to create a venue for fundraising to assist philanthropic organizations find resources to help them address the growing problems of our times.
- The Event - BEDSTOCK 2010 – Fundraising for Evidence-Based Autism Intervention
- Desired Outcomes
  - Raise awareness, money and support for Autism.
  - Build a community of people interested in solving the growing problems of our times.
  - Build a greater sense of philanthropy in the community.
  - Solicit volunteers for the organizations.
  - Help build a renewed sense of social responsibility in the community.
  - Help the musicians and contributors to the event gain exposure.
  - Satisfaction for all those involved.
  - Create a foundation for an annual event that grows larger every year.



# THE CHARITIES

## **Princeton Child Development Institute ([www.pcdi.org](http://www.pcdi.org))**

Princeton, New Jersey

Edward C. Fenske, M.A.T., Ed.S., Executive Director

Dr. Gregory S. MacDuff, Executive Director

is nationally and internationally known for its applied behavior analysis research in autism intervention. Current research and development activities focus on language acquisition and social interaction; promotion of decision-making skills and independence from caregivers; systems analysis and construction of quality assurance systems; expansion of career options and supported-employment opportunities for young adults; and ongoing research on family-style, community-based models of residential treatment. Research leading to the development of replicable treatment models is an essential element of the Institute's programs, because it benefits not only individuals currently receiving services, but potentially, all people with autism.

## **New York Child Learning Institute ([www.nycli.org](http://www.nycli.org))**

College Point, New York

Susan M. Vener, Ph.D., Director

The New York Child Learning Institute, a program of AABR, Inc., is a state certified, nonpublic preschool and school program for children ages 2.7 to 21 years. The Institute implements a science-based educational approach and is committed to providing the highest standard of education for students.

## **Institute for Educational Achievement — IEA ([www.ieaschool.org](http://www.ieaschool.org))**

New Milford, New Jersey

Dawn M. Buffington Townsend, Ph.D., Executive Director

Founded in 1995, IEA is a private, nonprofit educational program dedicated to providing effective intervention to children with autism that will make a difference in their lives and the lives of their families. The primary goals of the services provided by IEA are to enable persons with autism to avoid institutionalization and to live in family environments; to prepare them for enrollment in public school classrooms or for productive work; and to help them acquire skills that facilitate full participation in community life.

# THE CHARITIES (CONT.)

## **Somerset Hills Learning Institute**

Bedminster, New Jersey

Kevin Brothers, Executive Director

As a dissemination site of Princeton Child Development Institute ( [PCDI](#) ), a world leader in science based research and autism intervention, the Somerset Hills Learning Institute employs the curriculum proven to teach children the functional skills they need to succeed at home, at play, at school and in the workforce. The Institute delivers a unique blend of science and compassion to meet the needs of each of its students.

For the community, it means savings millions of dollars in long-term care and financial support. In fact, with the recent graduation of its sixth student back to the public schools, Somerset Hills Learning Institute has saved taxpayers nearly \$30 million. For school districts, it alleviates exorbitant costs for training, manpower and resources. But for families, the results are priceless. Somerset Hills Learning Institute gives them back what they've lost...their children.

## **Garden Academy ([www.gardenacademy.org](http://www.gardenacademy.org))**

Maplewood, New Jersey

David W. Sidener, Ph.D., Executive Director

Garden Academy uses scientific, data-based and accountable interventions to provide an individualized education to students with autism so that they may lead lives of the greatest possible independence. We are committed to helping students develop skills necessary to realize their full educational potential and to become integral and functional members of the family and the community.



# SPONSORSHIP OPPORTUNITIES AND BENEFITS

BEDSTOCK is a family music festival fundraiser scheduled for October 2nd, 2010 at River Road Park, Bedminster, NJ to benefit evidence-based autism treatment. This family music festival is the result of a community partnership between the Township of Bedminster, the Bedminster Business Association, and the Bedminster-based AMA Charitable Foundation.

Through this event, the meaningful work of Princeton Child Development Institute, the New York Child Learning Institute, the Institute for Educational Achievement, Somerset Hills Learning Institute, and the Garden Academy will continue to grow and benefit people with autism. Each of these programs exists to provide state-of-the-art, evidence-based education and intervention services to individuals with autism.

BEDSTOCK Sponsorships present wonderful opportunities for organizations, families or individuals to demonstrate civic responsibility through its support of effective autism treatment in the New Jersey and New York area. Your participation as a sponsor will promote your organization's brand and image as one of philanthropy and community partnership. BEDSTOCK will also give you the opportunity to network with other like-minded philanthropic organizations.

# SPONSORSHIP OPPORTUNITIES AND BENEFITS

*Each sponsorship level provides exciting opportunities for event access and visibility while supporting evidenced-based autism treatment. We look forward to working with you to achieve your organization's specific goals.*

	"Meet & Greet" Reception with Artists and Special Guests	VIP Special Access Badges	General Admission Tickets	Linkage to your website from Bedstock & GreatJerseyMusic sites	Mention in Bedstock Press Release	Concert Tee Shirt Credits	Thank you Announcements from Stage	Exhibitor Tabling Opportunities	Event Signage	Souvenir Event Program Credits
Triple Diamond \$10,000	8	15	10 adults 10 kids	✓	✓	Logo	8	✓	On-stage Banner Logo Placement	Front Cover
Double Diamond \$7,500	6	10	10 adults 10 kids	✓	✓	Listing	7	✓	On-stage Banner Logo Placement	Back Cover
Diamond \$5,000	4	8	10 adults 10 kids	✓	✓	Listing	6	✓	Event Signage with Logo Placement	Inside listing
Multi-Platinum \$3,500	2	4	10 adults 10 kids	✓	✓	Listing	4	✓	Event Signage with Logo Placement	Inside listing
Double-Platinum \$2,000	-	-	10 adults 10 kids	-	-	Listing	2	✓	Event Signage	Inside listing
Platinum \$1,000	-	-	8 adults 8 kids	-	-	-	1	✓	Event Signage	Inside listing
Gold \$500	-	-	4 adults 4 kids	-	-	-	1	-	Event Signage	Inside listing
Supporters \$250	-	-	4 adults 4 kids	-	-	-	-	-	Event Signage	Inside listing
Friends \$100	-	-	2 adults 2 kids	-	-	-	-	-	-	Inside listing

# EVENT AGENDA

## MUSIC AND SPECIAL GUESTS

### DRAFT

Set Duration	Start	End	Band Schedule	Sponsor Meet and Greet
30	11:00 AM	11:30 AM	Tom & Sandy Doyle	
			Welcome to BEDSTOCK!	
30	11:45 AM	12:15 PM	Blackberry Blues Band	
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Sponsor Announcement and Band Introduction (5)	
30	12:30 PM	1:00 PM	Stringbean and the Stalkers	Daryl Strawberry - Meet and Greet (12-2)
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Sponsor Announcement and Band Introduction (5)	
40	1:15 PM	2:00PM	Lisa Bouchelle and Bob Burger	
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Kevin Brothers Spot - BREAK/Announcements	
45	2:15 PM	3:00 PM	Pat Guadagno	Sponsor - Meet and Greet with Joan Jett (2-4)
			AMA Charitable Foundation Welcome, Thank You and Introduction of John	
75	3:15 PM	4:30 PM	John Sebastian	
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Sponsor Announcement and Band Introduction	Sponsor - Meet and Greet with John Sebastian from (4:30 to 5PM)
45	4:45 PM	5:30 PM	Holme Band	
5	5:30 PM	5:35 PM	JOEL KRAUSS sings "We Got the Love" with Holme?	
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Sponsor Announcement and Band Introduction	
40	5:50 PM	6:30 PM	Paul Marino Band with Special Guests	
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Sponsor Announcement and Band Introduction	
30	6:45 PM	7:15 PM	Marc Ribler Band	
			AUTISM MESSAGE FROM SCHOOL LEADER (10 Min Max) Sponsor Announcement and Band Introduction	
30	7:30 PM	8:00 PM	Julius	
	8:00 PM		CLOSING REMARKS	



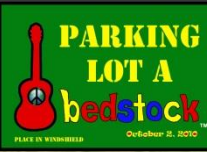
# DIRECTIONS

- From the North
  - Take 287 North to Exit 22 (Route 206 North)
  - Off the exit ramp, take the first jug handle and go straight across Route 206 onto River Road.
  - Enter the park and the attendant will guide you to Musician and Special Guest parking.
- From NYC
  - Take Route 78 West to Route 287 North.
  - Follow Route 287 North to Exit 22A (Route 206 North)
  - Follow Route 206 North to the first Jug Handle and go straight across Route 206 onto River Road.
  - Enter the park and the attendant will guide you to Musician and Special Guest parking.



# EVENT LOCATION RIVER ROAD PARK





BAND/VOLUNTEER PARKING  
SPECIAL GUEST PARKING

Park  
Entrance



RESTAURANT PARKING

MUSIC  
STAGE

MUSICIANS  
TENT

SPONSOR  
TENT

WINE & Beer TENT

MUSIC STORE

Main Tent

EMERGENCY  
SERVICES

RESTAURANT PARKING

HANDICAP  
PARKING

Family Event Area  
(Inflatables)

MISS  
AMY  
SEATING

Exhibitors

Exhibitors

Exhibitors

Exhibitors

Restaurants



Walk In Entrance

Information/Exhibitor Check In



# CONTACT INFORMATION

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**Web Sites**

[www.BEDSTOCK.org](http://www.BEDSTOCK.org)

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