SPONSORSHIP KIT 2021
NEW Advertising Opportunities Supporting Historic Downtown JC
This year we’ve implemented a new branding look and feel that reflects the true energy and vitality of Historic Downtown Jersey City

Sponsorship participation makes your brand part of the all the excitement in the year to come

Visit the new jcdowntown.org CLICK HERE
HDSID 2021 EVENTS ROSTER
Annual events that draw a crowd year after year!

Choose a Platinum Sponsorship for year-round multi-event visibility or a single sponsorship that highlights your brand at key moments on your marketing calendar to drive traffic.

Our events draw thousands of visitors from near and far to shop and dine, even attracting new residents to join our vibrant community.
Gold Sponsorship Package $5000 (per season)

- 2 Branded Pole Banners
- Logo on 2 (4' x 45') Market Banners
- Ad in Monthly Newsletter for 1 Year
- Solo Promo on Social Media
- Logo Credit on 2 Area Display Signs
- Featured on jcdowntown.org
- 10' x 10' Display Table at up to 60 Events

Silver Sponsorship Package $2500 (per season)

- 1 Branded Pole Banner
- Website Homepage 8 Months
- Monthly Newsletter Ad
- Co-Promotion on Social Media
- Credit On 1 Display Sign
- Featured on Event Page
- 10' x 10' Display Table at up to 30 Events

Bronze Sponsorship Package $1000 (per season)

- Co-Promotion on Social Media
- jcdowntown.org Event Page
- 10' x 10' Display Table at up to 15 Events

FARMERS MARKET

April 26th - December 20th & January 21st - April 22 | 68 Events
Spring Sponsorship Deadline March 1st 2021

Year-round market brings shoppers from near and far seeking local fresh food and produce.
GROOVE ON GROVE
May 5 - August 25th, 2021 | 17 Events
Sponsorship Deadline April 1st 2021

Free weekly performance series offering a wide range of electric and acoustic music from around the world. This is a family-friendly celebration that highlights the diversity of Downtown Jersey City. Located at the Grove St Plaza PATH station it offers tremendous commuter foot traffic with over 20,000 in daily attendance.

Presenting Sponsorship Package $1800
- Logo on 2 Newark Avenue Banners (4' x 35')
- Solo Promo on IG, FB
- Logo on all Print Advertisements INCLUDING Posters, Postcards
- Website Link on Groove on Grove Event Page

CLICK TO SPONSOR GROOVE ON GROVE
2021 is the 10th anniversary of this fair focused on the sale of handmade goods and art of all kinds. The fair attracts artists, collectors and shoppers to the downtown area. More than 100 vendors and top food trucks will be there. Over 40,000 visitors attend each year!

**Presenting Sponsorship Package $1200**
- Logo on 2 Newark Avenue (4’ x 35’) Banners
- Logo on Postcards and Posters
- Logo on Newsletter
- Website Link on Event Page
- 10’ x 10’ Space During the Event

ALL ABOUT DOWNTOWN
Saturday, September 18th 2021
Sponsorship Deadline July 30th 2021

CLICK TO SPONSOR ALL ABOUT DOWNTOWN
HALLOWEEN FAMILY BASH
Saturday, October 30th 2021
Sponsorship Deadline October 1st 2021

Free family-friendly event featuring activities for children of all ages. Perfect visibility opportunity for schools, classes and businesses that offer products and services for families.

Presenting Sponsorship Package  $1200
- Logo on Postcards
- Logo on Posters
- Logo on Newsletter
- Website Link on Event Page
- 10' x 10' Space During the Event

CLICK TO SPONSOR HALLOWEEN FAMILY BASH
ARTIST & MAKER MARKET

May-September | 52 Events
October | 3 Events
December | 4 Events

Opportunity for artists and crafts people to show and sell their work. Table sponsorships available at 60+ events! These opportunities sell out every year so reserve EARLY! This event brings more than 30K visitors to the district.

CLICK FOR TABLE APPLICATION & FEES
Gold Sponsorship Package $5000 (4 Opportunities)
- 7 Branded Pole Banners
- Solo Promo on Social Media
- Sponsorship Credit on 2 Display Signs
- Promo Shopping Brochure Logo (distributed throughout district)
- Featured in December on jcdowntown.org Event Page with Link to your Website
- Featured December on jcdowntown.org

Silver Sponsorship Package $2750 (20 Opportunities)
- 2 Branded Pole Banners
- Co-Promotion on Social Media
- Sponsorship Credit on 1 Display Sign
- Promo Shopping Brochure Listing (distributed throughout district)
- Featured December on jcdowntown.org PDF Event Page

Bronze Sponsorship Package $1000 (10 Opportunities)
- 2 Branded Pole Banners
- Co-Promotion on Social Media
- Promo Shopping Brochure Listing (distributed throughout district)
- Featured December on jcdowntown.org PDF Event Page

HOLIDAY CELEBRATIONS
November 15th 2021 - January 7th 2022
Sponsorship Deadline October 15th 2021

Our most popular promotional opportunity of the year! Take advantage of increased foot traffic and spending to get in front of visitors and residents who are motivated to shop and celebrate the season.

CLICK TO SPONSOR HOLIDAY CELEBRATIONS
PLATINUM SPONSORSHIP
$10,000
Sponsorship Deadline April 1st 2021

Our largest sponsorship package offering representation at all events scheduled. Perfect for corporations, developers and agencies who wish to connect with the community on a grassroots level and achieve high visibility throughout the district.

Holiday
- 2 Pole Banners
- Sponsorship Credit on 2 Area Display Signs
- Promo Shopping Brochure Logo

Farmer’s Market
- 2 Pole Banners
- Sponsorship Credit on 2 Area Display Signs
- Mention on City Post Backlit Display

All About Downtown
- Logo on all PATH Car Advertisements
- Logo on 3 Newark Avenue 4’ x 35’ Banners
- 20’ x 20’ Table at Event
- Logo on Postcards and Posters
- Logo on E-Newsletter

Groove on Grove
- Logo on 2 Newark Avenue 4’ x 35 banners
- Sponsorship Credit on 2 Area Display Signs
- Logo on Postcards and Posters
- Logo on E-newsletter
- 10’ x 10’ Table at up to 10 Events per Month*
- Lead Sponsorship Mention on All Event Pages
- Lead Sponsorship Mention on All Press Releases
- Logo Representation on Monthly E-Newsletters
- Mention Monthly on HDSID Social Media

*excludes Farmer’s Market
SIGN ME UP!
Reserve Today! Sponsorship opportunities are limited

QUESTIONS? INTERESTED IN A CUSTOM PACKAGE?
Please email Rachel Sieg at rachel.hdsid@gmail.com

Visit the new jcdowntown.org CLICK HERE