HDSID SPONSORSHIP KIT 2022

The Historic Downtown Special Improvement District's (HDSID) mission is to promote Downtown Jersey City as a great place to live, shop and own a business.

Our goal is to let everyone know JC is THE destination for shopping, dining and play in Northern NJ.

The HDSID's annual events include the Farmer's Markets, Groove on Grove Music Festival, Halloween Celebration, Artist and Maker Markets, and new happenings like our Black Friday Shopping Event and coming in 2022—a new and improved JC Restaurant Week. These events bring hundreds of thousands of visitors to the district and much-needed dollars to our businesses and restaurants.

Aside from these highly visible events and programs the HDSID actively maintains the district, keeping it clean, safe and beautiful. Our street teams take care of trash removal, powerwashing and graffiti removal as well as installing beautiful seasonal plantings, street advertising and safety signage.

We take great pride in the work we do and the businesses and residents we represent.

Thank you for being a part of what we do!

Platinum SPONSORSHIPS

YEAR-ROUND PROMOTION that keeps your brand highly visible

$10,000

Sponsorship Deadline May 1st 2022

Our largest sponsorship package. Representation at all HDSID events. Perfect for corporations, developers and agencies who wish to connect with the community.

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
• 10’ x 10’ Table During the Farmers Market Event Season

All About Downtown
• Logo on 3 Newark Avenue 4’ x 35’ Banners
• 10’ x 10’ 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

YEAR-ROUND PROMOTION that keeps your brand highly visible

$10,000

Sponsorship Deadline May 1st 2022

Our largest sponsorship package. Representation at all HDSID events. Perfect for corporations, developers and agencies who wish to connect with the community.

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
• 10’ x 10’ Table During the Farmers Market Event Season

All About Downtown
• Logo on 3 Newark Avenue 4’ x 35’ Banners
• 10’ x 10’ 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

PROUDLY SPONSORED BY:

Helen's PIZZA Family Owned Since 1968

HARD GROVE RESTAURANT PROUDLY SPONSORED BY:
Farmers Market SPONSORSHIPS

APRIL 24TH - DECEMBER 22ND 2022

Three levels of sponsorship starting at $1000
Sponsorship Deadline May 1st 2022

Year-round market brings shoppers from near and far seeking fresh, local food and produce.

SPONSORSHIP LEVELS

GOLD $5,000
• 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 $2500
• 1 Branded Pole Banner
• Website Homepage 8 Months
• Monthly Newsletter Ad
• Co-Promotion on Social Media
• Credit On 1 Display Sign
• Featured on Farmers Market Event Page
• 10’ x 10’ Display Table at up to 30 Events

BRONZE $1000
• Co-Promotion on Social Media
• Featured on Farmers Market Event Page
• 10’ x 10’ Display Table at up to 15 Events

Holiday SPONSORSHIPS Celebrations

NOVEMBER 15TH 2021 - JANUARY 7TH 2022

Three levels of sponsorship starting at $1000
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.

SPONSORSHIP LEVELS

GOLD $5,000 (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 on Holiday Celebration Event Page with Link to your Website
• Promoted on December Featured Businesses on the jcdowntown.org Homepage

SILVER $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 on Holiday Celebrations Event Page

BRONZE $1000 (10 Opportunities)
• 2 Branded Pole Banners
• Co-Promotion on Social Media
• Promo Shopping Brochure Listing (distributed throughout district)
• Featured on Holiday Celebrations Event Page

Community Events SPONSORSHIP

Promotions MAY through OCTOBER 2022

A unique opportunity for year-round exposure for your business. Sponsorship Deadline July 30th 2022

HDSID has developed a roster of occasions that drive pedestrian traffic to the district throughout the year. These events draw over 20,000 visitors each day to the area to shop, drink, and play.

COMMUNITY EVENTS Sponsorship $5000
• Logo on 2 Newark Avenue (4’ x 35’) Banners
• Logo on Postcards and Posters
• Logo on Newsletter
• Website Link on Event Pages
• 10’ x 10’ Space During the Events

For more details or questions, E-MAIL rachel.hdsid@gmail.com

HDSID | 344 GROVE STREET, PMB 52 | JERSEY CITY, NJ 07302 | 201-547-3554 | QUESTIONS? E-MAIL rachel.hdsid@gmail.com