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 Farmers Market, Groove on Grove Music Festival, Artist & Maker Market, All About Downtown Street Fair, Halloween Celebration, Holiday Happenings and new opportunities like our Black Friday Shopping Event. These events bring hundreds of thousands of visitors to the district and much-needed dollars to our businesses and restaurants.

Thank you for being a part of what we do!

SPONSORSHIP LEVELS

GOLD $5,000
• 2 Branded Pole Banners
• Logo on 2 (4’ x 35’) 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

SILVER $2750
• 1 Branded Pole Banner
• Website Homepage 8 Months
• Monthly Newsletter Ad
• Co-Promotion on Social Media
• Credit On 1 Display Sign
• Featured on All About Downtown Event Page
• 10’ x 10’ Display Table

BRONZE $1250
• Co-Promotion on Social Media
• Featured on All About Downtown Event Page
• 10’ x 10’ Display Table

YEAR-ROUND PROMOTION that keeps your brand highly visible $10,000
• Sponsorship Deadline March 1st 2022

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

Farmers 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

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

SPONSORSHIPS

Thank you for being a part of what we do!

Advertising Opportunities
Supporting Historic Downtown Jersey City
Farmers Market
SPONSORSHIPS
APRIL 25TH - DECEMBER 22ND 2022
Three levels of sponsorship starting at $1250
• Sponsorship Deadline March 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 30 Events
SILVER $2750
• 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 15 Events
BRONZE $1250
• Co-Promotion on Social Media
• Featured on Farmers Market Event Page
• 10’ x 10’ Display Table at up to 10 Events

Holiday SPONSORSHIPS
Celebrations
NOVEMBER 2022 - JANUARY 2023
Three levels of sponsorship starting at $1250
• Sponsorship Deadline October 15th 2022
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 Celebrations Event Page with Link to your Website
• Promoted on December Featured Business on jcdowntown.org
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 $1250 (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
APRIL through DECEMBER 2022
A unique opportunity for year-round exposure for your business.
• Sponsorship Deadline March 1st 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
• Choose any 2 Events to Sponsor
• 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

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

Black Friday SPONSORSHIPS
4-DAY WEEKEND in NOVEMBER 25-28TH 2022
• Deadline November 2022
Advertisement $500
Now in its third year this important start to the shopping season is being promoted to thousands of new customers with print brochures, digital billboards, and window displays as well as prominent promotion on jcdowntown.org to drive traffic to the JC Downtown in the critical holiday season.

Groove SPONSORSHIPS on Grove
MAY 1ST - AUGUST 31ST 2022
Three levels of sponsorship starting at $1250
• Sponsorship Deadline March 1st 2022
Groove on Grove is our free summer weekly music series featuring a wide variety of musicians, and performers! This is a family friendly event that brings our community together to celebrate Jersey City and its diversity.
SPONSORSHIP LEVELS
GOLD $5,000
• 1 Branded Pole Banners
• Logo on 2 (4’ x 35’) 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 8 Events per Month
SILVER $2750
• 1 Branded Pole Banner
• Website Homepage 8 Months
• Monthly Newsletter Ad
• Co-Promotion on Social Media
• Credit On 2 Display Signs
• Featured on Groove on Grove Event Page
• 10’ x 10’ Display Table at up to 4 Events per Month
BRONZE $1250
• Co-Promotion on Social Media
• Featured on Groove on Grove Event Page
• 10’ x 10’ Display Table at up to 2 Events per Month

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