

All About Downtown Street Fair **SPONSORSHIPS**



BECOME A SPONSOR

CHOOSE A SPONSORSHIP LEVEL

GOLD \$5,000

- 2 Branded Pole Banners
- Logo on 2 (40' x 5') 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

SEPTEMBER 21ST 2024

Sponsorship Deadline
★ July 15th 2024★

In it's 12th year, All About Downtown Street Fair is THE premier event in downtown Jersey City!

APPLICATION FORM Please mail form & make check out to: HDSID, 344 Grove Street, PMB#52, Jersey City, NJ 07302

BUSINESS NAME *as it should appear on sponsorship

CONTACT FULL NAME

PHONE

ADDRESS

EMAIL

YOUR WEBSITE or SOCIAL MEDIA LINK

SELECTED SPONSORSHIP PACKAGE(S) Fill in Sponsorship Name(s), Level and Cost

SPONSORSHIP NAME

LEVEL AND COST

TOTAL \$

AGREEMENT—I agree to pay the above amount to the HDSID for the 2024 Sponsorship Package(s) I selected

LOGO—Yes, I will send electronic copies as jpg, png, pdf, or eps to maria.hdsid@gmail.com

MISSED THE DEADLINE? Please reach out for custom sponsorship packages to: rachel.hdsid@gmail.com

THANK YOU for sponsoring HDSID's Events! Your sponsorship will contribute funds towards the appearance and safety of Historic Downtown Jersey City Special Improvement District as well as help us market and advertise to drive traffic to the district's businesses. Once a sponsorship payment is made, it is non-refundable. We appreciate your understanding. No refunds will be approved.

Platinum **SPONSORSHIPS**

YEAR-ROUND PROMOTION that keeps your brand highly visible

Sponsorship Deadline ★ March 1st 2024 ★

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



PLATINUM \$10,000

BECOME A SPONSOR

Farmers Market

- 2 Pole Banners
- Sponsorship Credit on 2 Area Display Signs
- Mention on City Post Backlit Display
- 10' x 10' Table at 1 per Week During the Farmers Market Event Season



All About Downtown

- Logo on 3 Newark Avenue (40' x 5') Banners
- 10' x 10' Table at Event
- Logo on Postcards and Posters
- Logo on E-Newsletter



Groove on Grove

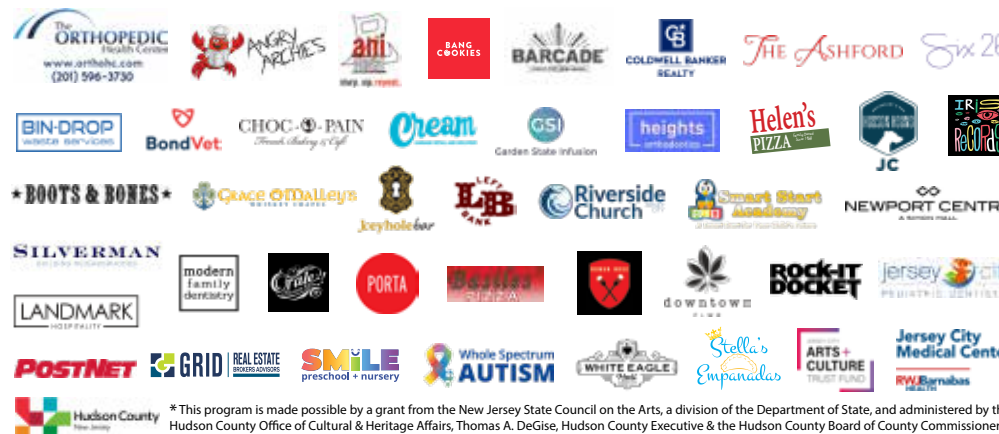
- Logo on 2 Newark Avenue (40' x 5') Banners
- Sponsorship Credit on 2 Area Display Signs
- Logo on Postcards and Posters
- Logo on E-newsletter
- 10' x 10' Table at up to 4 Events per Month
- Lead Sponsorship Mention on All Event Pages
- Lead Sponsorship Mention on All Press Releases
- Logo Representation on Monthly E-Newsletters
- Mention Monthly on HDSID Social Media



Holiday

- 2 Pole Banners
- Sponsorship Credit on 2 Area Display Signs

PROUDLY SPONSORED BY:



344 GROVE STREET, PMB 52, JERSEY CITY, NJ 07302
PHONE: 201-547-3554 | EMAIL: RACHEL.HDSID@GMAIL.COM
VISIT JCDOWNTOWN.ORG

HISTORIC DOWNTOWN JERSEY CITY

SPECIAL IMPROVEMENT DISTRICT

SPONSORSHIP KIT 2024



Advertising Opportunities Supporting
Historic Downtown Jersey City
VISIT JCDOWNTOWN.ORG

Farmers Market

SPONSORSHIPS

BECOME A SPONSOR



CHOOSE A SPONSORSHIP LEVEL

- **GOLD \$5,000**
 - 2 Branded Pole Banners
 - Logo on 2 (40' x 5') 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 per Season
- **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 per Season
- **BRONZE \$1250**
 - Co-Promotion on Social Media
 - Featured on Farmers Market Event Page
 - 10' x 10' Display Table at up to 10 Events per Season

APRIL 22ND - DECEMBER 19TH 2024

Sponsorship Deadline
* March 1st 2024 *

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

Holiday Celebrations

SPONSORSHIPS



BECOME A SPONSOR

CHOOSE A SPONSORSHIP LEVEL

- **GOLD \$5,000** (4 Opportunities)
 - 7 Branded Pole Banners
 - Solo Promo on Social Media
 - Sponsorship Credit on 2 Display Signs
 - 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
 - Featured on Holiday Celebrations Event Page on jcdowntown.org
- **BRONZE \$1250** (10 Opportunities)
 - 2 Branded Pole Banners
 - Co-Promotion on Social Media
 - Featured on Holiday Celebrations Event Page on jcdowntown.org

NOVEMBER 2024 - JANUARY 2025

Sponsorship Deadline
* October 15th 2024 *

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.

Groove on Grove

SPONSORSHIPS



BECOME A SPONSOR

CHOOSE A SPONSORSHIP LEVEL *Check One*

MAY 1ST - AUGUST 28TH 2024

Sponsorship Deadline
* March 1st 2024 *

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.

- **GOLD \$5,000**
 - 2 Branded Pole Banner
 - Logo on 2 (40' x 5') 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 1 Display Sign
 - 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

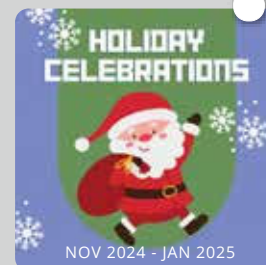
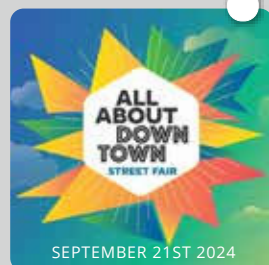
Community Events

SPONSORSHIPS

A UNIQUE OPPORTUNITY FOR YEAR-ROUND EXPOSURE FOR YOUR BUSINESS

BECOME A SPONSOR

Choose Two Events:



APRIL - DECEMBER 2024

Sponsorship Deadline * March 1st 2024 *

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.

- **SPONSORSHIP \$5000**
 - Choose any 2 Events to Sponsor
 - Logo on 2 Newark Avenue (40' x 5') Banners
 - Logo on Postcards and Posters
 - Logo on Newsletter
 - Website Link on Event Pages
 - 10' x 10' Space During the Events
 - 3 events per month



FOR MORE DETAILS OR QUESTIONS, EMAIL:
rachel.hdsid@gmail.com

FOR DIGITAL SPONSORSHIP FORMS, VISIT US AT:
jcdowntown.org/events

BECOME A SPONSOR

Expose your business to over 30 thousand local consumers on the SID's highly-engaged social feeds.

Social Media
f i SPONSORSHIP

- **SPONSORSHIP \$500**
 - 2 Dedicated Social Media Posts per season