HISTORIC DOWNTOWN
JERSEY CITY
SPECIAL IMPROVEMENT DISTRICT

2027
2028

PARTNERSHIP OPPORTUNITIES

PRESENTATION

JCDOWNTOWN.ORG

HISTORIC DOWNTOWN
JERSEY CITY
SPECIAL IMPROVEMENT DISTRICT

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HISTORIC DOWNTOWN
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OVERVIEW

A DOWNTOWN WITH SOMETHING FOR EVERYONE

There is something truly special about Downtown Jersey City. As one of New Jersey's most walkable and lively neighborhoods, it's a place where you can feel the energy the moment you step onto the pavement. Whether you choose the creative energy of the Arts District, the welcoming City Hall area, the tree lined streets of shops and restaurants on Jersey Ave or the old-world charm of The Village, Downtown has a destination for every visitor.

The heart of the area is Newark Avenue—our beloved "Restaurant Row"—which is packed with an incredible, diverse mix of independent spots that showcase the global flavors and creative spirit of our community. Located on a pedestrian walkway, the Avenue is always humming with outdoor dining, local storefronts, and neighborhood events. It is a natural gathering space that feels alive yet beautifully contained.

With the PATH, light rail, and stunning waterfront just moments away, getting here is a breeze whether you are coming from around the corner, across New Jersey, or right over the river from New York City.

THE HDSID MISSION is to support and strengthen local businesses through strategic marketing, large-scale public programming, beautification initiatives, and economic development efforts. Our events are designed to increase foot traffic, generate revenue for small businesses, and reinforce Historic Downtown Jersey City as a regional destination.

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WHY INVEST IN DOWNTOWN JC?

THE LOCAL ADVANTAGE

Capitalize on the Peak of Jersey City's Growth! Partner with the Historic Downtown Special Improvement District (HDSID) to position your brand directly in front of one of the region's fastest-growing, highest-spending demographics. The district is a high-velocity economic hub where unparalleled daily foot traffic offers premium visibility.

High-Volume Built-In Audience

Strong Daily Foot Traffic

The Newark Avenue Pedestrian Mall draws 10,000 visitors daily

60,000 commuters pass through the Grove St PATH Plaza each day

Transit Connectivity

Downtown Jersey City is a 24/7 transit hub

Desirable Demographics

Young professionals and families with immense purchasing power

The Local Event Experts

High-Impact Programming

HDSID plans, produces, and manages multiple high-profile, award-winning events annually

All-Season Community Connection

Curated year-round weekly Farmers Markets, and dedicated Holiday and Halloween activations

Multi-Channel Marketing Network

Digital Reach & Audience Engagement

- 48,300+ Social Followers
- 70% female / 30% male
- 8+ Million Impressions annually

Strategic Promotional Resources In Place

- Physical Branding
- Media Partnerships
- Influencer Alliances

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SPONSORSHIPS

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PREVIOUS SPONSORS

McDonald's

New Jersey Lottery™

metro by T-Mobile

PORT AUTHORITY NY NJ
AIR LAND RAIL SEA

PSE&G

xfinity

LANDMARK HOSPITALITY

SILVERMAN
BUILDING NEIGHBORHOODS

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YEAR-ROUND ANCHOR SPONSOR

$25,000

365 day-a-year visibility for your business or brand

- Four branded district pole banners for each season (Street Fair, Halloween, Holiday, Spring)
- Premium logo placement on the Newark Avenue event banner
- 10' x 10' activation space at each event
- Logo Recognition across event marketing and signage
- Logo with link featured on jcdowntown.org
- Custom Activations available

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COMMUNITY CULTIVATOR $10,000

Grow your business while supporting local growth

- Two branded district pole banners for each season (Street Fair, Halloween, Holiday, Spring)
- Premium logo placement on the Newark Avenue event banner
- 10' x 10' activation space at each event
- Logo Recognition across event marketing and signage
- Logo with link featured on jcdowntown.org
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STREETSCAPE SPONSOR $7,500

Encourage community by sponsoring local landscaping and watering, powerwashing, sanitation and maintenance of streets and sidewalks

Your sponsorship supports the beautification and safety of the Downtown district with regular scheduled maintenance.

- Powerwashing
- General landscaping (planters)
- Trash removal (replacing cans + sweeping tools)

Supporters of these programs will receive recognition on

- Planter Signage
- Refuse Containers
- Social Media
- Website: jcdowntown.org

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ALL ABOUT DOWNTOWN STREET FAIR

This award-winning event brings tens of thousands of attendees to the streets of Downtown to eat, drink and play

Presenting Sponsor – $5,500

- Four branded pole banners displayed throughout the event
- Premium logo placement on the Newark Avenue event banner
- Two 10' x 10' activation spaces at the Street Fair
- Logo Recognition as the Presenting Sponsor across event marketing and signage

Community Sponsor – $1,500

Exclusively for small businesses, local businesses, or nonprofit organizations

- Recognition on event signage
- One 10' x 10' activation space

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- # FARMERS MARKET (SPRING, SUMMER, FALL)
- # GROOVE ON GROVE/HANDMADE MARKET

Be a part of the Downtown vibe! Our signature events draw thousands to shop & play!

Presenting Sponsor – $5,500 per event

- Four branded pole banners displayed throughout the event
- Premium logo placement on the Newark Avenue event banner
- One 10' x 10' activation space for a quantity of dates in the 2027 season
- Logo Recognition as the Presenting Sponsor across event marketing and signage

Community Sponsor – $2,000 per event

Exclusively for small businesses, local businesses,or nonprofit organizations.

- Recognition on event signage
- One 10' x 10' activation space for a quantity of dates in the 2027 season

FARMERS MARKET

Become a Sponsor →

GOG/HANDMADE MARKET

Become a Sponsor →

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HOLIDAY CELEBRATIONS SPONSORSHIP

All eyes are on Downtown as families and visitors gather to celebrate the season with logo displayed for holiday tree lighting and menorah lighting ceremonies and participation in holiday markets

Presenting Sponsor – $5,500

- Four branded pole banners displayed throughout the event
- Premium logo placement on the Newark Avenue event banner
- 10' x 10' activation space
- Logo Recognition across event marketing and signage

Community Sponsor – $1,500

Exclusively for small businesses, local businesses,or nonprofit organizations.

- Recognition on event signage
- One 10' x 10' activation space

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COMMUNITY EVENTS SPONSOR $6,500

HDSID has developed a roster of occasions that drive pedestrian traffic to the district throughout the year. These events draw over 10,000 visitors each day to the area to shop, drink, and play.

Choose any 3 Events to Sponsor (Farmers Market, Groove on Grove, Halloween, Holiday Celebrations)

- Logo Credit on Newark Avenue (40'x5') Banner
- One Dedicated Social Media Post per Month – across our social media channels
- Logo Credit on the Monthly Newsletter, website event page, CityPost, and Simon Mall graphics
- Website Link on Event Pages
- 10' x 10' Space During the Events
- Attend 4 Events per Month – please select your events at the beginning of the month

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LOCAL BUSINESS COLLABORATION $2,500

This initiative is designed to encourage partnership and cross-promotion among businesses within our district. Have an event that needs big marketing visibility to drive attendance and sales*?

Talk to our team about ways to partner with us!

**To insure that our advertising reflects the HDSID's standards and values, we reserve the right to decline or request revisions to submitted ad content to maintain the integrity and quality of our promotions.*

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SOCIAL MEDIA SPONSORSHIP $600

Expose your business to over 40 thousand local consumers on the SID's highly-engaged social feeds.

- 2 Dedicated Social Media Posts per Package

How it works:

You are paying for 2 social media posts. The content can be created by our social media manager by visiting your location/service OR it can be your content that we share on our platform.*

**In order insure that our advertising aligns with our standards and values, we retain the right to decline or make necessary modifications to the ad copy to maintain the integrity and quality of our content.*

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THANK YOU!

GET YOUR SPONSORSHIP STARTED TODAY

CONTACT RACHEL SIEG : RACHEL.HDSID@GMAIL.COM