



**2022**

**Event Sponsorship**

**Package**

## 2022 SPONSORSHIP SUMMARY

EVENT	DATE	SPONSORSHIP AMOUNT
Global Sponsorship – Presenting Sponsor	All events	\$7,500 (value: \$7,800)
Global Sponsorship – Gold Sponsor	All events	\$3,500 (value: \$3,800)
NJ Sharing Network 5K	June 5	\$100 per table for Members \$150 per table for Non-Members
Summer Concert Series	July 14, July 21, July 28	\$1,000 – Presenting Sponsor
National Night Out & Fireworks Celebration	August 2	\$6,000 – Fireworks Sponsor \$800 – Presenting Sponsor \$50 per table for Members \$100 per table for Non-Members
Street Fair	October 30	\$3,000 – Presenting Sponsor \$1,000 – Gold Sponsor \$800 – Silver Sponsor
Holiday Walk	November 25	\$6,000 – Fireworks Sponsor \$3,000 – Presenting Sponsor \$1,000 – Gold Sponsor \$800 – Silver Sponsor

See all event details below. Please contact us if you have any questions about the events or sponsorships. We are always happy to accept contributions of any amount, even if you are unable to support the events at the sponsor level.

## EVENT SPONSORSHIP DETAILS

### YEAR-LONG 2022

#### Global Sponsorships

Global Sponsorships allow you to have a discounted marketing presence for all 2022 events. Your business will be prominently featured on promotional materials, and you will have the opportunity to be on-site for every event!

#### **Presenting Sponsor - \$7,500**

(value: \$7,800; details in event descriptions below)

Presenting Sponsorship at the following events:

- Summer Concert Series
- National Night Out
- Street Fair
- Holiday Walk

#### **Gold Sponsor - \$3,500**

(value: \$3,800; details in event descriptions below)

Presenting and/or Gold Sponsorships at the following events:

- Summer Concert Series- Presenting
- National Night Out- Presenting
- Street Fair- Gold
- Holiday Walk- Gold

## JUNE

### NJ Sharing Network Celebration of Life 5K Race – June 5

#### Table at Event - \$100 (Non-Members: \$150)

This fun-filled, family-oriented day, which draws **more than 10,000 entrants and spectators**, includes children's races, music, awards, prizes, and activities for all ages. Advertise your business with signage on your table, distribute giveaways and promotional materials, or develop a store-specific promotion or event. This is a tremendous opportunity to promote your business to families from New Providence and surrounding communities—sponsorships for corporate tents typically range from \$3,000 to \$50,000!

## JULY

### Summer Concert Series- July 14, 21, and 28

#### Presenting Sponsor - \$1,000

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the concerts
- Opportunity to introduce the band and address the concert attendees
- Local media acknowledgments

This annual concert series, which is **attended by approx. 200-300 families per event**, is held on three Thursday evenings during the summer. In addition to the concert, this family friendly event also features fun activities for kids, such as a magician and face painter, making it a great way to promote your business to families during the summer.

## AUGUST

### National Night Out, Concert, and Fireworks Celebration – August 2

#### Fireworks Sponsor - \$6,000

- Exclusive prominent position ("Fireworks Sponsored By") on all event materials
- "Fireworks Sponsored By" on banners at Centennial Park and Veterans Park
- Opportunity to introduce the band and address the concert attendees
- Name prominently featured on all posters, banners and other signage and materials announcing the event
- Sponsor table at the event
- Local media acknowledgements

#### Presenting Sponsor - \$800

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the concerts
- Opportunity to introduce the band and address the concert attendees
- Sponsor table at the event
- Local media acknowledgments

#### Table at Event - \$50 (Non-Members: \$100)

Tables provide sponsors the opportunity to showcase their goods or services, provide handouts, and meet potential new customers. (Sponsors provide their own table/canopy/chairs/giveaways.)

Held on the first Tuesday in August, National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie. First responders including police, firefighters, and EMS display their equipment and interact with the community. This is an opportunity for the entire family to meet the people who serve and protect them, and the sponsorship is a great way to reach families during the summer. This highly anticipated and well attended event also features an outdoor concert, fun activities for kids, free food, giveaways and games from local businesses, and fireworks!

## OCTOBER

### Street Fair - October 30

(Note: Please use Street Fair Specific Sponsor Information Sheet included in this packet)

#### Presenting Sponsor - \$3,000 (only 2 available)

- Exclusive event presentation rights (ex., The New Providence Street Fair Presented by XYZ Company)
- "Presented by" on banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Sponsor table at the fair – opportunity to distribute sponsor information
- Local media acknowledgements

#### Gold Sponsor - \$1,000

- Banner with sponsor name at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Sponsor table at the fair- opportunity to distribute sponsor information
- Local media acknowledgements

#### Silver Sponsor - \$800

- Name on posters and other media promoting the event
- Sponsor table at the fair- opportunity to distribute sponsor information
- Local media acknowledgements

#### Vendor Opportunity

Status	Artist/Crafter	Retailer	Food Vendor	Non-Profit
Member	\$50	\$50	\$150	\$25
Non-member	\$100	\$100	\$250	\$30

Held in the main thoroughfare of the borough, the fair promises a day of fun for the entire family, typically **drawing a crowd of OVER 5,000 people!** The streets are filled with various exhibits, vendors, music, and children's activities such as a petting zoo, face painting, and storytelling. Residents and visitors come to enjoy the food and entertainment. Businesses can participate in this event by serving as a sponsor and/or vendor.

Vendor tables provide the opportunity to showcase your goods or services, give away fun stuff, interact with the community, and meet potential new customers!

## NOVEMBER

### Holiday Walk- November 25

#### **Fireworks Sponsor - \$6,000**

- Exclusive prominent position ("Fireworks Sponsored By") on all event materials
- Name prominently featured on all posters, banners and other signage and materials announcing the event
- Local media acknowledgements

#### **Presenting Sponsor - \$3,000 (only 2 available)**

- Exclusive event presentation rights (ex., Holiday Walk Presented by XYZ Company)
- "Presented by" on banner at Centennial Park and/or Veterans Park
- Name on all posters, banners, and other signage and materials announcing the event
- Local media acknowledgements

#### **Gold Sponsor - \$1,000**

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other signage and materials announcing the event
- Local media acknowledgments

#### **Silver Sponsor - \$800**

- Name on posters and other signage and materials promoting the event
- Local media acknowledgements

This event is an evening gathering traditionally held on the Friday after Thanksgiving in downtown New Providence. The event features the arrival of Santa with the NPHS Marching Band, merchant giveaways and activities, strolling carolers, entertainment, and a fantastic fireworks show! It is one of the most anticipated events in town, drawing a huge crowd every year.

## NEW PROVIDENCE DEMOGRAPHIC INFORMATION

As of the United States Census of 2022, there were 13,650 people and 3,335 families residing in New Providence. There were 4,515 households (2015 – 2019), with a median household income (2019) of \$143,672 and a median home value of \$607,100.

A majority of New Providence's residents hold professional, managerial or other executive positions in their business or industry with an above average salary. Among the most common occupations in New Providence are (2010 Census): Management, professional, and related occupations, 62.4% Sales and office occupations, 20.1% Service occupations, 11.4%

Approximately 78.2% of workers in New Providence, New Jersey work for companies, 13.1% work for the government and 8.7% are self-employed.

New Providence is also a well-educated community. For population 25 years and over:

High school or higher: 95.1%

Bachelor's degree or higher: 58.1%

Graduate or professional degree: 27.6%

The Borough of New Providence is located 28 miles west of New York City in one of the most populous areas of the country. In fact, within a 5-mile radius of downtown New Providence, there is a significant daytime population, generating consumer demand from households with above average income levels.

	<u>1 Mile</u>	<u>3 Mile</u>	<u>5 Mile</u>
<b>Population</b>	10,272	61,880	175,000
<b>Daytime Population</b>	5,431	36,291	116,965
<b>Households</b>	3,747	22,020	60,594
<b>Avg. HH Income</b>	\$163,715	\$147,409	\$152,000

Source: The Goldstein Group

The two main thoroughfares in the borough, South Street and Springfield Avenue, bring nearly 27,000 vehicles through town each day, creating substantial business opportunity.

## 2022 SPONSOR INFORMATION SHEET

For the Street Fair, please use Street Fair Sponsor Information Sheet on the following page.

Sponsor name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Event Name	Sponsorship Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total Amount: \$ \_\_\_\_\_

- ☐ Payment is enclosed. Please make checks payable to: NPBPA
- ☐ Please invoice me. Payment is due within 30 days of invoice.
- ☐ I am unable to become a sponsor, but please accept this donation of \$ \_\_\_\_\_

Please mail this form (along with payment, if applicable) to:

New Providence Business Community  
Attn: Sponsorships  
360 Elkwood Avenue  
New Providence, NJ 07974

# 2022 STREET FAIR SPONSOR INFORMATION SHEET

Deadline for Street Fair Sponsorship is September 16, 2022

Sponsor name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Sponsorship Opportunity	Sponsorship Amount
_____	\$ _____

☐ Payment is enclosed. Please make checks payable to: NPBPA

☐ I am unable to become a sponsor, but please accept this donation of \$ \_\_\_\_\_

Please mail this form (along with payment) to:

New Providence Business Community  
Attn: Sponsorships  
360 Elkwood Avenue  
New Providence, NJ 07974

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**IMPORTANT:** Will you be taking your sponsor table at the Fair\*?

☐ Yes

☐ No

\*A table, tent, and 2 chairs will be set up and provided for you. You must provide handouts or giveaways – NO FOOD/CANDY/DRINKS to be sold or given away. Your table must be staffed from 10 AM - 5 PM on the day of the event. Set-up is from 8 – 9 AM.