

2024 Sponsorship Summary

EVENT	DATE	SPONSORSHIP AMOUNT
Global Sponsorship * ALL EVENTS		\$3200 (value: \$3500)
Summer Concerts	July 11, July 18, July 25	\$2,000 – Presenting Sponsor (limited-only 2 available) \$1,000 – Gold Sponsor
Downtown Trick-or-Treating	Saturday, October 26	\$1,000 – Presenting Sponsor (limited-only 2 available) \$500 – Gold Sponsor
Street Fair	Sunday, October 27	\$3,000 – Presenting Sponsor (limited-only 2 available) \$1,000 – Gold Sponsor
Holiday Walk	Friday, November 29	\$6,000 – Presenting Sponsor (limited-only 1 available) \$1,000 – Gold Sponsor

** Meeting sponsorship is also available!*

General Support: We welcome contributions of any amount if you are unable to support the events at the sponsor level

We participate in a few other annual events in town and have an opportunity for members to gain exposure should they choose:

- NJ Sharing Network (Sunday, June 19, 2024) \$100/members, \$150/non-members
- National Night Out, (Tuesday, August 6, 2024) \$50/table (members only)

Sponsorship Link is [here](#).

Or mail a check to: New Providence Business % Michele Elefante, 1790 Springfield Ave., New Providence, NJ 07974

Event Sponsorship Details

2024 GLOBAL SPONSORSHIP

\$3200

- Summer Concert Series (3 events)
- Downtown Trick-or-Treating
- Street Fair
- Holiday Walk

Benefits:

- **Featured sponsor spotlight in our social media**
- **Your logo in our monthly e-newsletter**
- Name on posters and other media promoting all the concerts
- Banner at Centennial Park and/or Veterans Park
- Opportunity to have a table at all three concerts
- Opportunity to introduce the band and address the concert attendees
- Special mention in local media

Become a 2024 Global Sponsor and elevate your brand's visibility across (4) dynamic events: the Summer Concert Series, Downtown Trick-or-Treating, the Street Fair, and the Holiday Walk. Seize the opportunity to showcase your brand with a table presence at all three concerts, introduce the band to concert attendees, and receive special mentions in local media, maximizing your impact in the community.

SUMMER CONCERT SERIES- July 11, 18, and 25

Presenting Sponsor (limited—only 2 available)

\$2,000

- Exclusive event presentation rights (ex., The NP Summer Concerts Presented by...)
- “Presented by” on banner at Centennial Park and/or Veterans Park
- Opportunity to have a table at all three concerts
- Name on posters and other media promoting the event
- Special mention in local media

Gold Sponsor

\$1,000

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting all the concerts
- Opportunity to have a table at all three concerts
- Opportunity to introduce the band and address the concert attendees
- Special mention in local media

Described as “the reason why I knew I made the right choice in moving to New Providence” by a local resident/young parent, this annual concert series is attended by approx. 200-300 families *per event*. Held on three Thursday evenings during the summer, rain or shine, This fun family-friendly community event features a different band and style of music each week, plus fun activities for kids, making it a great way to promote your business to families during the summer.

DOWNTOWN TRICK-OR-TREATING- Saturday, October 26

Presenting Sponsor (limited–only 2 available)

\$2,000

- Exclusive event presentation rights (ex., NP’s DOWNTOWN TRICK-OR-TREATING Presented by...)
- “Presented by” on banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Special mention in local media

Gold Sponsor

\$1,000

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting all the concerts
- Opportunity to introduce the band and address the concert attendees
- Special mention in local media

STREET FAIR- Sunday, October 27

Presenting Sponsor (limited–only 2 available)

\$3,000

- Exclusive event presentation rights (ex., The New Providence Street Fair Presented by...)
- “Presented by” on banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Special mention in local media

Gold Sponsor

\$1,000

- Banner with sponsor name at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Special mention in local media

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. Residents and visitors come to enjoy the food and entertainment. Businesses also have the opportunity to participate in this event by serving as a 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.

HOLIDAY WALK WITH FIREWORKS- Friday, November 29

Presenting Sponsor - \$6,000 (only 1 available)

- Exclusive event presentation rights (ex., The New Providence Street Fair Presented by...)
- “Presented by” 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

The Holiday Festival is a cherished, long-standing evening community gathering, traditionally held on the Friday after Thanksgiving (Black Friday) in downtown New Providence, featuring 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.

Sponsorship Link is [here](#).

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