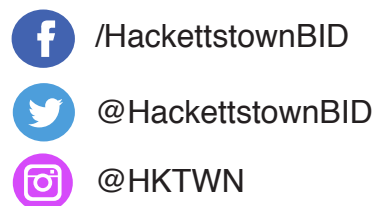




SPONSORSHIP

HKTWN

Hackettstown Business Improvement District
219 Main Street, Hackettstown, NJ 07840
T) 908/850-5004
F) 908-850-5074
HKTWN.com



HKTWN

uncover the many layers of Hackettstown

The primary goal of the Hackettstown Business Improvement District is to improve the economic potential of each and every business that is located within the district. By providing a clean, safe, attractive business district that meets the needs of residents, customers, owners, and employees, the Business Improvement District promotes Hackettstown as a desirable location to visit and invest.

QUICK NUMBERS

MONTHLY E-LETTER 1,500+ subscribers
250+ local businesses

 4,815 Likes

 886 Followers

 221 Followers

OUR VISION

The Hackettstown Business Improvement District endeavors to attract, retain, and promote businesses that enhance the quality of life of the residents of Hackettstown and the surrounding communities.



*Clockwise:
Main Street Hackettstown;
St. Patrick's Parade;
Restaurant Week 2016;
Spring Festival 2016*



We offer a range of sponsorship opportunities to develop a great partnership and best match your organization's interests and needs. What follows are annual sponsorships, individual events and BID projects.

ANNUAL PARTNERSHIP

In sponsoring marquee events, eligible sponsors will receive levels of brand positioning, with additional placement in all other event promotions, and additional benefits contingent upon third-party deadlines. *Indicates new event for 2016-2017

MARQUEE EVENTS

Highly anticipated, annually hosted events

St. Patrick's Parade • Spring Festival • Hometown Holiday • Oktoberfest*

ADDITIONAL EVENTS

St. Patrick's Bartender Series* • St. Patrick's Grand Marshal Reception • Craft & Fine Art Festival
Restaurant Week - Passport to HKTWN • Autumn Lamplight Dinner • Fall Street Fair
Scarecrow Contest • HKTWN Live Block Party*

Annual Partnership Levels

PRIMARY PARTNER: \$15,000

All marquee and additional events

Positioning on:

WEBSITE

E-NEWSLETTER

EVENTS CALENDAR CARD

RADIO

SOCIAL MEDIA

Facebook

Instagram

PRINT

Press Release

Flyer/Poster

Check Presenter

Presence on BID site with link to business site

Logo in monthly newsletter with link to business website, mention with each event to email list of over 1,500 subscribers
Largest size logo as possible

Featured mention in WRNJ Radio promotional spots

Featured posts along with mention in general event posts

Featured posts along with mention/tag if possible in general event posts

Written mention in pre and post event PR, featuring representative photograph option, as available

Logo featured on handouts, flyers, and posters distributed to retail stores, restaurants, and general public

Written mention or logo highlighted as primary event partner

SUPPORTING PARTNER: \$12,000

3 marquee events

Positioning on:

WEBSITEE-NEWSLETTEREVENT CALENDAR CARDRADIOSOCIAL MEDIA

Facebook

Instagram

PRINT

Press Release

Flyer/Poster

Check Presenter

Logo on BID site with link to business site

Logo in monthly newsletter, mention with each event to email list of over 1,500 subscribers

Medium size logo

Featured mention in WRNJ Radio promotional spots

Featured posts along with mention in general event posts

Featured posts along with mention/tag if possible in general event posts

Written mention in pre and post event PR, featuring representative photograph option, as available

Logo featured on handouts, flyers, and posters distributed to retail stores, restaurants, and general public

Written mention or logo highlighted as featured event partner

COMMUNITY PARTNER: \$10,000

2 marquee events

Positioning on:

WEBSITEE-NEWSLETTEREVENT CALENDAR CARDRADIOSOCIAL MEDIA

Facebook

Instagram

PRINT

Press Release

Flyer/Poster

Check Presenter

Presence on BID site with link to business site

Logo in monthly newsletter, mention with each event to email list of over 1,500 subscribers

Logo

Featured mention in WRNJ Radio promotional spots

Featured posts along with mention in general event posts

Featured posts along with mention/tag if possible in general event posts

Written mention in pre and post event PR, featuring representative photograph option, as available

Logo featured on handouts, flyers, and posters distributed to retail stores, restaurants, and general public

Written mention or logo highlighted as featured event partner

*Benefits may also include:

- Name in print ads in local and regional publications
- Name or logo on digital floorboard or pushdown ads across online publications and relevant event or regional sites
- Name in radio advertising and spotlight mentions
- Logo on unique promotional material from t-shirts, save the dates, passports

Additional benefits may be included, contingent upon third-party deadlines, and if sponsorship commitment is finalized on or before **September 2016*

ADDITIONAL OPPORTUNITIES

- In-kind sponsorship of goods or services not limited to performance stages, food or water, volunteer support, equipment, candy, other giveaway items, etc.
- Branded merchandise distribution to event audience
- Meet/greet with audience
- Booth/Tabling space at appropriate events

The following summary of projects and events reflects the Hackettstown Business Improvement District's vision to attract, retain, and promote businesses that add to the quality of life of residents in Northwest New Jersey. These are opportunities where area businesses, organizations, or individuals can support the efforts of the Hackettstown BID, garner ample exposure and demonstrate positive community relations.

HACKETTSTOWN BID DISTRICT EVENTS

CRAFT & FINE ART FESTIVAL *June*

Juried event showcasing unique creations by quality artisans, available for purchase

Individual sponsorship levels available.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

RESTAURANT WEEK • PASSPORT TO HKTWN *July*

Highlights culinary diversity of Hackettstown with specially crafted menus in conjunction with Passport to HKTWN contest for community

Individual sponsorship levels available.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

AUTUMN LAMPLIGHT DINNER *September*

Popular event transforms Hackettstown into a magical outdoor atmosphere, with diverse culinary specialties from Hackettstown restaurants

Individual sponsorship levels available.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

FALL STREET FAIR *September*

Features more than 100 artists, crafters, vendors, and food concessions along Main Street, live performances, activities, and live broadcast among estimated crowd of 10,000

Individual sponsorship levels available.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

SCARECROW CONTEST *October-November*

Area business owners and the Hackettstown community look forward to business-created scarecrows for display during this Halloween themed event with “selfie” component

Individual sponsorship levels available.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

COMMUNITY

ST. PATRICK’S CELEBRITY BARTENDER SERIES *October-March*

Once a month from September through March, current and past grand marshals on hand at several establishments to help staff take and serve orders, featuring commemorative signature drinks, live music throughout each night

Individual and exclusive sponsorships availability.

Levels: \$500-\$1,000

Bronze/Niche: Pipe/band sponsor

Logo with band announcement and band promotion leading up to and through event

Sponsorship benefits may include:

- Branded merchandise, giveaways or prizes for attendees
- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

ST. PATRICK'S GRAND MARSHAL RECEPTION *March*

Ticketed event honors current year's Grand Marshal at David's Country Inn, features cocktail hour, buffet dinner, live music and Irish step dance performance

Individual sponsorship levels available.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

ST. PATRICK'S PARADE *March*

Time-honored tradition which boasts nearly 100 participants, a crowd of 15,000 involves local businesses, services, volunteer and community groups also participate in this highly anticipated celebration of all community and all things Irish

Individual sponsorship levels available from \$650, \$1,300, \$2,500, \$6,000

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

SPRING FESTIVAL *May*

Family favorite in region features carnival rides, food, live entertainment, and display booths hosted by local businesses, community groups and non-profits.
2017 celebrates the 25th annual event

Individual sponsorship levels available from \$1,500-\$2,000 up to \$10,000

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

HOMETOWN HOLIDAY *December*

Annual event traditionally held on the first Friday in December featuring Christmas season activities in town, including a Centenary University tree lighting, Santa parade, music performances, and Holiday Bazaar Tent with shopping and local food.

Individual sponsorships available from \$750-\$5,000.

Sponsorship benefits may include:

- Name in print ads in local and regional publications
- Name or logo on digital ads across online publications and relevant sites
- Name in radio advertising and spotlight mentions
- Logo on promotional fliers and posters

If any of our events mentioned above interest you as a potential sponsor, please contact us at our offices by phone at 908-850-5004. We'll be glad to explain each in more detail and connect you to the opportunities that will best match your needs and offer you invaluable exposure in the community and region.

HBID EDUCATION

The Hackettstown Business Improvement District would like to make available educational opportunities for our merchants. Topics from marketing, graphic design, creating seasonal jobs and internship opportunities, visual merchandising, and other special focuses are highly valuable to maintaining good business.

If you are interested sponsoring this effort with a donation of a professional speaker or in any other capacity, we will be glad to discuss in further detail.

Educational opportunities could be presented through, however, not limited to:

- Professional speaker breakfast series
- Webinars
- Access to local or virtual conference/expo

HBID PROJECTS

CLEAN & SAFE

Every day, team members maintain a clean, attractive streetscape as a top priority. The BID works with Hackettstown Parking Authority and other municipal partners in the community to keep Hackettstown a safe and welcoming environment.

\$500

Benefits may include: Affiliation with program

OUTDOOR BEAUTIFICATION PROGRAM

BID staff and volunteers rotate seasonal arrangements along Main Street, High Street, Grand Avenue and Mountain Avenue and maintain with proper, frequent watering daily.

Individual sponsorships available starting at \$1,000

*Photo of Toro to come

Benefits may include:

Logo on Toro equipment

Logo sticker placement on watering tank

VISUAL IMPROVEMENT PROGRAM

VIP Grants are designed to assist Hackettstown BID businesses and property owners in improving and maintaining the appearance of their business locations

Individual sponsorships available starting at \$1,000

Benefits may include:

Naming rights of awarded grants

Affiliation with improvements of business facades and projects

