

The New Providence Business Community hosts numerous celebrations and activities for the enjoyment of New Providence residents and visitors. By participating in these activities, businesses can increase awareness, build customer traffic, goodwill, and ultimately, sales. **The enclosed brochure details all 2018 Business Community sponsored events and promotional opportunities.** We have consolidated all of the sponsorship information into one package to make it easier for you to manage your marketing efforts and budgets. It is our hope that as you continue planning for 2018, you will include these opportunities.

As you will see, we have much that we will be offering our residents and visitors, *who are also your customers*. Generous donations in the past have enabled us to offer events each year. We greatly appreciate all of the previous support of these events, and hope that you will consider becoming a sponsor this year. (Of course, contributions of any amount are always appreciated.) The sponsorship opportunities are detailed on the following pages. If you have any questions or would like additional information, please contact us:

Send an email to: [communications@npbpa.com](mailto:communications@npbpa.com)  
Or call us at: 908-665-1400 ext. 8232 (Cindy Reis)

Again, thank you for considering these unique opportunities.

*Michelle Brugger*

Owner, Martial Arts for Life

*Jimmy Vardas*

Owner, Prestige Diner

**New Providence Business**

# 2018 Sponsorship Brochure

## DEMOGRAPHIC INFORMATION

As of the United States Census of 2010 (most recent Census data available), there were 12,171 people and 3,335 families residing in New Providence. There were 4,408 households, of which 39.2% had children under the age of 18 living with them, 66.2% were married couples living together, 7.2% had a female householder with no husband present, and 24.3% were non-families. 20.8% of all households were made up of individuals and 8.5% had someone living alone who was 65 years of age or older. The average household size was 2.73 and the average family size was 3.2.

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%

**According to the 2010 Census, the median income for a household in the borough was \$113,542, and the median income for a family was \$144,837. The per capita income for the borough was \$53,564. The median home value was \$608,900.**

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. 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.

## **DEMOGRAPHICS - 2015**

### **1 Mile Radius**

Population 11,511  
Median HH Income \$133,985  
Average HH Income \$171,817  
Total Households 3,712  
Median Age 42.0  
Daytime Population 7,284

### **3 Mile Radius**

Population 66,463  
Median HH Income \$132,730  
Average HH Income \$174,554  
Total Households 22,127  
Median Age 42.2  
Daytime Population 42,375

### **5 Mile Radius**

Population 190,729  
Median HH Income \$114,066  
Average HH Income \$155,803  
Total Households 61,923  
Median Age 41.8  
Daytime Population 117,304

Source: Silbert Realty Management Company, Inc.

## EVENT SPONSORSHIP OPPORTUNITIES

### June

**New Providence/Share NJ 5K Race – June 3** – The *NP/Share NJ 5K Race to Save Lives Through Organ and Tissue Donation* will take place on Sunday morning, June 3, 2018. The 5K Celebration of Life is a special time of healing for those whose lives have been touched by organ and tissue donation. NJ Sharing Network invites you to spend a morning with their loving and supportive community, whether you walk, run, volunteer, or simply cheer on the crowd. This fun filled, family oriented day will include music, awards, prizes and amazing activities for all ages. **The race draws more than 10,000 entrants and spectators!** The event includes children's races with prizes, music, vendor tables for onsite promotions, food, and prize donations. This is a great opportunity to promote your business to families from New Providence and surrounding communities. Businesses can have a table at the event to distribute giveaways and promotional materials, or develop a store-specific promotion or event on race day to attract runners after the race.

*This race remembers those who gave, honors those who received and offers hope to those who continue to wait...for the Gift of Life.* The event is presented in conjunction with the NJ Sharing Network, a non-profit, federally-certified, state-approved organ procurement organization responsible for the recovery of organs and tissue for the 4,700 New Jersey residents currently awaiting transplantation. It is part of the national recovery system, which is in place for the over 110,000 people on waiting lists.

### SPONSORSHIP OPPORTUNITY:

#### **Event Table - \$100**

Set up a table at the event and distribute information or promotional items. The tabling opportunity also allows you to hang signage on your table advertising your business.

### July

**Independence Day Celebration – July 3** - The New Providence Independence Day Celebration returns to the Borough on Tuesday, July 3 and will include more activities than ever before. *As one of the biggest borough events, this celebration attracts nearly 5,000 people.* There will be “Chalk on South,” as well as other entertainment. The fabulous Fireworks will begin at approximately 9:30 PM. South Street will be closed from Gales Drive to Springfield Avenue for people to enjoy the festival. Local businesses can remain open to showcase their wares and provide giveaways and refreshments to patrons.

## **SPONSORSHIP OPPORTUNITY:**

### **GOLD SPONSOR - \$800**

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Sponsor table at the event
- Sponsor banner at event (banner provided by sponsor)
- Sponsor acknowledgement by DJ performing at event
- Local media acknowledgments in event coverage
- Sponsor recognition certificate presented by Borough Council

### **SILVER SPONSOR - \$500**

- Banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Sponsor table at the event
- Local media acknowledgments in event coverage

**Family Fun Night Concert Series – July/August** - This annual concert series has been revamped to feature family friendly entertainment. Held on Thursday evenings, this sponsorship is a great way to reach families during the summer. These highly anticipated and well attended concerts also feature a magician and a face painter to entertain kids. *The last concert will be performed on Tues., Aug. 7 in conjunction with National Night Out (NNO).* Police officers, firefighters and emergency medical technicians will have their equipment on display and will be on hand to interact with the community. This is an opportunity for the entire family to meet the people who serve and protect them. Concert sponsorship allows you to reach thousands of residents with your name on marketing materials, and provides an opportunity to address the audience on site. Be a part of this program and help support your community and their activities. This event is targeted specifically to New Providence residents. Businesses have the opportunity to sponsor the concerts and are also able to introduce the evening's entertainment, have a special banner on display at the event, and have a table at the National Night Out event. Approximately 200 - 300 families attend each event.

### **Concert Schedule:**

**TBD**

## **SPONSORSHIP OPPORTUNITY:**

### **CONCERT 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 National Night Out (NNO) event
- Local media acknowledgments
- Sponsor recognition certificate presented by Borough Council

### **NATIONAL NIGHT OUT SPONSOR -\$50 per table**

Ten tables will be available on a first come, first served basis. Tables provide sponsors the opportunity to showcase their goods or services, provide handouts, and meet potential new customers.

## **October**

### **Street Fair – Sunday, October 28, 10 AM – 5 PM**

**Held in the main center of the borough, the fair promises a day of fun for the entire family and draws a crowd of OVER 5,000 people! The streets are filled with various exhibits, vendors, and activities. Children will have opportunities to explore their own artistic talents at the very popular Kid Friendly Art Zone, visit the petting zoo or experience other fun activities, such as face painting and storytelling. Food vendors will sell refreshments and delicious food throughout the day. Local residents and visitors come to enjoy the food and entertainment. Businesses can participate in this event by serving as a sponsor or a vendor.**

**SPONSORSHIP OPPORTUNITY: (Note: Please use Street Fair Specific Sponsor Information Sheet at end of this package)**

### **GOLD SPONSOR - \$3,000**

- Exclusive event presentation rights (ex., The New Providence Street Fair Presented by XYZ Company)
- “Presented by” on street banners on South Street and/or Springfield Avenue
- “Presented by” on banner at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Sponsor table at the Festival – opportunity to distribute sponsor information
- Local media acknowledgements
- Sponsor recognition certificate presented by Borough Council

## **KID FRIENDLY ART ZONE SPONSORSHIP - \$1,500 (two available)**

The Kid Friendly Art Zone will be a dedicated, tented area for children to explore their artistic talents. The Zone will provide an all-day ongoing opportunity for children to create various arts and crafts. There are **two** Art Zone sponsorships available.

- Exclusive signage opportunity in the Kid Friendly Art Zone
- Sponsor name on banners at Centennial Park and/or Veterans Park
- Name on posters and other media promoting the event
- Sponsor table in the Art Zone or at the festival - opportunity to distribute sponsor information
- Local media acknowledgements
- Sponsor recognition certificate presented by Borough Council

## **SILVER 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 festival- opportunity to distribute sponsor information
- Local media acknowledgements
- Sponsor recognition certificate presented by Borough Council

## **BRONZE SPONSOR - \$800**

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

## **November**

**NP Holiday Festival featuring the Christmas Walk, International Celebrations, Fireworks, and Small Business Saturday – November 23 and 24**

**This festival is the LARGEST borough event, drawing well over 6,000 residents and visitors! The annual Christmas Walk, an evening gathering traditionally held on the Friday after Thanksgiving in the downtown area, is part of the even bigger and better Holiday Festival. The Friday evening festival will feature the arrival of Santa with the NP Marching Band; various customs and celebrations from around the world; activities and entertainment; merchant giveaways; and fantastic fireworks! The event continues the next day with Small Business Saturday. This huge event takes place in downtown New Providence and offers food, music, snow, raffles, giveaways, and more!**

## **SPONSORSHIP OPPORTUNITY:**

### **PRESENTING SPONSOR – \$3,000 (two available)**

- Exclusive event presentation rights (ex., The New Providence Holiday Festival Presented by XYZ Company)
- “Presented by” on street banners on South Street and/or Springfield Avenue
- “Presented by” on banner at Centennial Park and/or Veterans Park
- Name on posters, maps, and other signage and materials promoting the event
- Sponsor table at the Festival – opportunity to distribute sponsor information
- Sponsor acknowledgement by DJ performing at event
- Local media acknowledgements
- Sponsor recognition certificate presented by Borough Council

### **GOLD SPONSOR - \$1,000**

- Banner at Centennial Park and/or Veterans Park
- Name on posters, maps, and other signage and materials promoting the event
- Sponsor table at the festival- opportunity to distribute sponsor information
- Sponsor acknowledgement by DJ performing at event
- Local media acknowledgments
- Sponsor recognition certificate presented by Borough Council

### **SILVER SPONSOR - \$800**

- Name on posters, maps, and other signage and materials promoting the event
- Sponsor acknowledgement by DJ performing at event
- Sponsor table at the festival- opportunity to distribute sponsor information
- Local media acknowledgements
- Sponsor recognition certificate presented by Borough Council

### **BRONZE SPONSOR - \$500**

- Name on posters, maps, and other signage and materials promoting the event
- Sponsor table at the festival- opportunity to distribute sponsor information
- Local media acknowledgements

**Program/Map Ad - \$150 - Business Card Size ad (12 sponsorships available on first come basis)**



## December

### Community Holiday Party – date TBD

New Providence Business has sponsored the Community Holiday Party, which continues the season's spirit in the Borough of New Providence. This final event of the year offers sponsors an opportunity to help thank all of the volunteers who make New Providence a great place to live, work, and play. Attended by several hundred people, this event features great food and entertainment. Invited guests include all borough officials, volunteers, board and committee members, borough employees, and the New Providence Business Community membership.

#### **SPONSORSHIP OPPORTUNITIES:**

##### **COMMUNITY SPONSOR- \$750**

- Name on all invitations and logo on banquet banner and tables

##### **HOLIDAY HELPER - \$500**

- Logo on banquet banner and on table cards

##### **FOOD STATION SPONSOR - \$250**

- Name and Logo in front of your sponsored station

## 2018 Sponsorship Summary

<b>EVENT</b>	<b>DATE</b>	<b>SPONSORSHIP AMOUNT</b>
<b>NP/Share NJ 5K Race</b>	June 3	\$100 - Table
<b>Independence Day</b>	July 3	\$800 - Gold; \$500 - Silver
<b>Family Fun Concerts</b>	July/August - TBD	\$800; \$50 per table on NNO
<b>Street Fair</b>	October 28	\$3,000 – Gold; \$1,500 – Kids Art Zone; \$1,000 – Silver; \$800 - Bronze
<b>NP Holiday Festival</b>	November 23 - 24	\$3,000 – Gold; \$1,000 – Silver; \$800 - Bronze
<b>Holiday Party</b>	December - TBD	\$750; \$500; \$250; or donation of any amount



**2018 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:** \_\_\_\_\_

<u>Event Name</u>	<u>Sponsorship Amount</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
	<b>Total Amount:</b> \$ _____

- 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



**2018 STREET FAIR SPONSOR INFORMATION SHEET**  
*Deadline for Sponsorships is September 1, 2018*

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

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

*(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.*

Yes   
No