



2021

Event Sponsorship
Package



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.

We have gone through an extremely challenging time and are striving to return to normalcy. We are very happy to be sponsoring some community events again, but we need your help! Despite the ongoing uncertainties regarding public gatherings and events, we have planned some community events for our residents and visitors, who are also your customers. The enclosed brochure details our 2021 Business Community sponsored events and promotional opportunities. We have consolidated 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 2021, you will include sponsorships of these opportunities.

Generous contributions in the past have enabled us to continue offering events each year. We greatly appreciate all the previous support of these events, and hope that you will consider becoming a sponsor this year. The sponsorship opportunities are detailed on the following pages, but as always, donations of any amount are always appreciated. Additionally, we can tailor a package to suit any need or budget, so please reach out and let us know what works well for you and your business.

If you have any questions or would like additional information, please contact us:

Send an email to: creis@newprov.us

Or call us at: 908-665-1400 ext. 8232 (Cindy Reis)

Again, thank you for considering these unique opportunities. We look forward to working with you this year!

Michelle

Michelle Brugger

President New Providence Business

NEW PROVIDENCE 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.

	<u>1 Mile</u>	<u>3 Mile</u>	<u>5 Mile</u>
Population	10,272	61,880	170,189
Daytime Population	5,431	36,291	116,965
Households	3,747	22,020	60,594
Avg. HH Income	\$163,715	\$147,409	\$136,433

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.

2021 SPONSORSHIP SUMMARY

EVENT	DATE	SPONSORSHIP AMOUNT
NNO/Family Fun Concert	August 3	\$800 – Concert Sponsor \$50 per table on NNO – Members \$100 per table – non-Members
Street Fair	October 24	\$3,000 – Presenting \$1,000 – Gold \$800 - Silver
Holiday Festival	November 26	Sponsorship Opportunities and event details TBD
Golden Ticket Promotion	November 26 start	\$3,000 – Presenting \$1,000 – Gold \$800 - Silver

Details of each of these events can be found below. Please do not hesitate to 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

August

National Night Out (NNO)/Family Fun Night Concert –August 3

Held on the first Tuesday in August, this event pays tribute to our first responders. 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, and this event sponsorship is a great way to reach families during the summer. This highly anticipated and well attended event also features:

- an outdoor concert by the New Providence favorite Elefante Family Band
- fun activities to entertain kids
- free hot dogs from Prestige Diner
- free ice cream from Zita's Homemade Ice Cream
- fireworks at dusk sponsored by Investors Bank

This sponsorship allows you to reach 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 concert and/or have a table at the event. The event will be held at NPHS this year and will run from 7 – 9 PM, followed immediately by fireworks.

SPONSORSHIP OPPORTUNITY:

NATIONAL NIGHT OUT 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

TABLING OPPORTUNITY

\$50 per table for Members

\$100 per table for non-members.

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.)

October

Street Fair – October 24

Held in the main thoroughfare 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 visit the petting zoo and experience other fun activities, such as face painting and storytelling. Food vendors will sell refreshments and delicious food throughout the day. 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 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

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 fair- opportunity to distribute sponsor information
- Local media acknowledgements

BRONZE SPONSOR - \$800

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

November

NP Holiday Festival – November 26

This Festival is an evening gathering traditionally held on the Friday after Thanksgiving. This year we expect the event to be held on South Street. The festival will feature the arrival of Santa with the NP Marching Band; merchant giveaways; and fireworks sponsored by NP Fuel. Event details and sponsorships TBD.

NP Golden Ticket Promotion – starts Black Friday, November 26

Back by popular demand, this promotion is designed to raise awareness of our local businesses and drive traffic into your store! With thousands of winning tickets and some huge prize giveaways, this promotion makes shopping in New Providence fun! When customers shop in your store, they can get a free scratch-off prize ticket. Ticket prizes can be anything from free merchandise to exclusive offers and discounts. Among the prize tickets are some HUGE Golden Ticket prizes worth hundreds or thousands of dollars! Golden Ticket prizes last year included diamond stud earrings, a diamond necklace, a gas grill, hair salon services, professional services, gift baskets, and more!

SPONSORSHIP OPPORTUNITY:

PRESENTING SPONSOR – \$3,000

- Exclusive event presentation rights (ex., The New Providence Golden Ticket Promotion Presented by XYZ Company)
- “Presented by” on banner at Centennial Park and/or Veterans Park
- Name on all prize tickets, posters and other signage and materials announcing the promotion
- Local media acknowledgements

GOLD SPONSOR - \$1,000

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

SILVER SPONSOR - \$800

- Name on prize tickets, posters, maps, and other signage and materials promoting the event
- Local media acknowledgements

2021 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

2021 STREET FAIR SPONSOR INFORMATION SHEET - Deadline for Sponsorships is September 1, 2021

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 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.