



Downtown Somerville Alliance 2015 Event Sponsorship Opportunities

Our Mission:

The DSA has been working for more than twenty five years to promote, enhance and revitalize Somerville's downtown as a thriving commercial district and community-gathering place for residents, shoppers and visitors from Somerville, Somerset County and Central New Jersey.

Sponsorship Benefits

Sponsorship of a DSA event will provide you with the opportunity to:

- Strategically generate visibility for your business
- Invest in the community through quality programming
- Associate your business with a successful community development initiative
- Support our mission of revitalizing Downtown

Featured Events

FestiVille
Saturday
May 16



Friday Night Cruisers
Fridays
May 22 - September 4



Farmer's Market
Thursdays
June 4 - November 19



Starlit Cinema
Wednesdays
July 8 - August 12



Summer Stage
Saturdays
July 11 - August 15



Central Jersey Jazz Fest
September 18 - 20



Spooktacular
Friday
October 30



Holiday Jubilee
Saturday
November 28





Downtown Somerville Alliance 2015 Event Sponsorship Opportunities

Presenting Sponsor Benefits

- Exclusivity by business sector
- Premiere logo inclusion on all printed materials (flyers, posters, a-frame signs)
- Premiere logo inclusion on TD Bank Somerset Patriots Ballpark digital billboard and Bridgewater Mall kiosks (if applicable)
- Premiere logo inclusion in and link from all electronic communications (e-newsletters, DSA website, Facebook/Instagram announcements, etc.)
- Inclusion in all press releases (event editorial coverage)
- Premiere event presence, including banner placement, mentions at event, and booth presence (if applicable)
- See individual events for other special opportunities

Event Sponsor Benefits

- Logo inclusion on all printed materials (flyers, posters, a-frame signs)
- Logo inclusion in and link from all electronic communications (e-newsletters, DSA website, Facebook/Instagram announcements, etc.)
- See individual events for other special opportunities

Supporting Sponsor Benefits

- Logo inclusion on select printed materials
- Company listing in all electronic communications (e-newsletters, DSA website, Facebook/Instagram announcements, etc.)
- See individual events for other special opportunities

FestiVille

Sponsorship Levels:

Presenting Sponsor: \$1000

(includes logo at Bridgewater Mall kiosk ad, TD Bank Patriots Ballpark billboard ad)

Event Sponsor: \$500

Supporting Sponsor: \$250

Unique Sponsorship Opportunities

- **Presenting Sponsors (4):** You get all the presenting sponsor benefits PLUS you will also have a banner at either the petting zoo, face painter booth, sand art booth or rock wall!
- **Event Sponsors (2):** You get all the event sponsor benefits PLUS approximately 1500 wristbands are purchased and worn all day! Get your business name/address printed on 750!



Timing: May 16

Target Audience: Families with children

Estimated Attendance: 4000

Event Summary: Now in its third year, this is Central New Jersey's ONLY street performer festival!

Friday Night Cruisers

Sponsorship Levels:

Presenting Sponsor: \$750

Event Sponsor: \$500

Supporting Sponsor: \$250

Unique Sponsorship Opportunities

- **Presenting Sponsors (3):** You get all the presenting sponsor benefits PLUS you get your logo on the 2015 Cruisers collector t-shirt! Given away each year, this is a much sought after item!



Timing: Fridays, Memorial Day - Labor Day

Target Audience: Broad appeal!

Estimated Attendance: 30,000 throughout the season.

Event Summary: One of the largest and oldest Cruise Nights in the United States; it is a staple of Summer in Somerville!



**Downtown Somerville Alliance
2015 Event Sponsorship Opportunities**

Farmer's Market

Sponsorship Levels:

Presenting Sponsor: \$750

Event Sponsor: \$500

Supporting Sponsor: \$250

Unique Sponsorship Opportunities

- **Presenting Sponsors (2):** You get all the presenting sponsor benefits PLUS you get your logo on the 2015 Market tote bags! Given away throughout the season, these reusable market bags are also great to give to your own clients and customers!
- **All sponsors** have an opportunity for booth presence at the market!



Timing: Thursdays, June - November

Target Audience: Professional employees, families and seniors

Estimated Attendance: 10,000 throughout season

Event Summary: Now in its 7th season, the Somerville Farmers Market is well known for diverse, high quality vendors.

Starlit Cinema

Sponsorship Levels:

Presenting Sponsor: \$1000

Event Sponsor: \$500

Supporting Sponsor: \$250

Unique Sponsorship Opportunities

- **Presenting Sponsors (6):** You get all the presenting benefits PLUS have exclusive event booth presence at the movie of your choice, acknowledgements before the movie and the ability to show promotional video/commercial before the movie!
- **Event Sponsorship (6):** You get all the event sponsor benefits PLUS acknowledgements before the movie and ability to show a video/commercial before the movie!



Timing: Wednesdays, July - August

Target Audience: Wide demographic appeal

Estimated Attendance: 2,500 throughout the series

Event Summary: Now in its 4th year, Starlit Cinema is a local favorite! The area's only outdoor cinema experience!



**Downtown Somerville Alliance
2015 Event Sponsorship Opportunities**

Summer Stage

Sponsorship Levels:

Presenting Sponsor: \$750

Event Sponsor: \$500

Supporting Sponsor: \$250

Unique Sponsorship Opportunities

- **Presenting Sponsorship (2):** You get all the benefits of the presenting sponsor PLUS a 2' x 6' banner on the front of Summer Stage for the entire 6 week series. With thousands of visitors to Division Street over the summer this is an excellent opportunity to reach a captive audience!
- **Event Sponsorship (4):** includes a 2' x 4' banner on the side of Summer Stage for the entire 6 week series. Visible to thousands of passerby's, this is an incredible value!



Timing: Saturdays, July - August

Target Audience: Wide demographic appeal with emphasis on adults 25+

Estimated Attendance: 1,500 throughout the series

Event Summary: Now in it's 2nd year, Summer Stage has a permanent home on Saturday night! Taking advantage of the warm summer nights and dinner crowd, this event is growing quickly!

Central Jersey Jazz Fest

Sponsorship Levels:

Presenting Sponsor: \$2500

Event Sponsor: \$1500

Supporting Sponsor: \$1000

Friend of: \$500

Unique Sponsorship Opportunities

The Central Jersey Jazz Festival is a unique, 3 day, 3 County event that draws thousands of visitors to Central New Jersey! Please contact us for more information on sponsorship opportunities including:

- Star Ledger advertising
- T-shirts
- Ad Booklet
- Banners



Timing: September 18 - 20

Target Audience: Wide demographic appeal for adults 25+

Estimated Attendance: 10,000+ over 3 days

Event Summary: Now in it's 7th year, this music festival draws crowds from the entire metropolitan region and always features world renowned talent!



**Downtown Somerville Alliance
2015 Event Sponsorship Opportunities**

Spooktacular

Sponsorship Levels:

Presenting Sponsor: \$500

Event Sponsor: \$250

Supporting Sponsor: \$150

Unique Sponsorship Opportunities

- **Presenting Sponsor (1):** You get all the presenting sponsor benefits PLUS you receive an event banner for your business at the sand art booth and logo on the 2015 Spooktacular Trick or Treat bags!
- **Event Sponsor (4):** You get all event sponsor benefits PLUS you get your logo on the 2015 Spooktacular Trick or Treat bags!
- **Supporting Sponsor:** You get all supporting sponsor benefits PLUS you get to insert your coupons or giveaways in the 2015 Spooktacular Trick or Treat bags!



Timing: Friday, October 30

Target Audience: Families with children

Estimated Attendance: 2,000

Event Summary: Trick or treating in Downtown Somerville is a time honored tradition! Now even more exciting with a DJ, treasure hunt and sand art activities!

Holiday Jubilee

Sponsorship Levels:

Presenting Sponsor: \$1000

(includes logo at Bridgewater Mall kiosk ad, TD Bank Patriots Ballpark billboard ad)

Event Sponsor: \$500

Supporting Sponsor: \$250

Unique Sponsorship Opportunities

- **Presenting Sponsors (2):** You get all the presenting sponsors benefits PLUS you are included in seasonal radio ads on WMGQ and 1 free week of holiday advertising on the TD Bank Somerset Patriots billboard!
- **Event Sponsors (4):** You get all the event sponsor benefits PLUS a sponsorship banner on the Jubilee carriage rides !
- **Supporting Sponsors (3):** You get all the supporting sponsor benefits PLUS you get an event banner at one of the three ice carving events on Division Street in December



Timing: November 28th continuing throughout the holiday season

Target Audience: Everyone who loves the holiday season!

Estimated Attendance: 3,000

Event Summary: The annual tree lighting in Downtown Somerville is a beloved event for generations! With hot cocoa, carriages rides, ice carving and carolers throughout the season, this is a can't miss time of the year!



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Sponsorship Form

Please check off the event and level at which you wish to sponsor

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Please return this form to:
Downtown Somerville Alliance
25 West End Avenue
Somerville, NJ 08876

Phone: 908.541.1600 / Fax: 908.541.1605 / Email: dsa@downtownsomerville.com

THANK YOU FOR YOUR SUPPORT!

FestiVille

- ____ Presenting Sponsor: \$1000
- ____ Event Sponsor: \$500
- ____ Supporting Sponsor: \$250



Friday Night Cruisers

- ____ Presenting Sponsor: \$750
- ____ Event Sponsor: \$500
- ____ Supporting Sponsor: \$250



Farmer's Market

- ____ Presenting Sponsor: \$750
- ____ Event Sponsor: \$500
- ____ Supporting Sponsor: \$250



Starlit Cinema

- ____ Presenting Sponsor: \$1000
- ____ Event Sponsor: \$500
- ____ Supporting Sponsor: \$250



Summer Stage

- ____ Presenting Sponsor: \$750
- ____ Event Sponsor: \$500
- ____ Supporting Sponsor: \$250



Central Jersey Jazz Fest

- ____ Presenting Sponsor: \$2500
- ____ Event Sponsor: \$1500
- ____ Supporting Sponsor: \$1000
- ____ Friend Of Sponsor: \$500



Spooktacular

- ____ Presenting Sponsor: \$500
- ____ Event Sponsor: \$250
- ____ Supporting Sponsor: \$150



Holiday Jubilee

- ____ Presenting Sponsor: \$1000
- ____ Event Sponsor: \$500
- ____ Supporting Sponsor: \$250

