

2020 Annual Sponsorships

Opportunities

	Diamond	Gold	Silver	Bronze
Sponsorship Cost	\$14,500	\$8,500	\$4,000	\$2,700
Spots Available	4	6	6	6
Marquee Events	ALL	Select Three (3)	Select Two (2)	Select Two (2)
St. Patrick's Parade (MAR)	✓			
Spring Festival (MAY)	✓			
Maifest (MAY)	✓			
Oktoberfest (SEPT)	✓			
Hometown Holiday (DEC)	✓			
Special Events	ALL	ALL	Select Three (3)	Select One (1)
St. Patrick's Bartender Series (FEB)	✓	✓		
St. Patrick's Grand Marshal Reception (MAR)	✓	✓		
Restaurant Weeks/Passport to HKTWN (JULY)	✓	✓		
Autumn Lamplight Dinner (SEPT)	✓	✓		
Fall Street Fair (SEPT)	✓	✓		
Scarecrow Contest (OCT)	✓	✓		

Promotional Outlets

- Banner:** Logo featured on highway banner when applicable. (Only for Diamond and Gold level sponsors)
 - The highway banner is seen by approximately 35,000 vehicles in one month.
- Calendar:** Logo featured on the BID's event calendar.
 - Calendar is given to businesses and the general public.
- Website:** Logo featured on website event with click through to business site.
 - In a month, 3,000+ users visit the BID's website.
- E-Letters:** Logo in monthly E-letter and for each event.
 - Logo featured in monthly E-letter, sent to approximately 300 merchants.
 - Logo featured in specific event's promotional email blast, sent to approximately 4,500 subscribers.
- Radio:** Mentioned on WRNJ Radio promotional spots. (Only for Diamond and Gold level sponsors)
 - 'Northwest Jersey's Own' broadcasts on four frequencies: 1510AM, 104.7FM, 105.7FM and 92.7FM.
- Facebook:** Featured posts along with mention in general event posts.
 - HackettstownBID's page has over 7,000 'likes' and over 7,300 'followers'
- Instagram:** Featured posts along with mention/tag in general event posts.
 - HKTWN's page has approximately 1,000 'followers'
- Press Release:** Written mention in pre-event press release.
 - Press releases are sent to local and national media outlets.
- Flyer/Poster:** Logo featured on handouts, flyers, and posters.
 - These are distributed to retail stores, restaurants, and the general public.