



uncover the many layers of **Hackettstown**

2027 ANNUAL SPONSORSHIP OPPORTUNITIES



ABOUT US

What is a Business Improvement District?

A Business Improvement District (BID) provides a mechanism for businesses and property owners of a community to organize as a single entity; to raise funds for activities that enhance or expand upon municipal services; and through a District Management Corporation, to manage themselves to become a more effective destination for commerce.

Our Mission

The primary goal of the Hackettstown Business Improvement District is to improve the economic potential of 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.

Our Vision

To establish Hackettstown as a well-known, desirable destination to do business, invest, work, learn, live and play in northwest New Jersey. The BID will cultivate Hackettstown as a hub for commerce, culture and convenience, all while keeping the small town, hometown feel and a postcard-worthy BID district. All will feel invited to uncover to the many layers of Hackettstown.

Location of the BID

You are considered a BID member if your business property falls within the limits of the town-defined business district:

- Main St. from Willow Grove St. to E. Stiger St. and immediate vicinity
- Route 517/High St. from Main St. to Countryside Dr.
- Willow Grove St. from Main St. to Bilby Rd.
- Mountain Ave. from Mill St. to Route 57
- Route 57 from Mountain Ave. to Lawrence Dr.

Area Information & Population

Hackettstown is home to **hundreds of small businesses**, as well as, a major corporation (Mars Snacking), an historic private university founded in 1867 (Centenary University) and a healthcare hub complete with a 24/7 emergency department (Atlantic Health Hackettstown Medical Center). Within the 3.71 square miles of Hackettstown, there are 10,248 residents (US Census, 2020). When expanding the radius to 5 miles from the center of town, that number reaches nearly 50,000 residents.

OUTREACH & EVENTS

We amplify BID businesses day-to-day and share news about life in town, including the latest on business openings/ribbon cuttings, local events and more.

We answer resident & visitor questions and listen to feedback to constantly grow and increase our offerings.

We host many local events to engage Hackettstown community connection and to encourage visitors to spend time here and return.

EVENTS FOR RESIDENTS, VISITORS & BUSINESSES

- Leprechaun Crawl
- St. Patrick's Day Grand Marshal Dinner
- St. Patrick's Day Parade
- Business Appreciation Awards
- Maifest
- Senior Hall of Fame Awards
- Hackettstown Community Day
- Hackettstown Street Fair
- Family Lawn Movie Night & Wellness Fair (*Lawn Movie co-hosted with the Recreation Department at the Hackettstown Police Department's National Night Out*)
- Oktoberfest
- Small Business Summit (*co-hosted with Centenary University*)
- Black Tie Soiree (*co-hosted with Classic Ballroom Dance Studio with a new theme each year*)
- Downtown Halloween (*co-hosted with the Town and Hackettstown Police Department*)
- National Small Business Saturday after Thanksgiving
- Hometown Holiday Weekend
 - Santa Parade & Tree Lighting
 - Holiday Bazaar
 - Photos with Santa
 - Toys for Tots – Operation Toy Train
 - Gingerbread House Competition (*co-hosted with Vermella Luxury Apartments*)
- Jingle Ball
- NYE Blast (*co-hosted with Mars Snacking, the Town of Hackettstown, Hackettstown Police Department & DPW*)

Several times each year, we host:

- Meet & Greet Business Networking Events
- Speaker Series & Presentations
- Shop Small Saturday Events

In 2027, we are introducing a Spring Color Run/Fun Run!

OUR AUDIENCE

Local Area

There are more than 10,000 residents within the 3.71 square miles of Hackettstown and nearly **50,000 residents** within a **5 mile radius**.

Event Attendance

Our most well-attended events, including the St. Patrick's Day Parade, Oktoberfest and the NYE Blast/M&M Drop regularly attract thousands, one of the most recent estimates of more than 14,000 visitors, at one single event.

Online Audience & Reach

We're a hit with our online community! Our audience and metrics are strong now and are continually growing.



Email Subscribers Average Open Rate: 37%
Currently 8% higher than the industry average



Year-to-date Views: 1.5 Million
Year-to-date Unique Viewers: 150,000+
Year-to-date Interactions: 13.5K (~1.5k per month average!)



Year-to-date Views: 573,200
Year-to-date Reach: 19,400
Year-to-date Interactions: 8.3K (~1k per month average!)



Year-to-date Website Views: 283,000
Year-to-date Engagement Rate: 73.5%
Latest Stats: As of 9/2026 active users have increased 767%!



Extended Reach through Grant Organizations & Media
As an awardee of a Choose NJ grant for our Street Fair/World Cup Watch Party, we have seen increased media attention & new state-level connections. VisitNJ now features our events in their marketing.

ANNUAL SPONSORSHIPS

2027 ANNUAL SPONSORS

VISIONARY PARTNER



EXECUTIVE PARTNERS



STRATEGIC PARTNERS



IMPACT PARTNERS



PROFESSIONAL PARTNERS



EVENT & MEDIA PARTNERS



INVEST IN HACKETTSTOWN. SUPPORT LOCAL BUSINESS. BUILD OUR COMMUNITY.

The Hackettstown Business Improvement District works year-round to support local businesses, strengthen our designated business improvement district, and create experiences that bring residents and visitors to Hackettstown.

From major community celebrations and seasonal events to business networking, marketing, beautification, and small business support, your sponsorship helps make the BID's work possible throughout the year.

ANNUAL PARTNERSHIPS

Your investment helps fund BID operations, marketing, business support, downtown enhancements, and the events and experiences that make Hackettstown a destination.

VISIONARY PARTNER

VISIONARY PARTNER \$15,000 | Only 1 Available

Our highest level of annual partnership, the Visionary Partner is a leading supporter of the Hackettstown BID and our year-round mission.

Visionary Partner benefits include:

- Top-level recognition as the exclusive Visionary Partner for the year
- Logo recognition on promotional materials for BID events all year
- Recognition on the BID website and annual sponsor listings
- Recognition in applicable BID press releases
- Recognition in BID social media quarterly & additional content periodically
- A dedicated, produced collaboration video about your business and working with the BID to be shared on social media and hosted on the BID website (as well as your own website, if you choose)
- Recognition on WRNJ Radio, including being a featured on air live guest on one episode of the monthly “I Heart Hackettstown” radio program
- Logo included on our 2027 Events Calendar Marketing Card
- Logo included on our 7 Municipal Parking Lot signs for the entire year
- Opportunity to provide promotional materials for inclusion in BID bags or applicable event materials
- FREE Vendor Spot at Community Day, Street Fair & Oktoberfest
- Access to BID networking and business engagement opportunities, including BID quarterly Meet & Greet
- Invitation to the annual sponsor appreciation Meet & Greet event
- Small Business Summit Vendor Table with 2 additional attendee tickets OR 4 attendee tickets (if you prefer not to have a vendor table)
- 10 complimentary tickets to a single BID event of your choice, or to be spread out among your choice of the four eligible events (choice includes: St. Patrick’s Day Grand Marshal Reception, Business Appreciation Awards Dinner, Black Tie Soiree and/or The Jingle Ball)
- Additional year-round recognition & opportunities customized with the BID

EXECUTIVE PARTNERS

EXECUTIVE PARTNERS

\$10,000 | 3 Available

Executive Partners are among the BID's leading annual supporters, helping make year-round programming, business initiatives, and community events possible.

Executive Partner benefits include:

- Prominent placement in annual sponsor recognition
- Logo recognition on promotional materials for BID events all year
- Recognition on the BID website and annual sponsor listings
- Recognition in applicable BID press releases and social media
- Recognition in BID social media quarterly & additional content periodically
- Recognition on WRNJ Radio, including being a featured on air live guest on one episode of the monthly "I Heart Hackettstown" radio program
- Logo included on our 2027 Events Calendar Marketing Card
- Logo included on our 7 Municipal Parking Lot signs for the entire year
- Opportunity to provide promotional materials for inclusion in BID bags or applicable event materials
- FREE Vendor Spot at Hackettstown Community Day & Street Fair
- Special "BID" pricing for Vendor space at other BID events
- Access to BID networking and business engagement opportunities, including BID quarterly Meet & Greets
- Invitation to the annual sponsor appreciation Meet & Greet event
- Small Business Summit Vendor Table with 1 additional attendee ticket OR 2 attendee tickets (if you prefer not to have a vendor table)
- 8 complimentary tickets to a single BID event of your choice, or to be spread out among your choice of the four eligible events (choice includes the St. Patrick's Day Grand Marshal Reception, Business Appreciation Awards Dinner, Black Tie Soiree and/or The Jingle Ball)

STRATEGIC PARTNERS

STRATEGIC PARTNERS \$7,500 | 5 Available

Strategic Partners provide significant support for the BID's ongoing work to promote Hackettstown, support local businesses, and create meaningful community experiences.

Strategic Partner benefits include:

- Annual sponsor recognition
- Logo recognition on promotional materials for BID events all year
- Recognition on the BID website and annual sponsor listings
- Recognition in applicable BID press releases and social media
- Recognition in BID social media thank you post and additional content periodically
- Recognition on WRNJ Radio
- Logo included on our 2027 Events Calendar Marketing Card
- Logo included on our 7 Municipal Parking Lot signs for the entire year
- Opportunity to provide promotional materials for inclusion in BID bags or applicable event materials
- FREE Vendor Spot at Hackettstown Community Day
- Special "BID" pricing for Vendor space at other BID events
- Access to BID networking and business engagement opportunities, including BID quarterly Meet & Greets
- Invitation to the annual sponsor appreciation Meet & Greet event
- 6 complimentary tickets to a single BID event of your choice, or to be spread out among your choice of the four eligible events (choice includes: the St. Patrick's Day Grand Marshal Reception, Business Appreciation Awards Dinner, Black Tie Soiree and/or The Jingle Ball)

IMPACT PARTNERS

IMPACT PARTNERS \$5,000 | 7 Available

Impact Partners help the BID deliver the events, programs, marketing, and initiatives that directly benefit Hackettstown's business community and downtown.

Impact Partner benefits include:

- Annual sponsor recognition
- Logo recognition on promotional materials for BID events throughout the year
- Recognition on the BID website and annual sponsor listings
- Recognition in applicable BID press releases and social media
- Recognition in BID social media thank you post and additional content periodically
- Logo included on our 2027 Events Calendar Marketing Card
- Logo included on our 7 Municipal Parking Lot signs for the entire year
- Opportunity to provide promotional materials for inclusion in BID bags or applicable event materials
- FREE Vendor Spot at Hackettstown Community Day
- Special "BID" pricing for Vendor space at other BID events
- Access to BID networking and business engagement opportunities, including BID quarterly Meet & Greet
- Invitation to the annual sponsor appreciation Meet & Greet event
- 4 complimentary tickets to a single BID event of your choice, or to be split among your choice of the two eligible events (choice includes the St. Patrick's Day Grand Marshal Reception and the Business Appreciation Awards Dinner)

PROFESSIONAL PARTNERS

PROFESSIONAL PARTNERS \$2,500 | 10 Available

Professional Partners are an important part of the BID's annual sponsorship community, helping support the programs and experiences that strengthen Hackettstown's business district.

Professional Partner benefits include:

- Annual sponsor recognition
- Logo recognition on promotional materials for BID events all year
- Recognition on the BID website and annual sponsor listings
- Recognition in applicable BID press releases and social media
- Recognition in BID social media thank you post and additional content periodically
- Logo included on our 2027 Events Calendar Marketing Card
- Logo included on our 7 Municipal Parking Lot signs for the entire year
- Opportunity to provide promotional materials for inclusion in BID bags or applicable event materials
- FREE Vendor Spot at Hackettstown Community Day
- Special "BID" pricing for Vendor space at other BID events
- Access to BID networking and business engagement opportunities, including BID quarterly Meet & Greet
- Invitation to the annual sponsor appreciation Meet & Greet event
- 2 complimentary tickets to the Business Appreciation Awards Dinner

EVENT & MEDIA PARTNERS

EVENT & MEDIA PARTNERS Up to 12 Available

The BID is grateful for businesses and organizations that contribute valuable products, services, media, or other in-kind support.

Event & Media Partners receive recognition based on the nature and value of their contribution and the specific needs of the BID or event. There are options to be a year-round Event & Media Partner, or to choose to participate in one, or multiple, individual events. If you are a yearly partner, your logo will be included with the annual sponsorship logos on applicable marketing materials. If you participate on an event-by-event basis, your logo will be included on the applicable marketing materials for that event only.

Event & Media Partnerships are separate from the paid annual sponsorship levels and are not considered a cash sponsorship level.

NEW! EVENT PRESENTING SPONSOR

NEW! INDIVIDUAL EVENT “PRESENTING” SPONSORSHIPS \$5,000 PER EVENT

Want your business front and center at one of Hackettstown’s signature events? Presenting Sponsorships provide the highest level of event-specific visibility and are available for:

- St. Patrick’s Day Parade
- Hackettstown Community Day
- Hackettstown Street Fair
- Oktoberfest
- Hometown Holiday

Presenting Sponsor Benefits:

- Event title recognition: [Event Name] presented by [Sponsor Name]
- Top billing on the event’s promotional materials & event poster
- Exclusive presenting sponsor recognition on large event banners displayed around town
- Recognition in event-related press releases
- Recognition in event-related social media
- Recognition on the BID website/event webpage
- Opportunity for sponsor a brand activation/experience at the event
- Additional promotional opportunities related to the event coordinated with the BID

Example:

ST. PATRICK’S DAY PARADE

Presented by [Sponsor Name/Logo]

Presenting sponsorships are event-specific and do not replace or include annual sponsorship benefits. Annual Partners will also be recognized on the event poster as part of the BID’s year-round sponsor partners; however, the Event Presenting Sponsor receives the event’s top billing and exclusive recognition on the large event banners placed around Hackettstown.

ADDITIONAL EVENT SPONSORSHIPS

Businesses also have the opportunity to support individual major events through specialized event-only opportunities.

These opportunities are designed to connect your business with a specific feature or experience at the event. Event-specific sponsors below the Presenting Sponsor level receive on-site recognition and promotional recognition appropriate to their sponsorship, including signage at the sponsored area, social media recognition, and inclusion in the event press release. These sponsorships do not receive placement on the primary event banners or promotional poster as that is reserved for the event presenting sponsor.

KID ZONE SPONSOR – \$3,000 PER EVENT

- Highlight your business name directly in front of families attending the event
- Naming/recognition of the sponsored Kid Zone with on-site signage
- Recognition in event-related social media
- Recognition in the event press release
- Sponsor recognition on applicable event webpages

COOLING / HEATING ZONE SPONSOR – \$2,000 PER EVENT

- Support a high-traffic comfort area for event attendees
- On-site signage at the sponsored area
- Recognition in event-related social media
- Recognition in the event press release
- Sponsor recognition on applicable event webpages

HYDRATION STATION SPONSOR – \$1,000 PER EVENT

- Keep event attendees refreshed while connecting your business with a welcome event amenity
- On-site signage at the hydration station
- Recognition in event-related social media
- Recognition in the event press release
- Sponsor recognition on applicable event webpages

EVENT BRAND EXPERIENCE / TABLE / TENT – \$500 PER EVENT

- Bring your business directly to the event and connect with attendees in person
- One designated table/tent space at the event with the opportunity to distribute promotional materials and interact with attendees (Please note: you must provide your own table/tent)

SPONSORSHIP BENEFITS

BENEFITS	Visionary	Executive	Strategic	Impact	Professional	Event & Media Partners	Event "Presenting" Sponsor
Logo on Event Promotional Posters	✓	✓	✓	✓	✓	✓	✓
BID Social Media Recognition	✓	✓	✓	✓	✓	✓	✓
Mentioned in Press Releases	✓	✓	✓	✓	✓	✓	✓
Promotional Materials in BID Bags	✓	✓	✓	✓	✓	✓	✓
FREE Community Day Vendor Spot	✓	✓	✓	✓	✓	✓	✓
BID Website Homepage Logo Placement	✓	✓	✓	✓	✓	✓	
Logo on 2027 Events Calendar	✓	✓	✓	✓	✓	✓	
Municipal Parking Lot Signs (7)	✓	✓	✓	✓	✓	✓	
BID Networking Quarterly Meet & Greet	✓	✓	✓	✓	✓	✓	
Annual Sponsor Appreciation Meet & Greet	✓	✓	✓	✓	✓	✓	
Special BID Vendor Pricing at Other Events	All Included	✓	✓	✓	✓		
Complimentary Event Tickets	10	8	6	4	2		
Guest on WRNJ "I Heart Hackettstown" Show	✓	✓					
FREE Street Fair Vendor Spot	✓	✓					
Small Business Summit Vendor Table + Tickets	✓	✓					
Top-Level Exclusive Recognition	✓						
Exclusive Collaboration Video	✓						
FREE Oktoberfest Vendor Spot	✓						
Additional Year-Round Recognition/Opportunities	✓						
Logo on Large Event Banners							✓
Event Specific Brand Experience							✓

* Specific to an individual event, or based on the specific agreement for Event & Media Partners

ADDITIONAL SPONSORSHIPS

Throughout the year, additional sponsorship opportunities will be offered based on availability and/or related to specific events.

PARKING LOT SIGNS

Only 3 spots left with a pro-rated rate for the remaining 2.5 years of placement – *available now!*

ADOPT-A-POT PROGRAM

Highlight your business, or dedicate to a person, family or to another business – *available again in late Fall and for holiday season wreaths*

BID BAGS

Sponsor 1,000 BID Bags to be printed with your logo to be handed out at BID events (limited to 5 sponsor logos) – *next available in early 2027*

FUN RUN/COLOR RUN SPONSOR T-SHIRTS

Your logo on the back of our soon to-be-announced Spring Color Run/Fun Run t-shirts – *available in early Spring 2027*

EVENT PROGRAMS

Sponsor ad space available for BID events with a program, including: St. Patrick's Day Grand Marshal Reception (*March*), the Business Appreciation Awards (*April*) and the Senior Hall of Fame (*May*)

To explore & register for our current sponsorship opportunities, please visit:
www.HackettstownBID.com/Sponsorship-Opportunities