

Summit Downtown, Inc.

2019 Event Sponsorship Opportunities



About Summit Downtown, Inc.

Summit Downtown, Inc. (SDI) is a 501(c)3 nonprofit business management corporation established to oversee all marketing and promotional activities for the successful growth of Summit's Special Improvement District.

Why Sponsor a Summit Downtown Event

Your support will help fund an event Summit community members look forward to all year while obtaining valuable exposure for your company. SDI promotes all our events on a variety of platforms, including posters distributed to and displayed at downtown businesses. Whether you are targeting business owners, baby boomers, or the illusive millennials, SDI can help you get there.

Sponsorships Available:

Family Fun Night

Thursday, June 13

Families with School-Age Children

Downtown Trick-or-Treat

October 31

Families with School-Age Children

Summit Street Sounds

Thursday Evenings, May and June

All Ages • Wide Appeal

Celebrate in Summit

December 7

All Ages • Wide Appeal

Restaurant Week

July 18-28

All Ages • Wide Appeal

Carriages & Carolers

Saturdays, December 14 and 21

All Ages • Wide Appeal



908-277-6101 • admin@summitdowntown.org

Sponsorship Details

Summit Street Sounds

When: Thursday evenings in May and June

What: Downtown Summit will be filled with music Thursday evenings in the Summer. Various bands and musical acts will perform throughout the downtown. Enjoy performances from a variety of bands and musical acts in Summit's pocket parks, the parklet, or while dining at one of the many outdoor cafes.

Sponsorship Level

Major Sponsor - \$2,000 / \$4,000**

This sponsorship applies to all Summit Street Sounds dates.

- Logo/business name on all advertising material including
 - Banner across Springfield Avenue
 - Event poster
 - Signage at all performance locations
 - Email newsletter to approx. 15,000 email addresses
 - Summit Downtown, Inc. website
 - Social media posts
 - News releases
 - Print and/or digital ads

Musical Act Sponsor - \$300 / \$600**

Sponsor a musical act and we'll put your business name and logo on a sign in front of their performance location.

We will also include your businesses name in our list of sponsors on our website.

Summit Downtown Restaurant Week

When: July 18– July 28, 2018

What: Foodies of all ages enjoy special prix fixe menus, special menu items, discounts, and more at downtown Summit eateries. Event also features a photo contest. The week will kick off with music throughout the downtown on Thursday evening, July 18. Event is now held in Summer to promote outdoor cafes and eating locally grown and produced foods.

Sponsorship Levels

Major Sponsor - \$1,000 / \$2,000**

- Logo/business name on all advertising material including
 - Banner across Springfield Avenue
 - Event poster
 - Email newsletter to approx. 15,000 email addresses
 - Summit Downtown, Inc. website
 - Social media posts
 - News releases
 - Print and/or digital ads

Supporting Sponsor - \$500 / \$1,000**

- Logo/business name on advertising materials
- Summit Downtown, Inc. website
- Email newsletter
- Social media posts
- News releases

****All sponsorships have two prices listed. The first price is for businesses located in Downtown Summit.
The second price is for businesses located outside of Summit.**

Example:

Major Sponsor - \$2,000 (Price for Downtown Summit Businesses) / **\$4,000** (Price for Businesses outside of Summit)



Children/Family Event Sponsorship Details

Family Fun Night

When: Thursday, June 13, 4-8PM

Who: Families with children ages toddler through high school

What: Families and children will enjoy entertainment, bounce houses, and a town-wide scavenger hunt with prizes.

Sponsorship Levels

Major Sponsor - \$1,000 / \$2,000**

- Logo/business name on all advertising material including
 - Banner across Springfield Avenue
 - Event poster
 - Email newsletter to approx. 15,000 email addresses
 - Summit Downtown, Inc. website
 - Social media posts
 - News releases
 - Print and/or digital ads

Supporting Sponsor - \$500 / \$1,000**

- Logo/business name on advertising materials: Summit Downtown, Inc. website, email newsletter, social media posts, and news releases

Downtown Trick-or-Treat

When: October 31, 2:30-4PM

Who: Approx. 3,000 children, ages toddler through high school, and their parents

What: All are invited to dress in costume and visit participating downtown businesses for treats.

Sponsorship Levels

Major Sponsor - \$1,000 / \$2,000**

- A table at Lyric Park to hand out promotional materials to trick-or-treaters
- Logo/business name on all advertising material including: Event poster, Lyric Park Banner, Summit Downtown, Inc. website, social media posts, print and/or digital ads, and news releases.

Supporting Sponsor - \$500 / \$1,000**

- A table at Lyric Park to hand out promotional materials to trick-or-treaters
- Logo/business name on advertising material including Summit Downtown, Inc. website, social media posts, and news releases

****All sponsorships have two prices listed. The first price is for businesses located in Downtown Summit.
The second price is for businesses located outside of Summit.**

Example:

Major Sponsor - \$2,000 (Price for Downtown Summit Businesses) / **\$4,000** (Price for Businesses outside of Summit)



Holiday Sponsorship Details

Celebrate in Summit

When: Saturday, December 7, 1-4PM

Who: All ages, wide appeal

What: Holiday shoppers enjoy a festive afternoon in downtown Summit. Stores feature their holiday merchandise, restaurants offer specials, free horse & carriage rides, and music throughout downtown.

Sponsorship Levels

Major Sponsor - \$2,000 / \$4,000**

- Logo/business name on all advertising material including
 - Banner across Springfield Avenue
 - Event poster
 - Email newsletter to approx. 15,000 email addresses
 - Summit Downtown, Inc. website
 - Social media posts
 - News releases
 - Print and/or digital ads

Horse & Carriage Sponsor – \$750 / \$1,500**

- Sponsor the horse and carriage rides for Celebrate in Summit and have your **business name/logo displayed on the side of the carriage driven through town!**
- Business name in all press releases, on SDI website, inclusion in social media.

Music Sponsor – Two available at \$500 / \$1,000**

- Sponsor a musical act, and you'll receive signage at their performance place and your business's name in all press releases, on SDI website, and inclusion in social media.

Carriages & Carolers

When: Saturdays, December 14 and 21

Who: All ages, wide appeal

What: Families come to downtown Summit to do some holiday shopping and dining while enjoying free horse and carriage rides and music throughout town.

Sponsorship Levels

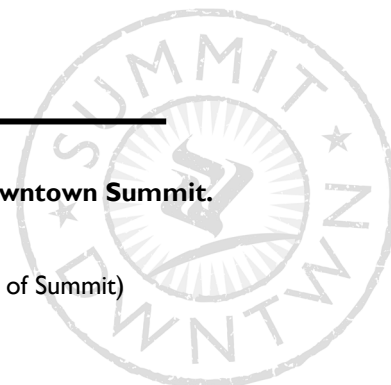
One-Week Sponsor – Two available at \$1,000 / \$2,000**

- Sponsor Carriages & Carolers for all three Saturdays and have your logo featured on the event poster. You'll also have your business name/logo displayed on the side of the carriage driven through town.
- Logo/business name on
 - Event poster
 - Sponsorship banner on the side of the carriage as it rides through town**
 - Summit Downtown, Inc. website
 - Social media posts
 - News releases
 - Print and/or digital ads

****All sponsorships have two prices listed. The first price is for businesses located in Downtown Summit.
The second price is for businesses located outside of Summit.**

Example:

Major Sponsor - \$2,000 (Price for Downtown Summit Businesses) / **\$4,000** (Price for Businesses outside of Summit)



2019 Summit Downtown Event Sponsorship Opportunities

Please check off which sponsorships you would like and return this form to Summit Downtown, Inc.
admin@summitdowntown.org • 18 Bank Street, Suite 108, Summit, NJ 07901

Summit Street Sounds—Thursdays, May and June

Major Sponsor—I available

- ☐ \$2,000 - Summit Downtown Business
- ☐ \$4,000 - Business Outside of Summit

Musical Act Sponsor—5 available

- ☐ \$300 - Summit Downtown Business
- ☐ \$600 - Business Outside of Summit

Family Fun Night—June 13

Major Sponsor—I Available

- ☐ \$1,000 - Summit Downtown Business
- ☐ \$2,000 - Business Outside of Summit

Supporting Sponsor—4 Available

- ☐ \$500 - Summit Downtown Business
- ☐ \$1,000 - Business Outside of Summit

Restaurant Week—July 18-28

Major Sponsor—I Available

- ☐ \$1,000 - Summit Downtown Business
- ☐ \$2,000 - Business Outside of Summit

Supporting Sponsor—4 Available

- ☐ \$500 - Summit Downtown Business
- ☐ \$1,000 - Business Outside of Summit

Downtown Trick-or-Treat—October 31

Major Sponsor—I Available

- ☐ \$1,000 - Summit Downtown Business
- ☐ \$2,000 - Business Outside of Summit

Supporting Sponsor—2 Available

- ☐ \$500 - Summit Downtown Business
- ☐ \$1,000 - Business Outside of Summit

Celebrate in Summit—December 7

Major Sponsor—I Available

- ☐ \$2,000 - Summit Downtown Business
- ☐ \$4,000 - Business Outside of Summit

Horse & Carriage Sponsor—I Available

- ☐ \$750 - Summit Downtown Business
- ☐ \$1,500 - Business Outside of Summit

Music Sponsor—2 Available

- ☐ \$500 - Summit Downtown Business
- ☐ \$1,000 - Business Outside of Summit

Horse and Carriage Rides—Dec. 14 and 21

1-Week Sponsor—2 Available

- ☐ \$1,000 - Summit Downtown Business
- ☐ \$2,000 - Business Outside of Summit

Total amount due: _____

To sponsor an event, simply fill out the sponsorship form and return to Summit Downtown, Inc.
Have questions? Don't see an option that works for you? Please give us a call!

If your business is located outside the SID, but still in Summit, you may qualify
for up to a 25% discount! For more information, please contact us.

908-277-6101 • admin@summitdowntown.org



2019 Summit Downtown Event Sponsorship Contract

Business/Organization Name _____
(as you'd like it to appear in print)

Business Address _____ City _____

State _____ Zip Code _____

Business Phone _____ Business Website _____

Contact's Name _____ Contact's Phone _____

Contact's Email Address _____

Sponsor Signature _____

I (above signed) signify that the respective organization agrees to abide by all event rules and regulations, to supply needed corporate logos and usage information. I understand that my sponsorship will only be reserved once my organization pays 50% of the sponsorship fee for each event we wish to sponsor and agrees to pay the remaining 50% no later than 2 weeks before the start of the event. I will in no way hold the event, its organizers, Summit Downtown, Inc., the City of Summit, its affiliates or third party organizations liable for any damages caused directly or indirectly by my company's participation.

50% of total due to reserve sponsorship. Remaining 50% due 2 weeks before date of event.

Checks should be made payable to Summit Downtown, Inc.

Please email high resolution logos as jpeg/pdf/png to admin@summitdowntown.org.

If your business is located outside the SID, but still in Summit, you may qualify for up to a 25% discount! For more information, please contact us.

Questions? 908-277-6101 • admin@summitdowntown.org

