



Sponsorship Package



summitdowntown.org

Summit Downtown, Inc.

2023 Event Sponsorship Opportunities

About Summit Downtown, Inc.

Summit Downtown, Inc. (SDI) is a 501(c)3 non-profit organization that advocates for all the vibrant retailers and businesses in the bustling downtown Special Improvement District. The primary objective of SDI is to inspire and facilitate the continued development and success of businesses in downtown Summit. The organization actively promotes the downtown business community through a plethora of advertising and marketing efforts throughout the year, alongside a diverse range of spectacular events. Furthermore, SDI collaborates with other nonprofits such as the Suburban Chambers of Commerce, YMCA, The Connection, Reeves-Reed Arboretum, Summit Public Art, and the Visual Art Center of NJ, with numerous events and projects held throughout the year.



Sponsorships are available at multiple levels for most of our events.

Why Sponsor a Summit Downtown Event?

- To support an event that the Summit community look forward to all year
- To get valuable exposure for your business
- To be on posters distributed to and displayed in storefront windows of downtown businesses
- To be included in emails to over 7000 email subscribers
- To be included in social media posts to over 7500 Instagram followers and over 5000 Facebook followers
- When applicable, to have a presence at the event to promote your business in person including a Facebook or Instagram Live feature

Summit Downtown, Inc.

2023 Event Sponsorship Opportunities

Platinum Event Sponsor

When: Summit Street Sounds, Family Fun Night, Design Day, Restaurant Week, Celebrate in Summit

What: The major event sponsor will help to support all major events throughout the year. This is our greatest recognition level. **One Sponsor Available**

Summit Street Sounds

When: Thursday and Friday evenings in June & July; Fridays in September & October

What: Downtown Summit will be filled with music Thursday and Friday evenings in June & July with various live musical acts performing throughout the downtown. Performances from a variety of genres and musical styles in Summit's pocket parks, parklets and other locations surrounding one of the many outdoor cafes. **Major Sponsor Available**

Summit Design Week

When: April 21-28

What: All week we will be sharing and posting about all of the home design and decor businesses in Summit. Participating businesses will be offering specials and promotions. **Major Sponsor Available**

Family Fun Night

When: June 8

What: Beechwood Rd. will be transformed into a carnival-themed kid zone! Families with children ages toddler through high school will enjoy entertainment, food trucks, games, and fun activities. **Major Sponsor & Entertainment Sponsor Available**

Summit Restaurant Week

When: July 20-30

What: Foodies of all ages will enjoy unique prix fixe menus, special menu items, promotions, and more at downtown Summit eateries. Summit Street Sounds will crossover with this event with live music 4 nights! This event is held in the Summer to promote outdoor cafes and eating locally grown and produced foods. **Major & Support Sponsor Available**

Carriages & Carolers

When: Saturdays, November 25, December 2, 9, 16 & 23

What: Families with children of all ages come to downtown Summit to do some holiday shopping and dining while enjoying free horse and carriage rides and music throughout town. **Major & Music Sponsor Available**

Celebrate in Summit

When: Saturday December 23

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. Live ice carving at The Promenade and a visit from Santa! **Major & Ice Carver Sponsor Available**

Event Package	SDI Platinum Event Sponsor	Summit Street Sounds Major Sponsor	Family Fun Night Major Sponsor	Family Fun Night Entertainment Sponsor	Design Day Major Sponsor	SDI Restaurant Week Major Sponsor	SDI Restaurant Week Support Sponsor	Downtown Trick-or-Treat Major Sponsor	Carriages & Carolers Major Sponsor	Carriages & Carolers Music Sponsor	Celebrate in Summit Major Sponsor	Celebrate in Summit Ice Carver Sponsor
Cost	\$10,000	\$3,000	\$2,000	\$750	\$2,000	\$2,000	\$750	\$1,000	\$4,000	\$500	\$2,000	\$1,000
Number of Packages	1	1	2	10	2	1	2	1	1	4	2	1

Sponsorship Benefits

Logo on banner across Springfield Ave	✓	✓	✓		✓	✓					✓	
table available at the event	✓	✓	✓		✓			✓	✓		✓	✓
Logo on event posters	✓	✓	✓		✓	✓		✓	✓		✓	
logo on event signage	✓		✓		✓	✓			✓	✓	✓	✓
logo on entertainment signage	✓			✓					✓		✓	
email newsletter to 7k	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
listing on SDI website with event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
press release to stay on SDI website as platinum event sponsor	✓											
social media postings (FB & Instagram)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
listing in press releases sent to media outlets both print and digital	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
logo in print ads	✓	✓	✓		✓	✓			✓		✓	
logo in digital ads	✓	✓	✓		✓	✓			✓		✓	
logo on banner for horse & carriage									✓			
logo on signage for musical act locations (4-5 each week)		✓							✓	✓		

Businesses in Summit outside of the SID and businesses outside of Summit subject to a 25% increase in sponsorship costs

Live Music · Kids Activities · Local Artists
Classic Cars · Beer & Wine Garden · Food Vendors



CLASSIC CAR SHOW

ARTS&CARS

SUMMIT ARTS FESTIVAL

Arts + Cars Sponsorships

The 7th Annual Arts + Cars event is coming up on Sunday, Sept. 17, from 10am-4pm. The event combines a Classic Car Show, the Downtown Art Festival (co-organized by the Visual Arts Center of NJ), a stage with live entertainment all day, children's activities, food trucks, and a beer garden!

☐

Major Sponsor - \$3000 (one available)

- You get to introduce an act and give a brief synopsis of your business (5 minutes or less)
- 10'x10' space in the festival to promote your business
- Logo on stage banner
- Logo on Banner across Springfield Avenue
- Listed as a major sponsor on our website, press releases, and email newsletter sent to 7000 email addresses.

☐

Musical Act Sponsor - \$1,000 (three available)

- You get to introduce an act and give a brief synopsis of your business (5 minutes or less)
- 10'x10' space in the festival to promote your business
- Listed as a musical act sponsor on our website, press releases, and email newsletter sent to 7000 email addresses.

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Entertainment Sponsor - \$500

- 10'x10' space in the festival to promote your business
- Listed as an entertainment sponsor on our website, press releases, and email newsletter sent to 7000 email addresses.

Entertainment options (subject to change, please inquire for a current list)

Total amount due: _____

Arts + Cars

Event Sponsorship Contract

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

Business Address _____ City _____

State _____ Zip Code _____

Business Phone _____

Contact's Name _____ Contact's Phone _____

Contact's Email Address _____

Business Website _____

Business's Instagram: @ _____

Business's Twitter: @ _____

Business's Facebook: facebook.com/ _____

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 amanda@summitdowntown.org.