



# ***S** PONSORSHIP OPPORTUNITIES*

***FOR BUSINESS***



## **INDEPENDENCE DAY CELEBRATION**

The Borough's Annual Independence Day Celebration is held on the Fourth of July every year adjacent to Tryon Stadium in Memorial Park. Over the past few years, this event has grown from our Felician College sponsored fireworks display to a "Family Fun Night Out", which attracts close to 7000 people in just 2-3 hours. We feature fun foods, a popular band, and face painters. Earlier in the day the 77th annual Rutherford Baby Parade will be held with prizes awarded.

### **SPONSORS OF THIS EVENT RECEIVE**

- o A designated area where you may set up a booth/tent to promote your business
- o Your company sponsorship in the Recreation Department's Spring/Summer brochure, delivered to 7500 postal patrons
- o Your company name as a sponsor in media press releases
- o Your company name announced multiple times throughout the event.

***Sponsor's name and logo of participating sponsors of this event will be seen by over 15,000 people in the weeks before and at the event.***

Fireworks Sponsorship:	\$20,000
Lead Sponsorship:	\$ 5,000
Stage and Band Sponsorship:	\$ 2,000
Baby Parade Sponsor	\$ 350

Entertainment Sponsorship Opportunities: call for details

**CONTACT:** Rutherford Recreation Dept.  
201-460-3015



## TASTE OF RUTHERFORD

The Taste of Rutherford is an evening block party on Wed. June 25<sup>th</sup>, where everyone is invited to enjoy the many "Tastes" of Rutherford's fine food establishments & enjoy a special wine tasting. With Park Avenue closed, and restaurants & entertainment out on the street, this event is a definite crowd pleaser that thousands enjoy each year. PRESENTING SPONSOR (\$5,000) WILL RECEIVE o Their corporate logo on the event banner, displayed in the downtown across Park Avenue, for several weeks before the event o Their name & logo identified at one of the entertainment stations o Their name identified in all of the pre- and post-event publicity o Ten (10) tickets to the event o Corporate name seen prior to, during and after event by 450,000+.

WINE TASTING SPONSOR (J2000) WILL RECEIVE o Their corporate logo on the sign for the event at the Williams Plaza, posted several weeks before the event o Their name & logo identified at the wine tasting tent at the event o Their name identified in all of the pre-and post event publicity o Six (6) tickets to the event o Corporate name seen prior to, during and after event by 100,000+.

MUSIC SPONSOR (\$1,200) WILL RECEIVE o Their corporate logo on the sign for the event at the Williams Plaza, posted several weeks before the event o Their name & logo identified at the Music tent at event o Their name identified in all pre-and post-event publicity o Four (4) tickets to the event o Corporate name seen prior to, during & after event by 100,000+.

CLASSIC CAR SHOW SPONSOR (\$500) WILL RECEIVE o Their corporate logo on the event sign at the Williams Plaza, posted several weeks before the event o Their name on the trophies awarded to winners o Their name and logo on all pre-and post-event publicity o Two (2) tickets to the event o Corporate name seen prior to, during and after event by 100,000+.

Other, in-kind sponsorships or sponsorship of specific entertainment (e.g., bands and other acts) can be arranged.

CONTACT: \_\_\_\_\_ Rutherford Downtown Partnership  
201-460-3000 X3156. [downtownpartnership\(a\)rutherford-nj.com](mailto:downtownpartnership(a)rutherford-nj.com)



## RUTHERFORD FARMERS' MARKET

The Rutherford Farmers' Market is a "Jersey Fresh" Market, helping to ensure the continuation and growth of New Jersey Farms. All farmers' at the Market are New Jersey-based farms. They sell fresh produce -often picked early on market day.

The Rutherford Downtown Partnership has ten years of experience hosting this Farmers' Market at the William's Plaza. The Market serves as a means of bringing extra shoppers to the downtown area. It is a very successful, weekly event that is well known throughout the area, and our vendors repeatedly tell us that this is the best market that they attend. With your firm as a sponsor of one or more months of the Rutherford Farmers' Market, we can work in partnership to make this a great event.

### SPONSORSHIP BENEFITS

- o Weekly advertising in local newspapers, indicating your name, logo & sponsorship, reaching 500,000 people/month
- o Farmers Market Banner and signs hung in the downtown near the market location, with your sponsorship displayed, seen by over 350,000 vehicle drivers and passengers/month
- o Identification of your sponsorship on all posters, flyers and other advertising for the market, seen by 100,000 people/month
- o The opportunity to have a booth at the market, to reach thousands of customers directly
- o Your name and logo printed on canvas bags to be distributed to customers at the market, This option lets your name and logo continue to be seen long after the Farmers' Market has ended, as the bags continue to be used by shoppers downtown and where ever they go. Just 400 bags seen by 250 people equals your message to 100,000 potential customers.

EVENT SPONSOR (five months June-Oct.) - \$12,000

SINGLE month of the market - \$2,500

CONTACT: \_\_\_\_\_ Rutherford Downtown Partnership  
201-460-3000 X3156. [downtownpartnership\(g\)rutherford-nj.com](mailto:downtownpartnership(g)rutherford-nj.com)



## **HAMBLETONIAN PARADE & FESTIVAL**

Horses, horses, and more horses. Rutherford is once again partnering with the Hambletonian Society and the Meadowlands Racetrack to host the kick off parade and festival for Hambletonian week. July 26, 2008 is the day where drivers, sulkies, horses, and more are on parade, in NJ's largest horse parade.

For the 6th year, this event will bring visitors from all over the world to northern New Jersey, and corporate sponsors have an opportunity to be there to promote their companies and products.

### **PRESENTING SPONSOR (\$5,000.00) RECEIVES**

- Name recognition as parade's presenting sponsor in all collateral, trade & paid advertising placed by Meadowlands Racetrack, & the Borough of Rutherford for the event, including Star Ledger freestanding insert (Target audience 250,000)
- Company name on all parade signage placed at the Meadowlands Racetrack & in the Borough of Rutherford (1,000,000+)
- Back cover ad in Hambletonian Parade Commemorative Program (10,000 copies)
- Company/individual sponsor & up to four (4) guests escorted in private carriage in the parade. (Carriage to carry identification of sponsor, Seen by thousands at the parade)
- Dinner for four (4) at Pegasus Restaurant Buffet at Meadowlands
- Racetrack on Saturday July 26, 2008 for Hambletonian elimination races (5 p.m. start)
- Race sponsorship at Meadowlands Racetrack on July 26<sup>th</sup> with winner's circle trophy presentation & acknowledgement of sponsor in racing program, on track public address system & television system.
- Luncheon for two (2) in Pegasus Restaurant on Hambletonian Day, Aug. 2, 2008.
- Ten (10) reserved seats Hambletonian Day (Sat. August 2, 2008) including complementary admission, programs, commemorative gift.

ONLY ONE PRESENTING SPONSORSHIP IS AVAILABLE.

### **LINCOLN PARK/FESTIVAL SPONSOR (\$2,000.00) RECEIVES**

- Logo and name mention in Star Ledger free standing insert.
- Banner identification at multiple entrances to the park which will host numerous children's activities, games, food and merchandise vendors, as well as horse racing industry exhibits and Hambletonian-related information center (Seen by thousands)
- Gift certificate for four (4) at the Pegasus Restaurant, including admission, programs, valet parking, race named in your honor and trophy presentation to the winning owner in the Winners Circle (subject to availability during 2008 season)
- Six (6) reserved seats Hambletonian Day (Sat. August 5<sup>th</sup>) including complimentary admission and programs and commemorative gift.

ONLY ONE LINCOLN PARK SPONSORSHIP *is* AVAILABLE.

### **"IT'S A HORSE OF COURSE" SPONSORS (\$1500)**

- Your company's name is attached to a fiberglass horse that a local art group decorates. The horse resides in a Rutherford store window for a month before the Hambletonian parade, with your company name on a sign next to the horse for the whole month (After the parade and festival, the horse will be auctioned off by the Parade Committee.)
- Your company's name mentioned in the Commemorative program
- Your company's name mentioned in pre- and post-event publicity.

### **HORSE AND CARRIAGE SPONSORS (\$1000) RECEIVE**

- Your company name on a sign on a carriage that will take festival goers throughout Rutherford's Historic Downtown following the parade
- A booth at the Hambletonian Festival in Lincoln Park from which to promote your business

- Your company name listed in the Commemorative Program. (expected advertising audience of 100,000+).

**PARADE GROUPS PRESENTING SPONSORS (\$500 FOR *MUSK***

GROUPS, \$250 FOR ALL OTHER GROUPS) **RECEIVE**

- Exclusive sponsorship of specific groups or participants in parade (Expected sponsorship opportunities in the parade include: musical groups, marching bands, equine units, and classic cars) o Banner signage throughout parade route with sponsor identification
- Name mention in the Hambletonian Parade program (10,000 copies)
- Four (4) reserved seats Hambletonian Day (Sat. August 2nd) including complimentary admission, programs, commemorative gift.

**HAMBLETONIAN PARADE COMMEMORATIVE PROGRAM**

(FULL PAGE ADVERTISEMENT **\$400.00**; **\$250** HALF PAGE)

**CONTACT:**

201-460-3000 X3156

Rutherford Downtown Partnership  
downtownpartnership@rutherford-nj.com



## RUTHERFORD SUMMER CONCERT SERIES

The Borough of Rutherford's Summer Concert Series consists of six (6) concerts held on Thursdays in Rutherford's Lincoln Park during June and July at 7:30PM. The concerts attract approximately 250-350 people per night from Rutherford and surrounding communities.

### SPONSORS OF THIS EVENT RECEIVE

- o A table space to promote your business to attendees
- o Your company name in the Recreation Department's Spring/Summer brochure, delivered to 7500 postal patrons
- o Your company's name and logo on a banner displayed in Lincoln Park in downtown Rutherford and
- o Your name featured in all press coverage to the media identifying that your firm is the official sponsor of this event.

### SPONSORSHIP FEES

Lead Sponsorship: \$5,000.00  
Stage Sponsorship: \$2,500.00

Individual concert sponsorships call for details.

**CONTACT:** Rutherford Recreation Dept. 201-460-3015



## MOVIES IN THE PARK

During three Tuesday nights in August, the Borough of Rutherford hosts outdoor Movies in Rutherford's Lincoln Park. The movies attract approximately 250-350 people per night from Rutherford.

### SPONSORS OF THIS EVENT RECEIVE

- o A table space to promote your business to attendees
- o Your company name in the Recreation Department's Spring/Summer brochure, delivered to 7500 postal patrons
- o Your name featured in all press coverage to the media identifying that your firm is the official sponsor of this event and
- o Lead sponsor will also receive their company's name and logo on a banner displayed in Lincoln Park in downtown Rutherford throughout the three weeks in August.

### SPONSORSHIP FEES

Lead Sponsorship: \$5000  
Weekly Movie Sponsorship: \$1500  
(There are 3 of these sponsorships available.)  
Refreshment Sponsors: \$ 500

Rutherford Recreation Department

**CONTACT:** 201-460-3015



## RUTHERFORD NATIONAL NIGHT OUT

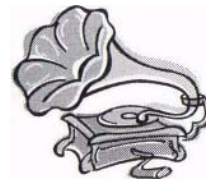
This is a festive evening in early August, when towns across the nation join hands with law enforcement in a show of solidarity. The goal is to form a community partnership to address crime. The event gives citizens an opportunity to personally meet and interact with members of their local police department. The lasting relationships that are developed benefit the entire community. Fun-filled family activities are part of the event, including, music with DJ, a movie under the stars, rides, popcorn, water and other give-aways. Held in Rutherford's Lincoln Park, the event includes the participation of the Rutherford Police Dept., Fire Department, Ambulance Corps, Health Department, Library and other local groups.

### SPONSORS OF THIS EVENT RECEIVE

- o Their company name identified in all pre- and **post- event** publicity
- o Their company names announced at the event
- o Their company name identified on signage at the event.

### CONTACT:

Captain Egbert  
Rutherford Community Policing  
201-460-3044



## RUTHERFORD LABOR DAY STREET FAIR

Add your company's name to the area's premier outdoor event -The Rutherford Labor Day Street Fair. This high profile event is the largest and longest running street fair in New Jersey - attracting over 25,000 people every year - rain or shine. In fact, it's become "the place to be" for politicians to meet their constituents, with everyone from the Governor to US Senators here. This event is annually covered by major network TV stations.

Now in its 33rd year, the Rutherford Labor Day Street Fair is attended by a wide range of key vendors and consumers. Over 150 high-end antiques and collectibles dealers are supported by a cross section of craft vendors, entertainment, a juried art show and fabulous food. It's an all-day festival of shopping and fun, free concerts, where families and more serious buyers linger for many hours. It's also an effective venue to build your company's exposure to target audiences. It's the place to be on Labor Day in the New Jersey/New York Metropolitan area.

### SPONSORS OF THIS EVENT WILL RECEIVE

- o A free booth, from which to promote your business
- o Company name & logo on a street banner promoting the event
- o Press releases to the media identifying that your firm is an official sponsor of this event
- o Advertising of the event to include your firm's name and logo.

By sponsoring this *event*, your company's name and logo will *be seen by over 250,000 people, in the weeks before the event & at the event.*

### SPONSORSHIP OPTIONS INCLUDE

- o Full sponsorship \$25,000
- o Lincoln park stage \$5,000

**CONTACT:** Rutherford Recreation Dept. 201-460-3015



## OKTOBERFEST

Welcome Fall with our traditional Oktoberfest celebration. On October 17, 2008 the Williams Plaza, in the heart of downtown Rutherford, will be the site of the 1<sup>st</sup> Rutherford Oktoberfest. Festival goers will experience a bit of Germany with a beer tasting tent, traditional German music, food, dancing and other entertainment.

### SPONSORSHIPS FOR THIS EVENT INCLUDE

OVERALL EVENT SPONSOR (\$3,000) RECEIVES

- o Corporate name and logo on the event mug and on all publicity before and after the event
- o Corporate logo on an over the Street banner for Park Avenue for the week before the event
- o Ten (10) tickets to the event, and event mugs

BAND SPONSORS (3 SPONSORS, EACH AT \$1000) RECEIVE

- o Corporate name and logo on sign at the music tent
- o Corporate name and logo in the event program
- o Six (6) tickets to the event, and event mugs

POLKA CONTEST SPONSOR/YODELING CONTEST SPONSOR...  
(\$500 EACH)

- o Sponsors for each activity receive Four (4) tickets to the event, and event mugs
- o Corporate name and logo in the event program

CONTACT: Rutherford Downtown Partnership  
201-460-3000x3156 [downtownpartnership@rutherford-nj.com](mailto:downtownpartnership@rutherford-nj.com)



## SAFE NIGHT OUT

Safe Night Out provides Children in Rutherford with a safe environment to celebrate mischief night, October 30\*. Some of the attractions that are sponsored each year are kiddy rides, free food and beverages, carnival games and a dance with a DJ in the Elks Lodge. The Rutherford Fire Department display equipment. Local police departments participate by sending their special units such as horse mounted officers.

All of the activities are free, thanks to the generous support of local businesses and community groups.

### SPONSORS OF THIS EVENT WILL RECEIVE

- o Their name identified on a poster at one of the rides or entertainment stations, and
- o Other press recognition, wherever feasible.

### CONTACT:

Captain Egbert  
Rutherford Community Policing  
201-460-3044



## HOLIDAY FESTIVAL

The Rutherford Holiday Festival is a joyous kick off to the winter holiday season. Activities in the downtown area will take place on the Friday night & Saturday morning after Thanksgiving.

### On Friday Night

- o Caroling by many community groups at the Williams Plaza
- o Lighting of the Children's Tree at the Williams Plaza
- o The Children's Village with crafts, entertainment & rides
- o Photo's with Santa
- o Horse & carriage rides throughout the downtown
- o A Victorian Tea
- o Lighting of creche and caroling at the Presbyterian Church
- o Lighting of the Tree at the Library
- o The Night Before Christmas reading by Santa, and

### On Saturday Morning

- o The Chamber of Commerce Holiday Parade
- o The 55 Kip Center Festival of trees and wreaths

AND, OF COURSE, *HOLIDAY SHOPPING & DINING IN THE DOWNTOWN.*

### SPONSORS OF THIS EVENT WILL RECEIVE

- o Corporate identity in all aspects of the Holiday Festival
- o Sponsorship identification in all advertising prior to the Festival, and all flyers distributed during the Festival
- o A corporate banner hung in the Williams Plaza during the Festival, identifying sponsorship of the event (***Full Sponsorship includes the Sponsor's logo on a banner hung in the downtown for the week before the event***)
- o An opportunity to have a booth at the Williams Plaza Friday night to reach thousands of potential customers directly
- o Sponsors of horse and carriage rides receive their name on a carriage, in addition to press coverage



## SPONSORSHIP OPTIONS INCLUDE

- |   |         |
|---|---------|
| o Lead Sponsorship for the Holiday Festival | \$5,000 |
| o Williams Plaza Stage Sponsorship          | \$2,000 |
| o Sponsorship of horse and carriage rides   | \$1,000 |

Sponsorship of a specific activity is another option -call for details.

**CONTACT:** Rutherford Downtown Partnership 201-460-3000x3156  
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