

**Washington Borough Business Improvement District**

**Sponsorship Opportunities**

**For 2023**



Please allow me to thank you for considering becoming a supporter of the WBID and WBID activities. Without dedicated individuals like yourself, and community conscious, local businesses like yours, our goal of improving Washington Borough for all its businesses and residents alike would be impossible. There are a variety of sponsorship and involvement options in several events that we believe will be of interest to you. We are happy to assist in your decision-making process in any way we can.

The attached package provides all the details, with a discount schedule for multiple sponsorships in 2023.

2022 has been a year of recovery and comebacks, and I believe 2023 will be an even more successful year for everyone. Please do not hesitate to call if you have questions or need assistance in setting up a sponsorship program for your business in 2023.

Warmest Regards,

Melanie Thiel

Melanie Thiel

Executive Director, Washington Business Improvement District

(908) 689-4800

[www.washingtonbid.org](http://www.washingtonbid.org)

[mthiel@washingtonbid.org](mailto:mthiel@washingtonbid.org)

#MeetMeInTheBorough



**WBID Recognition Reception – February 9th, 2023, at Hawk Pointe Golf Club**

Each year, this annual event honors various elite businesses, businesspeople, and supporters in Washington Borough. It is a festive evening that includes social as well as business networking and attracts attendees from the Washington community and the entire region.

Invitations for this event and other promotional materials have already gone to print. If you are interested in sponsoring, there is still time for your logo to be on the thank you board in the lobby of Hawk Pointe the evening of the event, on our social media and website event page.

Please contact Melanie Thiel for details. [mthiel@washingtonbid.org](mailto:mthiel@washingtonbid.org) 908-689-4800

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DISCOUNTS ARE AVAILABLE FOR MULTIPLE EVENT SPONSORSHIPS

**The Festival in the Borough Event is not included in the discount schedule shown below**:

Sponsor 3 of the remaining events and get a 10% discount on your total

Sponsor 4 or 5 of the remaining events and get a 12% discount on your total

Sponsor 6 or 7 of the remaining events and get a 15% discount on your total

1



**Rock N Roll/Steam Punk Fair – April 29, 2023**

Grab your top hat and goggles, lace up your Doc Martin boots and join in on the fun. Vendors will be selling vintage vinyl and music related products including jewelry, clothing, and maybe even instruments. Live music will be featured throughout the day. Attendees are encouraged to dress for the event!

***Presenting Sponsor - $750***

*Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor, Plus highlights as such in all press releases, printed media, radio ads*

*e-blasts, school fliers, and store front ads. Free Exhibit Space*

***Platinum Sponsor - $500***

*Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor, Plus highlights as such in all press releases, printed media, e-blasts, and store front ads. Free Exhibit Space*

***Gold Sponsor - $250***

*Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus highlights in all press releases Plus free exhibit space.*

***Silver Sponsor - $150***

*Business Name & Logo on fliers.*

***Bronze Sponsor - $75***

*Business or family name on fliers*

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated:

**Rock N Roll/Steam Punk Fair – April 29, 2023**

Presenting Sponsor @ $750\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $250 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bronze Sponsor @ 75 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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2



**Sustainably Green Arts & Music Festival & Juneteenth Celebration – June 17, 2023**

This delightful event kicks off the Farmers Market season in Washington. In addition to introducing our season-long regular farmers, we will have other vendors at this one-day event, specifically highlighting "green" products and services, music, and other environmentally friendly things to do and see.  There is always a variety of children's games and activities – a fun family day for all.

**Presenting Sponsor - $750**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor, Plus highlights as such in all press releases, printed media, radio ads,

e-blasts, school fliers, and store front ads. Free Exhibit Space

**Platinum Sponsor - $500**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor, Plus highlights as such in all press releases, printed media, e-blasts, and store front ads. Free Exhibit Space

**Gold Sponsor - $250**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus highlights as such in all press releases

**Silver Sponsor - $150**

Business Name & Logo on fliers.

**Bronze Sponsor - $75**

Business or family name on fliers

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated:

**Sustainably Green Arts & Music Festival/Juneteenth** June 17, 2023

Presenting Sponsor @ $750\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $250 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bronze Sponsor @ 75 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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3



**Farmers Market – June 17, 2023, through September 30, 2023**

**The Washington Farmers Market** is in its 10th season and runs from June 17 through September 30, with fresh fruits, vegetables, flowers, plants, and handmade craft items available for purchase in the Downtown Parking Lot. Additionally, throughout the season there are special events for children, music, adult demonstrations, and other activities that draw not only local residents, but also folks from throughout the region.

**Presenting Sponsor - $500**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor, Plus highlights as such in all press releases, printed media, radio ads, e-blasts, school fliers, and store front ads. Free Exhibit Space

**Platinum Sponsor - $250**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor, Plus highlights as such in all press releases, printed media, e-blasts, and store front ads. Free Exhibit Space

**Gold Sponsor - $150**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus highlights in all press releases

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated:

**Farmers Market,** June 17 through September 30, 2023

Presenting Sponsor @ $500\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $250 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $150 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Sponsor 6 or 7 of the remaining events and get a 15% discount on your total

4



**Festival in the Borough – September 16, 2023**

The WBID's premier event, the Festival in the Borough, is the region's largest street and music festival. Thousands of people converge on Washington to enjoy great music, food, vendors, children’s activities, beer garden, and more. Free admission, free parking, a real family-friendly event. This is truly a community event that has featured both local and nationally known musical acts over the years. It's a great event with increasing attendance, fun for a couple of hours or all day and into the night!

**Presenting Sponsor - $5,000**

Business Name & Logo on fliers & Banners, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor for FIB on main stage banner + Route 57 Banner + posters, Post Cards, Plus Name/Logo presented prominently in all press releases, printed media, radio ads, e-blasts, school fliers, and store front ads. Free Exhibit Space

**Platinum Sponsor - $3,500**

Business Name & Logo on fliers & Banners, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor for FIB on Route 57 Banner + posters, Plus Name/Logo presented prominently as such in all press releases, printed media, radio ads, e-blasts, school fliers, and store front ads. Free Exhibit Space

**Gold Sponsor - $2,500**

Business Name & Logo on fliers & Banners, Plus placement on the WBID Website, Plus signage as Gold/Awards sponsor for FIB on Route 57 Banner + posters, Post Cards, Plus Name/Logo presented prominently in all press releases, printed media, radio ads, e-blasts, school fliers, and store front ads. Free Exhibit Space

**Family Fun Area (FFA) Sponsor - $2,500**

The FFA offers children’s activities, and special entertainment. Sponsor’s name/logo appears as FFA Sponsor on Festival posters, postcards, on the Route 57 Banner, all PR materials, website, ads, etc. Free Exhibit Space.

**Silver Sponsor - $1,500**

Business Name & Logo on Festival posters and on selected PR materials.   Free Exhibit Space

**Acoustic Stage Sponsor - $500**

Name/Logo appears as Acoustic Stage Sponsor on Posters, Stage Banner, selected PR materials, etc. Free Exhibit Space/

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated:

**Festival in the Borough,** September 16, 2023

Presenting Sponsor @ $5,000\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $3,500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $2,500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Family Fun Area Sponsor @ $2,500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Silver Sponsor @ $1,500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Acoustic Stage Sponsor @ $500\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5



**Day of the Dead -Día de los Muertos - Thursday October 26, 2023**

A celebration of life and death. While the holiday originated in Mexico, it is celebrated all over Latin America with colorful calaveras (skulls) and *calacas* (skeletons). This event will be held Downtown in the front portion of the municipal parking lot, Veteran’s Park (pocket park) and sidewalks. Costumes are encouraged!

***Presenting Sponsor - $750***

*Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor, Plus highlights in all press releases, printed media, radio ads,*

*e-blasts, school fliers, and store front ads. Free Exhibit Space*

***Platinum Sponsor - $500***

*Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor, Plus highlights as such in all press releases, printed media, e-blasts, and store front ads. Free Exhibit Space*

***Gold Sponsor - $250***

*Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus highlights as such in all press releases Plus free exhibit space.*

***Silver Sponsor - $150***

*Business Name & Logo on fliers. (Continued)*

***Bronze Sponsor - $75***

*Business or family name on fliers*

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated:

**Day of the Dead-Dia de los Muertos – October 26, 2023**

Presenting Sponsor @ $750\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $250 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bronze Sponsor @ 75 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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6



**Hometown Halloween & Hometown Holiday (October 31 & December 1, 2023)**

Our only combined sponsorship offering, Hometown Halloween & Holiday, highlight the year-end fun activities that are so much a part of the fabric of our community. From window decorating contests, trick or treating, and spooky tunes to tree lightings, Santa Claus, gifts, and good tidings for all – all are welcome!

**Presenting Sponsor - $650**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor, Plus highlights in all press releases, printed media, radio ads, e-blasts, school fliers, and store front ads. Free Exhibit Space

**Platinum Sponsor - $500**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor, Plus highlights in all press releases, printed media, e-blasts, and store front ads. Free Exhibit Space

**Gold Sponsor - $250**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus highlights in all press releases

**Silver Sponsor - $150**

Business Name & Logo on fliers.

**Bronze Sponsor - $75**

Business or family name on fliers.

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated

**Combination -- Hometown Halloween** (*October 31)* **& Hometown Holiday** (December 1) **2023**

Presenting Sponsor @ $650\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $250 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Silver Bells Sponsor @ $150 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bronze Sponsor @ 75 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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7



**Operation Jersey Cares /WBID Care Packages for active duty troops – Veterans Day through Dec.**

A coordinated effort by the WBID and Operation Jersey Cares (nonprofit) to supply care packages for active duty US Military in the United States and abroad. Collection boxes are placed in participating Borough Businesses so that shoppers can drop off what the troops ask for while visiting local retail establishments. All items collected are transported to the Operation Jersey cares warehouse facility for disbursement to our troops**.** This will be our fourth year of activity in support of this effort.

**Presenting Sponsor - $750**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Presenting/Awards sponsor, Plus highlights in all press releases, printed media, radio ads, e-blasts, school fliers, and store front ads. Free Exhibit Space

**Platinum Sponsor - $500**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus signage as Platinum/Awards sponsor, Plus highlights in all press releases, printed media, e-blasts, and store front ads. Free Exhibit Space

**Gold Sponsor - $250**

Business Name & Logo on fliers & Banner, Plus placement on the WBID Website, Plus highlights in all press releases

**Silver Sponsor - $150**

Business Name & Logo on fliers.

**Bronze Sponsor - $75**

Business or family name on fliers

**Sponsorship Registration Form**

Yes. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_want to sponsor the following event at the level(s) designated

**Operation Jersey Cares,** Veterans Day through December 2023

Presenting Sponsor @ $750\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Platinum Sponsor @ $500 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gold Sponsor @ $250 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Bronze Sponsor @ 75 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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8