

# DOWNTOWN SOMERVILLE ALLIANCE

Sponsorship  
Opportunities

Shopping  
Events  
Dining  
Walkable  
Enjoyable  
Liveable

We have it all in Downtown Somerville!

@@downtownsomerville

facebook.com/downtownsomervillealliance

www.downtownsomerville.com

A Designated Main Street  
New Jersey Downtown

MAIN ST.  
NEW JERSEY





# about DOWNTOWN SOMERVILLE

**20,000** ☀️  
daytime population

**100,000** 👤👤👤  
number of visitors each year  
from events

**12,146** ➡️  
residents within a 2.4 mile radius

**15,093** ➡️  
residents within a 5 mile radius

**county seat** 🏳️  
of somerset county



event sponsorship

DOWNTOWN  
**SOMERVILLE**

# [sponsorship levels]

## **Tier 1 – FRIEND (\$250 - \$450)**

- Your Company logo will be included on event web site
- Royalty Free rights to use event logos

## **Tier 2 – SUPPORTER (\$500 - \$950)**

All Tier 1 benefits +

- Your Company will be listed as sponsor of an individual attraction (game, tent, viewing area, etc...)
- Your Company logo included on 1 Facebook promotional post per event

## **Tier 3 – ENTHUSIAST (\$1,000 – \$1,950)**

All Tier 2 benefits +

- Your Company will be mentioned as official sponsor in press release
- Event Day signage/exposure
- Choice of individual attraction sponsorship (game, tent, viewing area, etc...) from options available

## **Tier 4 – PATRON (\$2,500 +)**

All Tier 3 benefits +

- Your Company's logo will be included in ALL posters and mass-mailings
- Individual presentation table at each event
- First choice of individual attraction sponsorship (game, tent, viewing area, etc...) from options available
- Your Company will be mentioned as official sponsor in all press releases
- Additional sponsorship opportunities

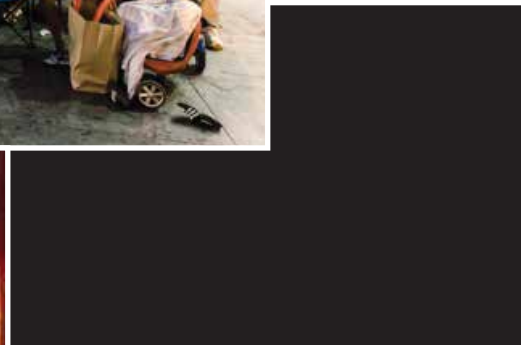
## **PREMIER SPONSORSHIP (\$15,000)**

Includes year-long sponsorship benefits which will guarantee the inclusion of your organization in every Downtown Somerville Event

sponsorship



# events DOWNTOWN SOMERVILLE





# events DOWNTOWN SOMERVILLE



## **girls night out** | may 2022

Grab all of your friends and get out in Downtown Somerville (date TBD: May 2022, 5-9 pm) for a night through the town. Girls Night Out is a large-scale event with one-of-a-kind activities happening all evening!

Events include free palm readings, yoga on the street, performances on Division Street and at the Giardina Walkway, photo booths, giveaways, raffles, discounts, and more.



## **starlit cinema** | thursdays july - aug

The Big Screen hits Division Street outdoors in the summer on Thursday evenings, from June through August. We show the top movies based on a community poll, ranging from original classics to trending family movies.

Before the movie you'll find music, giveaways, snacks, and sometimes even large props and photo booths! Estimated 5,000 attendees through the season.

# events

## DOWNTOWN SOMERVILLE



### **cruise night** | **fridays may - sept**

One of the largest and oldest cruise nights in the state. DowntownSomerville's streets are lined with classic, unique cars for folks from all over the state to see.

Cruise nights run every Friday from Memorial Day through Labor Day, bringing in an estimated attendance of 30,000+ throughout the entire season.



### **summer stage** | **saturdays may - sept**

Performers hit the stage on Division Street every Saturday from Memorial Day through Labor Day, reaching large dinner crowds on warm summer nights in Somerville.

These shows bring in a wide demographic appeal, ages young and old, with over 1,500 seated attendees during the series (and thousands more that stop by to listen!)





# events

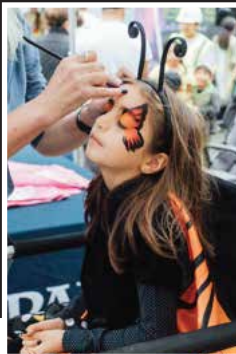
## DOWNTOWN SOMERVILLE



### **spooktacular** | halloween

Trick or treating in Downtown Somerville is a time honored tradition! Downtown Somerville businesses and organizations hand out candy to families throughout Somerset County and beyond.

Now even more exciting with a DJ, Magic 98.3 radio presence, artactivities, a giant pirate ship, and more! This event brings in over 2,000 families on Halloween, all day and night.



### **holiday jubilee** | november

The annual tree lighting in Downtown Somerville is a large scale event, featuring a visit and photos with Santa Claus, hot cocoa, horse drawn carriages rides, Frozen characters, photo spots, ice carving demonstrations, performances, holiday carolers, and more!

Estimated attendance for the evening is around 4,000-5,000 reaching all across central NJ.



# events

## DOWNTOWN **SOMERVILLE**



### **Central Jersey Jazz Festival**

Celebrating 11 years in Downtown Somerville!  
Some of the most exciting, accomplished  
musicians will be performing, all for FREE!!  
Rain or shine.



Sponsorships can be customized to your needs.  
Additional Sponsorship Opportunities are available by request.  
For more information please call 908-524-0104