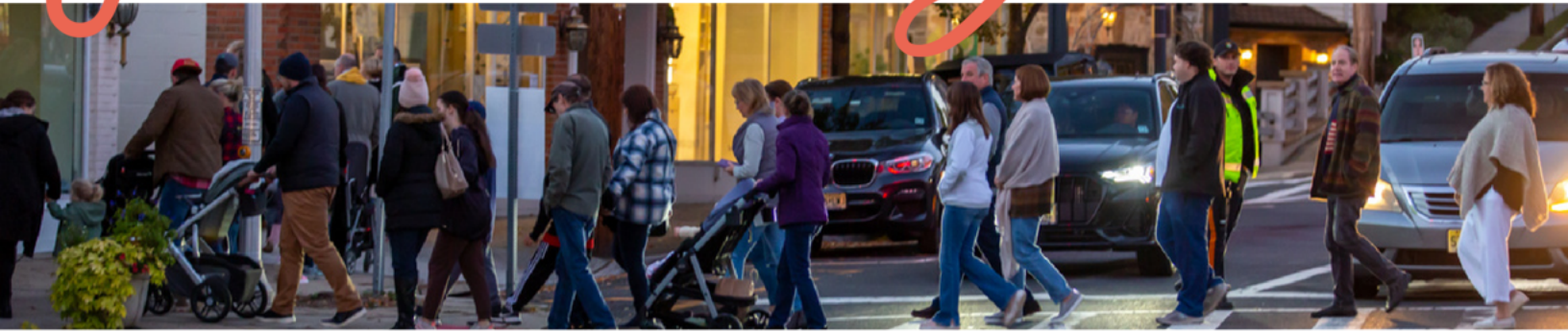




MAIN STREETS ARE *for everyone*



2024

MainSTREET
BERNARDSVILLE



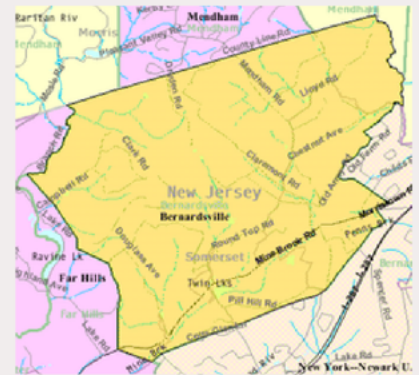
Main STREET

OUR MISSION BERNARDSVILLE

To establish a positive image for Bernardsville with a safe and walkable environment, honoring our charm and history, creating a sense of community, fostering economic stability through local spending initiatives and events, and promoting connectivity.

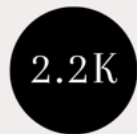
Bernardsville Demographics

Population	7,859
Women	49.1%
Median household Income	\$220,060
Average Home Value	\$720,500
Bachelor's Degree or Higher	68.5%

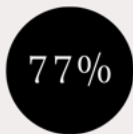


Main Street Bernardsville Social Media

@mainstreetbernardsville



INSTAGRAM FOLLOWERS



WOMEN

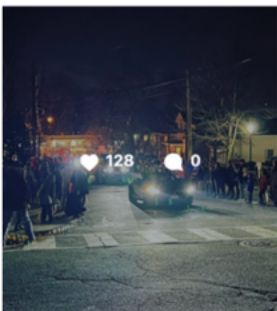


AVERAGE CONTENT ENGAGEMENT



AVERAGE REACH

Average Event Attendance





WHY SPONSOR WITH MAIN STREET BERNARDSVILLE?

Consider an Annual or Single Event sponsorship as an investment in your business and an element of your overall marketing strategy. Your selection will be the most effective when you combine other marketing tactics through various channels that contain similar messaging.

Take advantage of the captivated audience in Bernardsville, and the surrounding Somerset Hills by utilizing your full sponsorship opportunities, including in person connections, advertising placements and continued event exposure. Sponsorships with Main Street Bernardsville are collaborations; partnerships that present your business positively, while supporting your community.

Read through the options on the following pages. Choose a full annual sponsorship or choose from the Individual events on the following pages. Annual sponsorships will select one or more events that you may sponsor once you select your level. To begin, complete the form at the end of this kit (or online) and mail in your payment. Or contact us to discuss options and questions, which you can find on the last page of this kit.

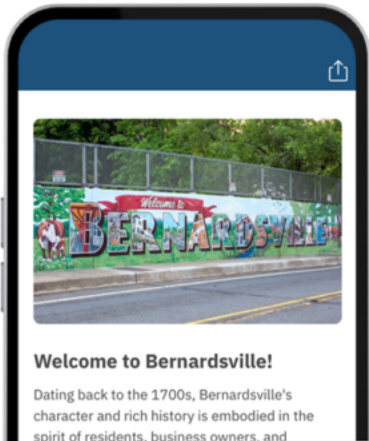
Thank you for considering a sponsorship with us!



18K ANNUAL WEBSITE VISITORS



40K+ ANNUAL EVENT ATTENDEES



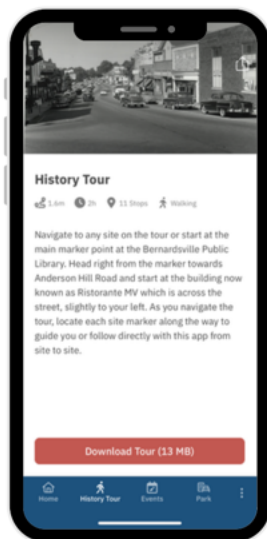
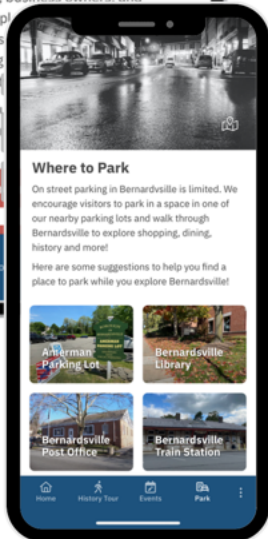
discover
bernardsville.

Uncover a new experience with the Discover Bernardsville APP!

Available for download for free on Apple and Google, users can experience everything Bernardsville has to offer at their fingertips. Businesses are welcome to participate with a general business listing, enhanced featured listings with a sponsorship, or an upgraded sponsorship opportunity as full APP sponsor.

The best feature is the interactive historical walking tour. Geo-tracked, this tour recognizes your location and will alert you to a nearby historical landmark. Learn more and take the full walking tour any time.

Learn more by downloading the FREE app!



2024 Annual Sponsorship Opportunities



Corporate Partner

\$15,000

- Named Sponsor for two (2) Signature events OR for Wonderland Weekend Only
- Full featured sponsored page on MainStreetBernardsville.org
- Premier logo on all print and digital media ads, event fliers, seasonal newsletters and other materials
- All year premier clickable logo on Main Street Bernardsville websites and Social Media pages
- Up to ten (10) VIP/Seating Access at events (TBD)
- First choice for specialty program partner opportunities with Placemaking Projects and other Initiatives
- Clickable logo in all eblast newsletters during the event pre-promotions and promotions
- Named sponsor for the Discover Bernardsville app with clickable links and featured business directory
- On-site presence available for selected events with vendor opportunities
- Year end recognition event

Presenting Sponsor

\$10,000

- Named sponsor for one (1) Signature Event or Program Series
- Presenting Sponsor page (shared) on MainStreetBernardsville.org
- Tier 2 Corporate logo on advertising/promotional materials
- All year premier clickable logo on Main Street Bernardsville websites and Social Media pages
- Up to eight (8) VIP/Seating Access at events (TBD)
- Clickable logo in all eblast newsletters during the event pre-promotions and promotions
- Featured business on Discover Bernardsville app with clickable links and business directory
- On-site presence available for selected events with vendor opportunities
- Year end recognition event

Minor Event Sponsor

\$5,000

- One (1) Minor Event Title sponsor (First Fridays, Movies on Main, Others)
- Sponsor Scroll on partner page on MainStreetBernardsville.org
- Tier 3 Corporate logo on advertising/promotional materials
- All year premier clickable logo on Main Street Bernardsville websites and Social Media pages
- Up to Five (5) VIP/Seating Access at events (TBD)
- Clickable logo in all eblast newsletters during the event pre-promotions and promotions
- Business listing on Discover Bernardsville app with clickable links and business directory
- On-site presence available for selected events with vendor opportunities
- Year end recognition event

Supporting Sponsor

\$2,500

- Logo on all print and digital media ads
- Sponsor Scroll on partner page on MainStreetBernardsville.org
- All year premier clickable logo on Main Street Bernardsville website and Social Media pages
- Up to two (2) VIP/Seating Access at events (TBD)
- Clickable logo in all eblast newsletters during the event pre-promotions and promotions
- Business Listing on Discover Bernardsville App
- On-site presence available for selected events with vendor opportunities
- Year end recognition event

Business Supporter

\$1,000

- Logo on print and digital media ads
- Sponsor Scroll on partner page on MainStreetBernardsville.org
- All year premier clickable logo on Main Street Bernardsville websites and Social Media pages and eblast newsletters
- Business Listing on Discover Bernardsville App
- On-site presence available for selected events with vendor opportunities
- Year end recognition event

Add On Sponsorships

- Street Banners: \$500, plus cost of banner
- Flower Basket Sponsor (collab with Greener Bville): \$750
- Museum in the Streets Sponsor: \$2,000
- Discover Bernardsville App Sponsor: \$3,500
- Discover Bernardsville App Featured Business: \$250

Don't See What You're Looking For?

Additional pages in this kit include individual event sponsorship opportunities. Take a look and see if there is a better fit for your business.

Please contact us with any questions: Olivia@mainstreetbernardsville.org

INDIVIDUAL EVENT SPONSORSHIPS

Contact:

sponsor@mainstreetbernardsville.org

(908) 938-3159





Bernardsville Car Show & Food Truck Fest

JUNE 2, 2024

BERNARDSVILLE TRAIN STATION LOT



ALL SPONSORS RECEIVE

- Logo on select event marketing.
- Company banner displayed at the show.
- 10x10 Exhibitor Space
- One Sponsor trophy to be given to second place winner by a representative of your choice.
- Inclusion in gift bags to participating car owners.



DIAMOND

\$3,500

- Top Level Contributing sponsor in the Annual Bernardsville Car Show
- One "Presenting Sponsor" trophy presented to the Best In Show winner by a representative from your business

PLATINUM

\$2,000

- Tier 2 Level Contributing sponsor in the Annual Bernardsville Car Show
- One trophy presented to Mayor's Choice winner by a representative from your business

GOLD

\$1,200

- Tier 3 Level Contributing sponsor in the Annual Bernardsville Car Show
- One trophy presented to People's Choice winner by a representative from your business

POWER WHEELS PRADE

\$900

- Logo on kids' power wheels parking area
- Mention during power wheels parade, welcoming volunteers from your organization stationed along the parade route.

DJ BOOTH

\$850

- Company banner displayed at the DJ booth.

TROPHY

\$350

- Your logo on a category trophy, with the opportunity to have a representative hand the trophy to the winner

TEE SHIRT

\$200

- Your company name listed on the event tee



NEW!

Music on Main

BAND SPONSOR **\$1,500 – \$3,000**

- Banner in front of the band with your logo and company message.
- Table set up opportunity near your band location.
- Monthly highlight as a band sponsor for your First Thursday promo.

RAFFLE BASKET SPONSOR **In Kind**

- Provide an Item, basket, gift certificate or other Item for monthly giveaways

ALL SPONSORS RECEIVE

- Logo on marketing materials for the specific Thursday selected.
- Recognition on the event website page MainStreetBernardsville.org
- Social Media sponsor highlight post
- Inclusion in email newsletter blasts



THIRD THURSDAYS
JUNE - OCTOBER
ALL AROUND BERNARDSVILLE



TUESDAY, FEBRUARY 13
THURSDAY, JULY 25
FRIDAY, DECEMBER 6
ALL AROUND BERNARDSVILLE

Ladies Night Out

PRESENTING SPONSOR **\$2,000**

- Logo on all event materials as Presented By sponsor
- Table set up opportunity with check in area.
- Logo on event tote bags

SUPPORT SPONSOR **\$500**

- Logo on all event materials
- Table set up opportunity with check in area.

RAFFLE BASKET SPONSOR **In Kind**

- Provide an Item, basket, gift certificate or other Item for monthly giveaways



ALL SPONSORS RECEIVE

- Logo on marketing materials for the event.
- Recognition on the event website page MainStreetBernardsville.org
- Social Media sponsor highlight post
- Inclusion in email newsletter blasts

Choose from Galentine's Day on February 13, Summer Nights on July 25 or part of Wonderland Weekend on December 6.

Summer Flick Nights

Summer Flick Nights



WEDNESDAYS
JUNE 19 - AUGUST 14
LOCATION TBD



ALL SPONSORS RECEIVE

- Logo on marketing materials for the event.
- Recognition on the event website page MainStreetBernardsville.org
- Social Media sponsor highlight post
- Inclusion in email newsletter blasts



PRESENTING SPONSOR \$1,000

- Top billing on all materials
- 60-second pre-movie commercial on jumbo screen (must provide .wmv file)
- Logo on screen pre-movie
- Free exhibit Space 10 x 10 (provide your own set up)
- Logo and link on Event Website Home page, social media, and print materials

GOLD SERIES SPONSOR \$500

- 30-second pre-movie commercial on jumbo screen (must provide .wmv file)
- Logo on screen pre-movie
- Free exhibit Space 10 x 10 (provide your own set up)
- Logo and link on Event Website Home page, social media, and print materials

COMMUNITY SPONSOR \$250

- 30-second pre-movie commercial on jumbo screen (must provide .wmv file)
- Logo on screen pre-movie
- Logo and link on Event Website Home page, social media, and print materials

NEIGHBORHOOD SPONSOR \$125

- Logo on screen pre-movie
- Logo and link on Event Website Home page, social media, and print materials



Restaurant Week

KICK OFF SPONSOR \$2,500

- Kick of event sponsor & host at a Bernardsville Restaurant of Choice
- Premiere Logo presentation on all print and digital
- Back cover full page ad in kick off event program
- Signage at the kick off event (banners or stands & table tents)
- Opportunity to speak at the kick off event
- Solo Sponsored email blast invitation to restaurants and patrons
- Dedicated Social Media Post and Live Link in Bio
- Press release mention

PLATINUM \$1,000

- Presenting Sponsor ad on website for May-July 2023
- Premiere Logo presentation on all print and digital
- Inside cover full page ad in kick off event program
- Solo Sponsored email blast to restaurants and patrons
- Dedicated Social Media Post and Live Link in Bio
- Press release mention

SILVER \$500

- Sponsor ad on website for May-July 2023
- Full page ad in kick off event program
- Email blast featuring ad sent to restaurants and patrons
- Social Media Posts
- Press release mention

GOLD \$200

- Sponsor ad on website for May-July 2023
- Half page ad in kick off event program
- Email blast featuring sponsor sent to restaurants and patrons
- Social Media Posts

TRICKY TRAY ITEM \$0

- Your item on display at the kick off event.
- Business name listed in program if provided by deadline

ALL SPONSORS RECEIVE

- Ad Inclusion In the kick off event program book
- Logo on marketing materials for the event.
- Recognition on the event website page MainStreetBernardsville.org
- Social Media sponsor highlight post, either shared or exclusive as indicated above
- Inclusion in email newsletter blasts

INFLUENCER POST/ FEATURE Pricing will Vary

Your business featured with an Influencer post, video or other content.
Details vary depending on the Influencer and post type requested.



Haunted History Tours

BROUGHT TO YOU BY **\$3,500**

- *Your name in collaboration with Main Street Bernardsville and Haunted History Productions on the event and tickets*

SPOOKY BEVERAGE CART **\$2,000**

- *Your business logo on signage and table tents at the event in the sectioned off area for pre/post tour beverages & snacks*

GHOULISH BAGS **\$1,250**

- *Your business logo on printed bags for commemorative glasses and other items available for sale in the MSB Shop.*

TICKET SPONSOR **\$600**

- *Your business printed on event tickets and mentioned as a collaborative event sponsor.*

TIME SLOT SPONSOR **\$300**

- *Each 15 Minute tour offers signage and opportunity for your business to be displayed. (11 available)*

ALL SPONSORS RECEIVE

- *10x10 Exhibitor space at event check in*
- *Marketing prior to the event*
- *Posted on MainStreetBernardsville.org and Sponsor Highlight post on social media*
- *Inclusion on event program*

BONUS FOR BUSINESSES!

Local businesses are encouraged to open their doors during the tour hours. Tours run from 5:30pm to 8pm. The last tour ends at 9pm.

Consider hosting an in store event, or organize another catchy activity to encourage visitors to go to your store before or after each tour group, or offer another fun event or incentive to shop. All events will be promoted with the tour, if submitted within the deadline window.

Want to be closer to the action? Ask us about hosting a table at the tour kick off area by the Bernardsville Train Station.



SATURDAY, OCTOBER 12
FENWICK PARKLET CHECK IN





Holiday Parade

GRAND MARSHAL SPONSOR \$2,500

- Logo placement on all event marketing materials
- Opportunity to provide a 2-minute promotional video to be shared on social media platforms
- Banner ad on the event webpage
- Logo placement and link on our website and social media spotlight
- Invitation to feature a float or vehicle in the parade, leading as grand marshall

ALL SPONSORS RECEIVE

- 10x10 Exhibitor space at event check in
- Marketing prior to the event
- Posted on MainStreetBernardsville.org and shared Sponsor Highlight post on social media
- Parade announcement

COMMUNITY SPONSOR \$1,000

- Logo placement on all event marketing materials
- Opportunity to provide a 30-second promotional video to be shared on social media platforms
- Logo placement and link on our website and social media spotlight
- Invitation to feature a float or vehicle in the parade
- Opportunity to provide volunteer marshals (volunteers may wear branded attire and can be combined with a float, vehicle or other parade entry)



SUPPORTING SPONSOR \$500

- Opportunity to provide a 30-second promotional video to be shared on social media platforms
- Logo placement on event marketing materials
- Logo placement and link on our website and social media spotlight

GENERAL/ LAST MINUTE \$250

- Opportunity for a 15-second promotional video to be shared on social media platforms
- Logo placement and link on our website and social media spotlight

SATURDAY, DECEMBER 7

ALONG ROUTE 202 - DETAILS TO FOLLOW



WEEKEND PARTICIPATION & EVENTS

Businesses and community groups are strongly encouraged to host shopping events, concerts, children's events and other gatherings during Wonderland Weekend. This is a program created to offer a destination celebration for the community and visitors to bolster holiday activity and spirit early in the season.

SPONSOR MSB 2024



Contact Person

E-Mail

Address

City

State

Zip

Phone

SELECT AN ANNUAL SPONSORSHIP LEVEL OR ADD ON SPONSORSHIP

- | | | | | | |
|--|----------|---|---------|--|---------|
| <input type="checkbox"/> Corporate Partner | \$15,000 | <input type="checkbox"/> Supporting Sponsor | \$2,500 | <input type="checkbox"/> Museum In the Streets | \$2,000 |
| <input type="checkbox"/> Presenting Sponsor | \$10,000 | <input type="checkbox"/> Business Supporter | \$1,000 | <input type="checkbox"/> Street Banners | \$500 |
| <input type="checkbox"/> Minor Event Sponsor | \$5,000 | <input type="checkbox"/> DB App Sponsorship | \$3,500 | <input type="checkbox"/> DB App Featured | \$250 |

SELECT A SPECIFIC EVENT

- | | |
|---|--|
| <input type="checkbox"/> Bernardsville Car Show & Food Truck Fest | <input type="checkbox"/> Restaurant Week |
| <input type="checkbox"/> Music On Main | <input type="checkbox"/> Haunted History Tours |
| <input type="checkbox"/> Ladies Night | <input type="checkbox"/> Holiday Parade |
| <input type="checkbox"/> Summer Flick Nights | |

Please write the sponsorship level here:

Include the sponsorship amount here:

**SUBMIT YOUR PAYMENT VIA
CHECK OR PROVIDE AN
EMAIL ADDRESS FOR AN
ONLINE PAYMENT LINK**

Included is payment for the above total: \$

Please make payable to Main Street Bernardsville

Mail to: PO Box 887 Bernardsville, NJ 07924 or drop off at 1 Anderson Hill Road, Suite 105

Accts Payable Email:



THANK YOU FOR CONSIDERING A SPONSORSHIP WITH US!

CONTACT



Sponsor@MainStreetBernardsville.org



(908) 938 - 3159



@MainStreetBernardsville



1 Anderson Hill Road, Suite 105
Bernardsville, NJ 07924



PO Box 887, Bernardsville NJ 07924