



Main **STREET**
BERNARDSVILLE

2025
Sponsorship
Opportunity
Package

Main Street Bernardsville
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www.mainstreetbernardsville.org

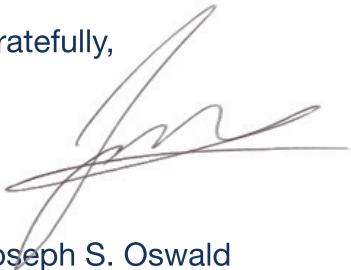
Main STREET

B E R N A R D S V I L L E

As a nonprofit corporation dedicated to downtown revitalization, Main Street Bernardsville is on a mission to create a vibrant community, support small businesses, & drive historic-preservation-based economic development. Along with our Board of Trustees, I am excited to share our 2025 Sponsorship Opportunities that foster our initiatives for Downtown Bernardsville.

Your support can make a significant impact on the growth & vibrancy of our community. By becoming a sponsor, you align your brand with positive change & community engagement & directly fuel our efforts to create a thriving downtown, support local businesses, & organize enriching, unique events that bring our community together. We invite you to partner with us in our mission by becoming a sponsor or contact us to discuss a tailored partnership package to meet your specific objectives. We believe that a thriving business community is essential for the overall prosperity of our town, & with your contribution, we can make a lasting impact & build a stronger, more dynamic future for Bernardsville.

Gratefully,



Joseph S. Oswald
Executive Director
Main Street Bernardsville, Inc
908-255-5696
hello@mainstreetbernardsville.org



UNIQUE SUSTAINING SPONSORSHIP OPPORTUNITIES

\$2,000 - Pop-up Event Sponsor

Be a key part of our vibrant community events! As a sustaining sponsor, you'll receive year-round benefits, including exclusive sponsorship recognition for pop-up events - whether planned or impromptu - throughout 2025. Your business will be featured at least once per month and acknowledged at all sponsored events. Plus, enjoy recognition on the Main Street Sponsors Page for the entire year.

\$5,000 - Placemaking and Wayfinding Sponsor

Enhance Bernardsville's landscape while boosting your business's visibility! Along with all Pop-up Event Sponsor benefits, you'll be a permanent sponsor on placemaking and wayfinding projects launching in 2025. Your name or business will be featured on community enhancements such as plaques, benches, flower boxes, and wayfinding signage. Where logos aren't applicable, your contribution will be recognized textually.

\$10,000+ - TITLE SPONSOR

Make the biggest impact and maximize your brand exposure! This premier sponsorship includes all benefits of the sponsorship packages above, plus:

- 📍 Complimentary admission to all Main Street Bernardsville events
- 📍 A seat as a voting trustee on the board of directors, allowing you to shape future events
- 📍 A dedicated networking event at your business location (if applicable), customized to your theme and suggestions

Join us in shaping a thriving Bernardsville community—become a sponsor today!



MainSTREET
BERNARDSVILLE

SUPPORT OUR FOOD-CENTRIC EVENTS & SHOWCASE YOUR BUSINESS

Join us in celebrating Bernardsville's culinary scene while gaining valuable exposure for your brand! Our semi-annual food events draw food lovers from near and far, offering sponsors excellent visibility through digital and print promotions. Sponsorship is not limited to food establishments and can be tailored to fit your business.

RESTAURANT WEEK – JANUARY 24-31, 2025

A week-long celebration of Bernardsville's unique dining scene! Participating restaurants will offer special menus and gourmet options, drawing in food lovers from across the region. With strong promotion through social media, county government, and the Somerset County Business Partnership, Restaurant Week aims to increase foot traffic, boost sales, and highlight our town's exceptional culinary talent.

TASTE OF OUR TOWN – DATE TBD

A one-day, indoor tasting event featuring local restaurants, craft beers, and New Jersey wines—all in one central location. This event offers attendees the chance to sample delicious bites while enjoying live performances and local entertainment. Although primarily a community event, it will be promoted regionally to attract visitors and increase business exposure.

SPONSORSHIP OPPORTUNITIES

- 📍 **\$150** – Logo featured on all event advertising, including print materials (table leaflets, where applicable).
- 📍 **\$200** – All the above PLUS inclusion on the Main Street Sponsors Page for the entire year of 2025.

Taste of Our Town Exclusive Sponsorships:

- 📍 **\$500 – Entrance Banner Package** – Prominent banner at event entrance, 4 free tickets, and inclusion on the Main Street Sponsors Page (2025)
- 📍 **\$500 – Check-in & Table Sponsor Package** – Banner at event check-in, sponsorship of a customer table, 2 free tickets, and inclusion on the Main Street Sponsors Page (2025)
- 📍 **\$1,000 – Premium Event Sponsor** – Includes both of the \$500 packages PLUS entertainment sponsorship with on-stage shout-outs



Don't miss this opportunity to connect with the community and boost your brand!
Secure your sponsorship today!

ANNUAL CAR SHOW – SUMMER 2025

SHOWCASE YOUR BUSINESS ALONGSIDE THE HOTTEST CARS IN TOWN!

Rev up your brand exposure at Bernardsville's premier Annual Car Show, hosted at Paul Miller Volkswagen (118 Morristown Road, Bernardsville). This highly anticipated summer event brings car enthusiasts, families, and businesses together for a thrilling display of unique and exotic vehicles.

SPONSORSHIP OPPORTUNITIES

\$5,000 – PLATINUM SPONSOR (Exclusive – Only One Available!)

- 📍 Premier branding on all event advertising (digital & print)
- 📍 Exclusive top placement in promotions & signage
- 📍 Featured on the Main Street Sponsors Page for all of 2025

\$2,500 – GOLD SPONSOR

- 📍 Prime display area next to top-tier vehicles (tailored to suit)
- 📍 4 complimentary tickets to the event
- 📍 Premium advertising placement (digital & print)
- 📍 Shout-out or opportunity for a brief speech at the event ceremony
- 📍 30-second promo video featured on Main Street social media

\$1,000 – SILVER SPONSOR

- 📍 Branding alongside refreshment & ceremony tables (where applicable)
- 📍 2 complimentary tickets to the event
- 📍 Logo featured in all event advertising (digital & print)
- 📍 Recognition on the Main Street Sponsors Page for 2025

\$500 – BRONZE SPONSOR

- 📍 1 complimentary ticket to the event
- 📍 Logo in all event promotions (digital & print)
- 📍 Recognition on the Main Street Sponsors Page for 2025

\$50+ – CAR TALK SPONSOR

- 📍 Text recognition as an event supporter
- 📍 Logo featured in digital promotions



**SPONSOR TODAY &
DRIVE YOUR BUSINESS FORWARD!**

Main STREET
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MONSTERS ON MAIN – A SPOOKY FALL EXPERIENCE

JOIN US FOR A THRILLING NIGHT OF HISTORY & HAUNTS! ☐

Step into the shadows and experience a live-action haunted walking tour like no other! Monsters on Main is an immersive, professionally produced event in collaboration with Haunted History Productions, featuring live actors and historically accurate storytelling. With over 300+ tickets sold at past events, this fall attraction draws both locals and visitors for an unforgettable night of spooky entertainment.

NEW THIS YEAR: Sponsors can support the local theater by including Halloween-season movie tickets for event attendees!

SPONSORSHIP OPPORTUNITIES

\$100 – GHOST SPONSOR

- 📍 Text recognition as an event supporter
- 📍 Logo featured in digital event promotions

\$250 – PLAYBILL SPONSOR

- 📍 Logo placement in all event print materials
- 📍 Inclusion in all digital & print advertisements

\$400 – GUIDING SPONSOR

- 📍 Prominent placement in all event print materials
- 📍 Inclusion in all digital & print advertisements
- 📍 2 free tickets to experience the haunted tour
- 📍 Recognition on the Main Street Sponsors Page for 2025

\$500+ – PHANTOM SPONSOR

- 📍 All the above benefits PLUS:
Your choice of:
- 📍 Shout-out at the closing of each tour OR
- 📍 Your business logo on event swag & giveaways
- 📍 An additional 2 free tickets



**DON'T MISS THIS CHILLING
OPPORTUNITY TO PROMOTE
YOUR BUSINESS!**

Secure your sponsorship today!

HOLIDAY PARADE – MID-DECEMBER

SPREAD HOLIDAY CHEER & SHOWCASE YOUR BUSINESS!

Join us in celebrating the magic of the holiday season at Bernardsville's Annual Holiday Parade! Held in mid-December at the Bernardsville Center (80 Morristown Road), this festive event brings together local businesses, community groups, and emergency service personnel for a joyful procession through town.

AWARDS GIVEN to businesses with the most spirited and creative parade displays! All sponsors are invited to participate and march in the parade.

SPONSORSHIP OPPORTUNITIES

\$100 – CITIZEN SPONSOR

- 📍 Logo or name placement in all digital event promotions

\$750 – COMMUNITY LEADER

- 📍 All Citizen Sponsor benefits, PLUS:
- 📍 Inclusion in all print & digital advertisements
- 📍 Shout-out at the closing ceremony
- 📍 Recognition on the Main Street Sponsors Page for all of 2025

\$1,500 – PARADE CHAMPION

- 📍 All Community Leader benefits, PLUS:
- 📍 Prominent logo placement on all event materials
- 📍 FREE custom banner with your name & logo to carry in the parade

\$3,000 – GRAND MARSHAL (Exclusive – Only One Available!)

- 📍 All Parade Champion benefits, PLUS:
- 📍 Lead the parade behind the police escort!
- 📍 30-second promo video for your business featured on the Main Street website



JOIN US & MAKE THIS HOLIDAY SEASON MAGICAL!

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INTERESTED
In our 2025
Sponsorships?



visit our sponsor
page on the website or

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