

# SPONSORSHIP OPPORTUNITIES 2023

Unique, calendar-year sponsorships to reach the people and the businesses of Main Street in Hackensack



(C) Damian Mitchell, Artist

The Main Street Business Alliance, a 501(c)(3) non-profit, is a Special Investment District and is a public/private partnership with the City of Hackensack.

*Downtown*  
**HACKENSACK**

## About Us

The Hackensack Main Street Business Alliance (MSBA), is a public/private partnership formed as an alliance between the business community and the city of Hackensack. Its mission is to address the issues facing the business community with the goal of improving the local economy and the overall business climate in Hackensack.

The MSBA management organization is governed by an 11-member Board of Directors, comprised of commercial property owners and business owners who are elected by the members of the district, along with liaisons from the Hackensack Chamber of Commerce and the City Council. We focus on such issues as;

- **Clean & Green programs**
- **Business promotion**
- **Creative placemaking**
- **Special events**
- **Visual improvements**
- **Business recruitment and retention, and more**

## Who Can Sponsor?

In a word; anyone. If you're looking to get in front of the residents, business owners, those who work in Hackensack, and visitors from neighboring towns, our sponsorship opportunities are perfect for you.

## Why sponsor?

Through its signature events and programs, the MSBA offers businesses and organizations the chance to access diverse, extensive, and highly active groups. Through various MSBA projects and initiatives, businesses can benefit from our unique promotional opportunities, all while contributing to the mission of constructing a resilient, equitable, and lively downtown area. By sponsoring the MSBA, your company invests in a more sustainable Main Street.

## What does my sponsorship support?

Partner with other prominent businesses by becoming a sponsor of the MSBA and help promote its mission of making Main Street in Hackensack more sustainable, equitable, and vibrant. Your sponsorship will exemplify your business's commitment to the community, while also providing a higher quality of life to the employees, customers, and families of your company. Through your company's sponsorship, you will make a direct investment into a brighter future for the coming generations.

## What exactly would I sponsor?

You'd be a sponsor for ALL of 2023 across ALL of our events and all platforms. This includes our events and all related event marketing and promotion (flyers, emails, etc.), social media, and our website.



**Please contact John Peters, Executive Director, at [jpeters@DowntownHackensack.org](mailto:jpeters@DowntownHackensack.org) or 201-498-1690  
Main Street Business Alliance, LLC.  
214 Main Street, Hackensack, NJ 07601  
[www.DowntownHackensack.org](http://www.DowntownHackensack.org)**



**Partner Sponsor: \$25,000 (for the calendar year - only 1 available)**

- Company/organization name and/logo prominently featured in all event and promotional marketing (posters, flyers, website, app, print ads, social media, and exclusive podcast sponsor.)
- Lead sponsor of any event performance or main specialty area
- Company/organization banner displayed at performance and/or specialty area AND two additional company banners in key locations throughout the event (up to four banners total) Prime location for sponsor booth, including canopy (location and size TBD)

**Major Sponsor: \$10,000 (for the calendar year - limited availability)**

- Company or organization logo in all event and promotional marketing (posters, flyers, website, app, print ads, and social media)
- Company/organization logo prominently featured ahead of other non-partner sponsors
- Company/organization banners (two total) displayed in key locations throughout the event
- Prominent location for ~10' x10' sponsor booth, including (1) canopy

**Presenting Sponsor: \$5,000 (for the calendar year)**

- Company or organization logo in festival marketing (posters, flyers, website, app, print ads, and social media)
- ~10' x10' sponsor booth space (canopy can be provided for an additional \$150)

**Neighborhood Sponsor: (for the calendar year - \$1,000 )**

- Company or organization logo in select marketing (flyers, website, social media)
- ~10' x10' sponsor booth space (canopy can be provided for an additional \$150)

**Media Partner: \$ Value and inclusions to be agreed upon in advance.**

The above can be further customized to suit the marketing or community engagement needs of your company or organization. The earlier you confirm, the more marketing benefits you'll receive.

WHAT'S INCLUDED		MSBA 2023 SPONSORSHIP OPPORTUNITIES				
Sponsorship Level	Event Banners	Event Printed Marketing Material	Event Digital Marketing Promotion	Inclusion in emails	Inclusion in Social Media	Inclusion in Website and app
Partner Title Sponsor (Only 1 per year)	Exclusive Individual Banners (four)	Premium Placement	Premium Placement	Premium Placement	Premium Placement	Premium Placement
Major Sponsor (limited)	Exclusive Individual Banners (two)	VIP Placement	VIP Placement	VIP Placement	VIP Placement	VIP Placement
Presenting Sponsor	Exclusive Individual Banners (one)	Preferred Placement	Preferred Placement	Preferred Placement	Preferred Placement	Logo included with other sponsors
Neighborhood Sponsor	Logo included with other sponsors	N/A	Only where space allows	N/A	N/A	Logo included with other sponsors
Media Sponsor	ALL ITEMS TBD					





# Quick Facts

## 275+ Businesses in the District

New businesses open every day and they're making major investments in their stores and storefronts, improving the beauty of Main Street



## A Thriving, Diverse Community and an Engaged Audience



## New Luxury Apartments with Thousands of New Residents





Within the past couple of years alone, new, modern, luxury apartments have been built and more are on the way! These apartments are attracting a younger, commercially active population.



**CONTACT US**

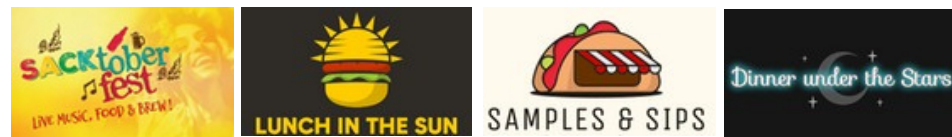
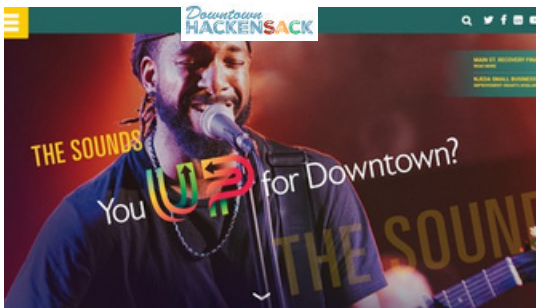
FOR QUESTIONS REGARDING SPONSORSHIP, PLEASE CONTACT:  
JOHN T. PETERS, EXECUTIVE DIRECTOR, AT  
JPETERS@DOWNTOWNHACKENSACK.ORG OR (201) 498-1690

# 2023 EVENTS AND OUTREACH

-  (201) 498-1690
-  [jpeters@DowntownHackensack.org](mailto:jpeters@DowntownHackensack.org)
-  214 Main Street., Suite A  
Hackensack, NJ 07601
-  [DowntownHackensack.ORG](http://DowntownHackensack.ORG)

## OVERVIEW

Through events and world-class marketing outreach, the Main Street Business Alliance enhances the image of Main Street with respect to commerce, arts, recreation, and entertainment. All of this makes it ideal for existing and new businesses to thrive. Residents on Main Street, throughout Hackensack, as well as neighboring towns and cities will enjoy what Main Street has to offer. Through all this, sponsors will be promoted to MSBA members and area residents.



## DIGITAL & PRINT

- Website
- Social Media
- Email Program
- Blog

### New in 2023:

- Our New App!
  - Newsletter; Monthly; Digital and Quarterly in Print



## EVENTS

### SACKTOBERFEST

October

Our Flagship Event

- This major event targets the residents and those who work in Hackensack and surrounding towns.

Live music, Beer, Food, Snacks, and exhibitor booths!

### DINNER UNDER THE STARS

July (NEW!)

- A summer, single outdoor dinner event targeting the residents of Hackensack and select surrounding towns.
- Food from Alliance member restaurants will be featured.
- Select placement of Partner, Major, and Presenting sponsors.

### LUNCH IN THE SUN

June, every Thursday (NEW!)

- Summer outdoor lunch events targeting the residents of Hackensack and those who come to work in Hackensack every day.
- Food from Alliance member restaurants will be featured.
- Select placement of Partner, Major, and Presenting sponsors.

### SAMPLES & SIPS

August (NEW!)

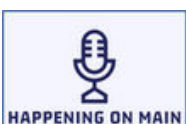
- All eateries from Main Street will distribute samples of food and non-alcoholic drinks during a two-hour lunch window.

## EXPERIENTIAL



### MONTHLY MEETUPS

For MSBA Members



### PODCAST

Monthly, then weekly, starting in Q2

**Main Street Business Alliance**  
 2023 Calendar Year Sponsorship Opportunities  
 New partners signing on after 6/1/23 get 2024 credit



**Contact Name:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Mailing Address (if different):** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email: Website:** \_\_\_\_\_

**Sponsorship Level: YES! I want to be a sponsor and expand my reach in Hackensack. (check one)**

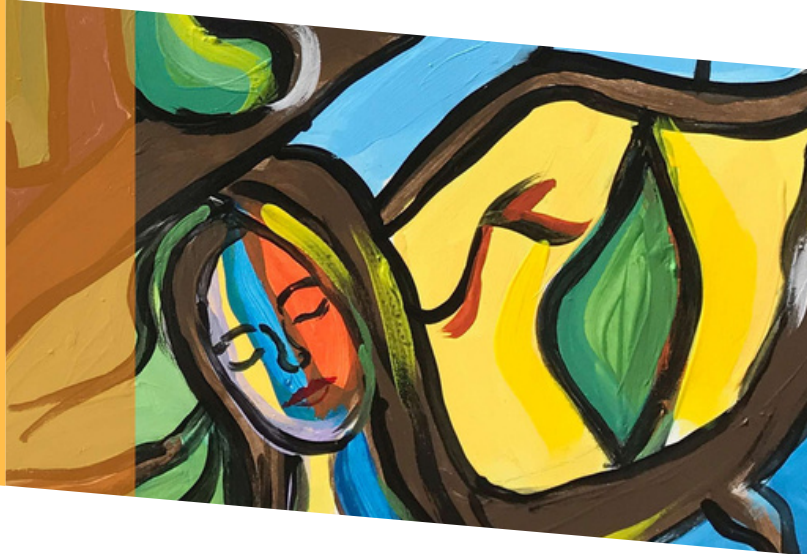
- |  |   |   |   |  |
|--|---|---|---|--|
| <input type="checkbox"/> Partner Sponsor \$25,000 Only 1 | <input type="checkbox"/> Major Sponsor \$10,000 | <input type="checkbox"/> Presenting Sponsor \$5,000 | <input type="checkbox"/> Neighborhood Sponsor \$1,000 | <input type="checkbox"/> Media Sponsor \$ Let's Chat |
|--|---|---|---|--|

\_\_\_\_\_  
 Authorized Signature - Acceptance

\_\_\_\_\_  
 Name (Please Print)

\_\_\_\_\_  
 Date

Please Note: Some events or digital activity presented herein may be modified, postponed, or even cancelled due to a variety of internal or external factors including, but not limited to, weather. Such modification, postponement, or cancellation does not warrant refund.



For questions regarding this sponsorship program, please contact  
**John T. Peters, Executive Director**  
 at [jpeters@DowntownHackensack.ORG](mailto:jpeters@DowntownHackensack.ORG) or (201) 498-1690

