



SUPPORT DOWNTOWN



**DOWNTOWN
CRANFORD**

YOUR CONTRIBUTIONS

make a difference

Formed in 1985, Downtown Cranford was the first Special Improvement District formed in New Jersey. Downtown Cranford has much to offer our supporters! Downtown Cranford boasts over 200 businesses, including over 60 food establishments, 20 retailers and 1 independent movie theater. Our goal is to make our downtown vibrant by hosting events and activating spaces downtown. Our team is hard at work to bring vibrancy and excitement to showcase all of what Downtown Cranford has to offer.



This packet offers different levels and different ways to support Downtown Cranford. We look forward to collaborating with you!

To secure your sponsorship, please contact:

Caren Demyen | Downtown Director
c-demyen@cranfordnj.org

BY THE NUMBERS



30+k

social media followers
across 3 platforms



5000

tickets sold for Eventbrite
ticketed events



\$100k

in Downtown Cranford
gift cards sold a year



200+

Downtown businesses,
including 60+ food
establishments, 20+ retailers



5k

email contacts



80

events per year

SPONSORSHIP LEVELS

~~Groundbreaker (\$500)~~ — **SOLD OUT**

Includes a fall/winter or spring/summer planter sponsorship, Small Business Saturday sponsor and you are listed as a sponsor on our website.

4 spots available

~~Creator (\$750)~~ **NOW \$600**

Includes a fall/winter and spring/summer planter sponsorship, Small Business Saturday sponsor, Souperhero balloon sponsor, and you are listed as a sponsor on our website.

8 spots available

~~Innovator (\$1500)~~ **NOW \$900**

Includes a fall/winter and spring/summer planter sponsorship, Small Business Saturday sponsor, Souperhero balloon sponsor, Fire & Ice sculpture with business sign, and you are listed as a major sponsor on our website and email newsletter.

12 spots available

continued on next page



Downtown Planters



Souperhero Stroll

SPONSORSHIP LEVELS

Trail Blazer ~~(\$2500)~~ NOW \$1900

Includes a fall/winter and spring/summer planter sponsorship, Small Business Saturday sponsor, Souperhero balloon sponsor, Fire & Ice sculpture with business sign, Scarecrow Stroll sponsor, exclusive sponsor of one family-focused event, and you are listed as a major sponsor on our website and email newsletter.

8 spots available

Visionary ~~(\$5000)~~ NOW \$4400

Includes a fall/winter and spring/summer planter sponsorship, Small Business Saturday sponsor, Souperhero balloon sponsor, Fire & Ice sculpture with business sign, Scarecrow Stroll sponsor, exclusive sponsor of one family-focused event, Summer Sounds sponsor which includes the opportunity to set up an informational table during our 12 week series, option to introduce two Summer Sounds musical acts and give a brief synopsis of your business (5 minutes or less) and you are listed as a major sponsor on our website, press releases and email newsletter.

4 spots available

By partnering with Downtown Cranford, you receive:



Sponsored content on www.downtowncranford.org



Mention on our Facebook page with more than 12k likes/followers



Mention on our Instagram page with over 18k followers



Sharing with almost 500 property and business owners



Recognition in our email marketing to more than 5k subscribers



Small Business Saturday

BIG IMPACT

The benefits aren't just good for business, your support creates a big impact. Because of your sponsorship, together we can:

- Put on easily accessible events that support the arts, local businesses, and the overall community; making our residents love where they live!
- Visibly enhance Downtown Cranford through creative, innovative, and sustainable approaches
- Build connections and network with members of our community to create meaningful relationships.

All of this can be done in a creative and flexible way to create a lasting influence!

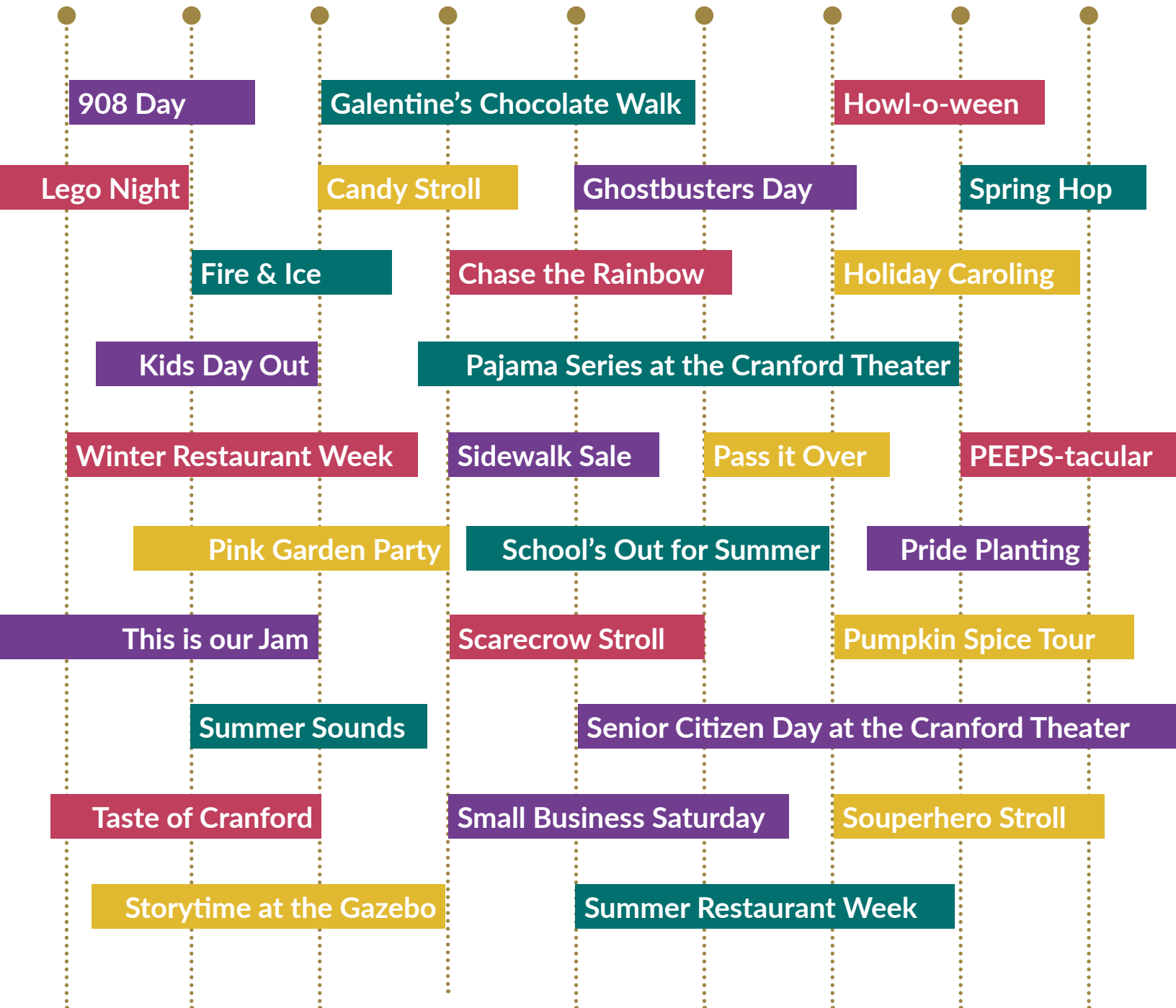
TO SECURE YOUR SPONSORSHIP, PLEASE CONTACT:

Caren Demyen | Downtown Director | c-demyen@cranfordnj.org



CRANFORD EVENTS

Just a glimpse of some of the events we offer throughout the year!



CRANFORD _____/

EVENT SPONSORSHIP CONTRACT

Business/Organization Name (as you would like it to appear in print):

Business Address _____

City _____ State _____ Zip _____

Business Phone _____

Business Website _____

Contact's Name _____

Contact's Phone _____

Contact's Email Address _____

Sponsorship Level

~~Groundbreaker (\$500)~~ **SOLD OUT**

Creator ~~(\$750)~~ (\$600)

Innovator ~~(\$1500)~~ (\$900)

Trail Blazer ~~(\$2500)~~ (\$1900)

Visionary ~~(\$5000)~~ (\$4400)

Check can be made out to the "Township of Cranford" and mailed to:

Downtown Cranford
8 Springfield Avenue
Cranford, NJ 07016