



# SUPPORT DOWNTOWN

**2026** Sponsorship  
Opportunities



**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](mailto:c-demyen@cranfordnj.org)

## BY THE NUMBERS



**35+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)

Includes a 2026 planter sponsorship, Small Business Saturday sponsor and you are listed as a sponsor on our website.

**4 spots available**

## Creator (\$750)

Includes a 2026 planter sponsorship, Small Business Saturday sponsor, Souperhero balloon sponsor, and you are listed as a sponsor on our website.

**8 spots available**

## Innovator (\$1500)

Includes a 2026 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)

Includes a 2026 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)

Includes a 2026 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, and you are listed as a major sponsor on our website, press releases and email newsletter.

**4 spots available**

The benefits aren't just good for business,

## By partnering with Downtown Cranford, you receive:



Sponsored content on [www.downtowncranford.org](http://www.downtowncranford.org)



Mention on our Facebook page with more than 15k likes/followers



Mention on our Instagram page with over 21k followers



Sharing with almost 500 property and business owners



Recognition in our email marketing to more than 5k subscribers



Small Business Saturday



# BIG IMPACT

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!

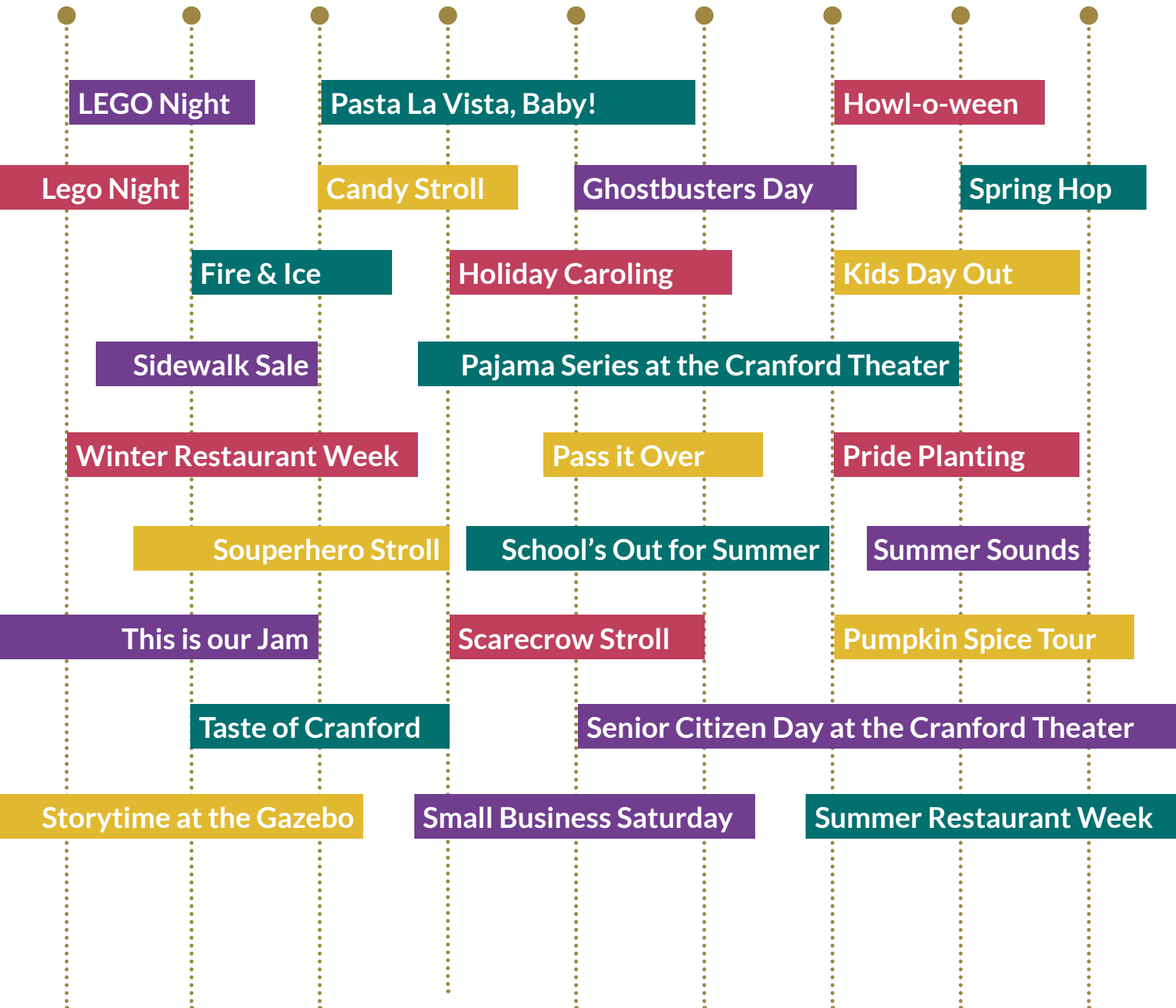
**TO SECURE YOUR SPONSORSHIP, PLEASE CONTACT:**

**Caren Demyen | Downtown Director | [c-demyen@cranfordnj.org](mailto: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)
- ☐ Creator (\$750)
- ☐ Innovator (\$1500)
- ☐ Trail Blazer (\$2500)
- ☐ Visionary (\$5000)

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

Downtown Cranford  
8 Springfield Avenue  
Cranford, NJ 07016