

**Sponsorship Opportunities 2025**

**Investing in Downtown Toms River**

Many of the Downtown Toms River events take place on Washington Street, the main ‘hub’ or our Downtown area.

Our programs are designed to enhance community relations for residents, tourists, and business professionals. All our events are hosted in the District with a substantial following and attendance is growing each year!

**Benefits**

* **Opportunity for Your Company** to promote itself while gaining repeated exposure, before each event date, to over 200,000 people in the Ocean and Monmouth County area. Additionally, your company will have the opportunity to reach potentially thousands of people on event days.
* **Opportunity for Your Company** to position itself as an active supporter of Toms River’s growing Downtown area.
* **Opportunity** to be included in all event advertising and marketing promotional materials and campaigns.
* Downtown Toms River is a Business Improvement District (TRBID) created by town ordinance, incorporated as a 501c3 Non-Profit Organization – partnerships are tax deductible!

A group of people sitting outside

Description automatically generated with low confidenceA picture containing car, road, outdoor, street

Description automatically generatedA group of people at an outdoor market

Description automatically generated with medium confidenceA picture containing outdoor, person, crowd, people

Description automatically generated



**2025 Title Sponsorships**

Includes your company name headlined as Title Sponsor on all traditional and social media, advertisements, print advertisements, and press releases for the event. Radio spots will also include the name of your company as Title Sponsor. Your logo will appear on all marketing materials for all Downtown events, not just your chosen Title Event. Also, a 10 x 10 vendor space will be available for your company at all Downtown Toms River events. Your name and logo will also be included on a banner that will be placed on the stage at the event. A monthly Event Activity Report with a six-month in-person review of your sponsorship will also be included. (See attached impressions)

**Downtown Night Out** (Every Friday & Saturday Night) …………………………………. $25,000

May through September (21 weeks) 2024 total attendance was estimated at 1,000 per weekend (outside dining)

**Toms River Farmers’ Market** (Every Wednesday) ………………………………………..$10,000

Late May through September (over 21 weekly events) 2024 total attendance was estimated at 5,000+

**Cinco de Mayo** ……………………………………………………………………………..…. $5,000

2024 attendance = 4000+ (This is a half street closure from Main to Robbins Street on Washington Street)

**Irish Festival** ………….……………………………………………………………………..…. $5,000

2024 attendance = 3000+ (This is a half street closure from Main to Robbins Street on Washington Street)

**Comfort Food Festival** ……………………………………………………………………..…$10,000

2024 attendance = 7,000+

**Summer in the Street Festival** ………………………………………………………..……. $10,000

2024 attendance = 5,000+

**Harvest Arts Festival** ………………………………………………………………………... $10,000

2024 attendance = 6,000

**Crusin’ Downtown** (The 2nd Wednesday in June, July, and August) ………………...…$7,500

Total of four events in 2024 with a total attendance = 4,000+



**2025 Title Sponsorships Continued**

**Christmas Tree Lighting** ………………………………………………………………………$5,000

2023 attendance = 3,000

**Winter Wonderland** ………………………………………………………………………...…. $10,000

This event is held on the first two weekends immediately following the Tree Lighting. Vendors are set up in the Township’s courtyard along with food vendors and kids’ activities celebrating the upcoming holiday season. 2021 marked the first Winter Wonderland with a remarkable success and this event is a staple along with the other Downtown events. 2023 attendance = 5,000+

**2025 Gold Partnering Sponsorship** ………………………………………….... $5,000

Includes logos on all marketing materials and advertisements. A monthly Event Activity Report will be sent. Also includes 10 x 10 vendor space at the following Downtown Toms River events:

* Downtown Night Out
* Summer in the Street Festival
* Harvest Arts Festival
* Comfort Food Festival
* Crusin’ Downtown
* Toms River Farmers’ Market (May-September)
* Christmas tree Lighting
* Winter Wonderland



**2025 Silver Partnering Sponsorship**………………………………………….... $2,500

Includes 10 x 10 vendor space at the following Downtown Toms River events and sponsors will be highlighted on all social media event specific promotional flyers with their logo and will be included within the event day DJ scripts that is read throughout the day of the festivals:

* Summer in the Street Festival
* Harvest Arts Festival
* Comfort Food Festival

**2025 Bronze Partnering Sponsorship**

(Downtown Night Out Theme Night) ………………………………………………………….... $500

Includes 10 x 10 vendor space at the following Downtown Toms River events and a social media flyer will be created highlighting the sponsorship and their logo for the designated weekend:

* Downtown Night Out – one weekend including a Friday and a Saturday night

**2025 Kids Zone Partnering Sponsorship** ……………………………….….... $1,500

Includes 10 x 10 vendor space at one of the chosen Downtown Toms River events and signage within the Kids Zone on the day of the event and will also include your logo on all promotional flyers created for the festival on social media:

* Summer in the Street Festival
* Harvest Arts Festival
* Comfort Food Festival
* Winter Wonderland

**2025 Petting Zoo Partnering Sponsorship** ………………………….………. $3,000

Includes 10 x 10 vendor space at one of the chosen Downtown Toms River events and signage at the event and on social media with your logo:

* Harvest Arts Festival
* Comfort Food Festival



**Impressions**

**Rack Card** for all Downtown Events – 7,000 printed

All the Downtown events for the year are printed on a rack card with sponsoring logos on the back and are distributed at all events, County and Town offices, and the BID Welcome Center and are distributed to all County employees before May.

**Social Media**

An advertisement and a social media event are created for each event with a reach of 126,000.

**Print and Online Marketing**

Multiple streams of online and print marketing efforts with a total reach of over 450,000 yearly.

**Emails**

Weekly marketing emails are sent to the TRBID’s Direct Contact list which includes over 4,000 contacts.

**Monthly Newsletter**

Circulated via social media, email campaigns, and print.

**Faces of Downtown Project**

Circulated via social media, email campaigns, and print.

**Sponsor Stage Banner**

A Sponsor Street Banner is hung up across our main stage during each event.

Area traffic – exposure to attendees at a chosen event.

*A monthly report will be sent out to each sponsor with details of the event day and the number of people in attendance.*



**Main Street America Accreditation**

**Downtown Toms River is also Main Street Accredited.**

**Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in New Jersey. The Main Street New Jersey Program was established in 1989 to encourage and support the revitalization of downtowns throughout the state. Every two years the DCA accepts applications and designates selected communities to join the program. These communities receive valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity.**

**The results in New Jersey have been impressive. MSNJ Communities have brought significant numbers of new businesses and jobs to their respective downtowns. In addition, facade improvements and building rehabilitation projects have upgraded the image of Main Street. MSNJ builds on the Main Street Approach that was developed by the National Trust's National Main Street Center in 1980 to assist downtown revitalization efforts nationwide.**

**Downtown Toms River received Main Street New Jersey Designation in 2021.**