



Borough of  
**RUTHERFORD**

176 Park Avenue | Rutherford, NJ 07070 | 201-460-3000

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Frank Nunziato  
**Mayor**

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January 2023

Thank you for considering being a sponsor of an official Rutherford Borough event.

Events that are free to the public are vital to the health of our local economy. Not only do they offer a greater sense of community to our residents, but they encourage non-residents to spend money at Rutherford businesses. Most of our events draw hundreds to thousands of local attendees who understand the importance of supporting those who support our community.

However, these events typically require street closures, Police and DPW overtime and other costs the Borough must absorb.

I ask that if you are in a position to help provide for these events, please consider being part of a program that can create lasting memories for Rutherford families.

**Sincerely,**

**Mayor Frank Nunziato**



The Borough of  
**RUTHERFORD**  
New Jersey

# 2023 Sponsorship Program

*Making Memories Together*



**Rutherford offers a variety of events with sponsorship opportunities such as:**

- Dining Out Rutherford
- Farmers Market
- Fireworks
- Rutherford Day
- Halloween Ragamuffin Parade
- Halloween Spooktacular
- Holiday Float
- Winter Wonderland
- Holiday Contests

*From top: Dining Out, Rutherford Day, Ragamuffin Parade, Winter Wonderland in Lincoln Park and Halloween Spooktacular*

## Grassroots Sponsorships & Recognition Opportunities

Available for Individuals, Families and In Honor/Memory Of in the denominations of:

Gray \$100 • Navy \$250 • Bronze \$500

Corporate Sponsorships & Recognition Opportunities Available in the denominations of:

Silver \$1,000 • Gold \$2,500 • Platinum \$5,000

Recognition Opportunities can include mentions on: Borough Website, Social Media Event Posts, Social Media Paid Ads Signage at Event including Banners and Table Tents Borough Annual Report, Shout Out from DJ or Band at Event

For more information, contact [communications@rutherfordboronj.com](mailto:communications@rutherfordboronj.com)

Sponsorship form can be found at:



On Twitter:  
[@Rutherford07070](https://twitter.com/Rutherford07070)



On Facebook:  
Borough of Rutherford

[rutherfordboronj.com](http://rutherfordboronj.com)



The Borough of  
**RUTHERFORD**  
New Jersey

# Sponsorship Program

*Checks can be mailed to Borough Hall 176 Park Ave, Rutherford NJ 07070  
Re: Sponsorship Program Made Payable to The Borough of Rutherford*

I would like to be a **Grassroots Sponsorship**  
(Available for Individuals, Families and  
In Honor/Memory Of) in the amount of:

\_\_\_\_\_ Gray \$100

\_\_\_\_\_ Navy \$250

\_\_\_\_\_ Bronze \$500

I'm interested in a **Corporate Sponsorship** in the amount of:

\_\_\_\_\_ Silver \$1,000

\_\_\_\_\_ Gold \$2,500

\_\_\_\_\_ Platinum \$5,000

There is one available **Signature Sponsorship** that affords the sponsor everything  
Platinum level receives along with top billing on the following Borough Signature Events  
throughout the year: Rutherford Day, Ragamuffin Parade,  
Spooktacular and Winter Wonderland Events

\_\_\_\_\_ **Signature Sponsorship \$10,000**

I am interested in sponsoring the following event: \_\_\_\_\_  
(Event details will be sent to you to better help you determine sponsor level.)

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

Name of Corporation/Individual/Family/In Honor/Memory of to be recognized:

\_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

All sponsors will be contacted and made aware of the recognition opportunities available, which may include but are not limited to mentions on the Borough Website, Social Media Event Posts, Social Media Paid Ads Signage at Event including Banners and Table Tents, Borough Annual Report, Shout Out from DJ or Band at Event.

Corporate Sponsors will be contacted for their company logo for use on recognition opportunities.



On Twitter:  
@Rutherford07070



On Facebook:  
Borough of Rutherford

[rutherfordboronj.com](http://rutherfordboronj.com)



# Sponsorship Opportunities

Rutherford Day offers many options for your organization to have your brand prominently displayed at a family-friendly community event.

	Platinum	Gold	Silver	Bronze	Navy	Gray
Logo on stage/prominently displayed	X					
Logo on all print materials (display size commensurate with sponsor level)	X	X	X			
Mention from DJ or band at event	X	X	X	X		
Inclusion on Facebook event art	X	X	X	X	X	X
Inclusion on Thank You social media post following event	X	X	X	X	X	
Logo featured in newsletter prior to event	X	X				
Table at event	X					

At the Gold Level, your organization can also sponsor specific events at Rutherford Day such as:

**Kids Zone with Inflatables and Activities, Bands or Food Court**

For more information email [communications@rutherfordboronj.com](mailto:communications@rutherfordboronj.com)

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Rutherford has the following signature events that offer a many sponsorship opportunities in 2023:

**Rutherford Day - September 23rd**  
**Halloween Spooktacular - October 30th**  
**Lincoln Park Winter Wonderland & Santa Float - November 25th**

	Platinum	Gold	Bronze	Silver	Navy	Gray
Logo on stage/prominently displayed	X					
Logo on all print materials (display size commensurate with sponsor level)	X	X	X			
Mention from DJ or band at event	X	X	X	X		
Inclusion on Facebook event art	X	X	X	X	X	X
Inclusion on Thank You social media post following event	X	X	X	X	X	
Logo featured in newsletter prior to event	X	X				
Booth at event	X					
Logo on end of year town-wide mailer	X					



Gold Level Sponsors can gain **EXCLUSIVE SPONSORSHIP** of one night of Dining Out Rutherford which includes signage at the event and your logo on social media and website promotions.



**Inquire about Seasonal Sponsorship for Rutherford's Farmers' Market which runs twice weekly from July through October.**



**Sponsor Rutherford Recreation Department's popular holiday contests that engage residents and support local businesses!**

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 & Recognition Opportunities Available in the  
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