



Your Downtown

Sponsorship Opportunities

2025

Red Bank Classic 5K – June 14, 2025



□ Title Sponsorship - \$10,000 (1 available)

- Exclusive naming rights headlining the event
- Name on runner bibs
- Prominent logo and/or company name on all promotions and publicity including print ads, press releases, race applications, flyers, posters, t-shirts (1,500), swag bags (1,000) plus postcards and additional collateral
- Announcement on all social media outlets + e-mail marketing
- Table at packet pick-up the night before the race and post-race Fitness Fest
- Hyperlink to your website from the Red Bank Website
- Banner space and signage at the start, finish line and along the course
- Logo on Broad and Monmouth Street Pole Banners
- Company mentions live at the event
- Opportunity to include promotions materials in swag bag (1,000)
- 20 complimentary race entries



□ Presenting Sponsorship - \$5,000 (limited availability)

- Named as the presenting sponsor of the event
- Logo and/or company name on all promotions and publicity including print ads, press releases, race applications, flyers, posters, t-shirts (1,500) swag bags (1,000) plus postcards and additional collateral
- Announcement on all social media outlets + e-mail marketing
- Table at the post-race Fitness Fest
- Hyperlink to your website from the Red Bank Classic website
- Banner space and signage at the start, finish line and along the course
- Logo on Broad and Monmouth Street Pole Banners
- Opportunity to include promotions materials in swag bag (1,000)
- 5 complimentary race entries



□ Gold Level Sponsorship - \$2,500

- Proportionate sized logo and/or company name on all promotions and publicity including print ads, press releases, race applications, flyers, posters, t-shirts (1,500), swag bags (1,000) plus postcards and additional collateral
- Announcement on all social media outlets + e-mail marketing



- o Hyperlink to your website from the Red Bank Classic website
- o Proportionate sized logo on banner space and signage at event
- o Opportunity to include promotions materials in swag bag (1,000)
- o 5 complimentary race entries

☐ **Silver Level Sponsorship - \$1,000**

- o Company name and/or logo on select promotions and t-shirts
- o Hyperlink to your website from the Red Bank Classic website
- o Proportionate sized logo on banner space and signage at event
- o Announcement on all social media outlets + e-mail marketing
- o Opportunity to include promotional materials in swag bag (1,000)

☐ **Mile Marker Sponsorship - \$750**

- o Sponsor name and/or Logo on (4) mile markers Sponsor
- o name/logo at finish line Exposure to over 3,000 runners and
- o spectators
- o Hyperlink to your website from the Red Bank Classic website
- o Opportunity to include promotional materials in swag bag (1,000)

☐ **Water Station Sponsor - \$600 (3 available)**

- o Sponsor name/logo at 1 of 3 water stations along the 5K route
- o Sponsor name/logo at finish line
- o Exposure to over 3,000 runners and spectators
- o Hyperlink to your website from the Red Bank Classic Website
- o Opportunity to include promotional material in swag bag (1,000)

☐ **Finish Line Sponsor - \$500**

- o Sponsor name and/or Logo at finish line
- o Exposure to over 3,000 runners and spectators
- o Hyperlink to your website from the Red Bank Classic website
- o Opportunity to include promotions materials in swag bag (1,000)

☐ **Fitness Fest Vendor Table - \$200**

- o Tabling space at the post-race Fitness Fest

☐ **Swag Bag Sponsor (1 available)**

- o Print race day bags (1,000) of our choice with your logo and the sponsor logos provided

☐ **General Donation**

- o Swag bag gift items or Food for Start/ Finish Line and or post-race Fitness Fest



Red Bank BroadWalk Pedestrian Plaza – May 12 to September 30, 2025



□ **Programming Sponsorship- \$5,000 (Limited Availability)**

- Name/logo on BroadWalk signage
- Name/logo on pole banners
- Name/logo with link to your website on redbank.org
- Inclusion in all digital and print advertisements
- 10 x 10 table space at all BroadWalk Events
- Opportunity to host 3 BroadWalk Takeover Nights *

□ **Bistro Light Sponsorship- \$3,000 (Limited Availability)**

- Name/logo on BroadWalk signage
- Name/logo with link to your website on redbank.org
- Inclusion in all digital and print advertisements
- 10 x 10 table space at all BroadWalk Events
- Opportunity to host 2 BroadWalk Takeover Nights *

□ **Activity Sponsorship - \$1,000 (Limited Availability)**

- Name/logo on activity signage
- Name/logo with link to your website on redbank.org
- 10 x 10 table space at sponsored activity
- Opportunity to host 1 BroadWalk Takeover Night *

***A BroadWalk Takeover Night is a special event on BroadWalk. The event must include an activity, approved by RiverCenter and abiding by Borough regulations. It's a great marketing opportunity!**



Dog Walk on BroadWalk– May 17, 2025

□ **Presenting Sponsor- \$1,000 (1 available)**

- Name/logo on Pole Banners
- Name/logo on posters and printed/digital materials
- Name/logo on event day signage (prominent)
- Name/logo w/ hyperlink to your website on redbank.org
- Tagging/collaboration on all Dog Walk social media posts
- 10 X 10 space on BroadWalk on May 17, 2025

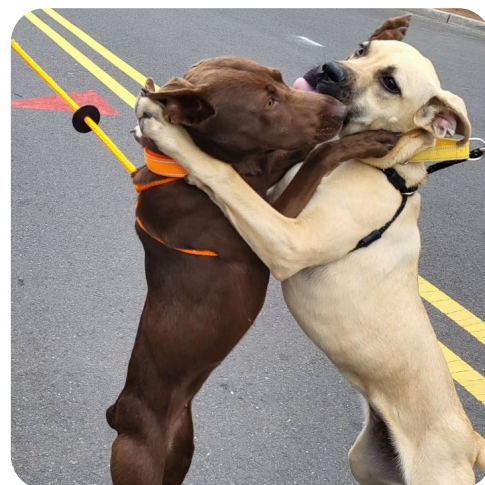


☐ **Yappy Hour Sponsor- \$500 (limited availability)**

- o Name/logo on posters and printed/digital materials
- o Name/logo on event day signage
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Dog Walk social media posts
- o 10 x 10 space on BroadWalk on May 17, 2025

☐ **Pet Food Donation**

- o Collected for a local pet shelter
- o Donations can be made by an organization or an individual
- o Donors will be thanked on social media



Red Bank StreetLife Live Music Series– June 7 to August 30, 2025

☐ **Headliner Sponsor- \$5,000 (1 available)**

- o Name/logo on pole banners
- o Name/logo on performance location signage
- o Name/logo with hyperlink to your website on redbank.org sponsor page
- o Tagging/collaboration on all StreetLife Social media posts



☐ **Band Sponsor- \$3,000 (limited availability)**

- o Name/Logo on performance location signage
- o Name/logo w/ hyperlink to your website on redbank.org sponsor page
- o Tagging/collaboration on all StreetLife Social media posts



☐ **Sound Check Sponsor- \$1,000**

- o Name/logo on performance location signage
- o Name/logo w/ hyperlink to your website on redbank.org sponsor page



☐ **Guitar Tech Sponsor- \$500**

- o Name/logo w/ hyperlink to your website on redbank.org

NJ Symphony in Marine Park– June 18, 2025

☐ **Opus Sponsor- \$10,000 (1 available)**

- o Name/logo on stage banner
- o Name/logo on Pole Banners
- o Name/logo on posters and printed/digital materials
- o Name/logo on event day signage (prominent)
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Symphony social media posts
- o 10 X 10 space at Marine Park on June 18, 2025
- o 20 VIP Seats



NEW JERSEY SYMPHONY

XIAN ZHANG MUSIC DIRECTOR

☐ **Symphony Sponsor - \$5,000 (3 available)**

- o Name/ Logo on stage banner
- o Name/logo on posters and printed/digital materials
- o Name/logo on event day signage
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Symphony social media posts
- o 10 X 10 space at Marine Park on June 18, 2025
- o 10 VIP Seats

☐ **Conductor Sponsor- \$3,000**

- o Name/logo on event day signage
- o Name/logo on VIP Section signage
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Symphony Social media posts
- o 10 X 10 space at Marine Park on June 18, 2025
- o 8 VIP Seats



☐ **Orchestra Sponsor- \$1,000**

- o Name/logo on event day signage
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all symphony social media posts
- o 10 x 10 space at Marine Park on June 18, 2025
- o 4 VIP Seats



☐ **Concerto Sponsor \$500**

- o 10 X 10 space at Marine Park on June 18, 2025
- o 2 VIP Seats



– October 11, 2025 (rain date October 18)

☐ **Schottenhamel- \$10,000 (1 available, 1st Right of Refusal)**

- o Exclusive Naming Rights
- o Name/logo on sampling cups
- o Logo/name on street banner
- o Logo/name on stage banner
- o Logo/name on banners/signs at event
- o Logo/name on promo materials, ads, publicity
- o Presence w/ link to sponsor website on redbank.org
- o Sponsor Announcement on Social Media & E Marketing
- o 10 x 10 space to set up your tent and table
- o 30 Unlimited Tasting Wristbands (Ages 21+)



□ **Festhalle - \$5,000 (1 available)**

- Exclusive Kids Zone Sponsor
- Logo/Name on Kids Zone
- Logo/name on Street Banner
- Logo/name on Music Stage
- Logo/Name on Music Stage Banner
- Logo/Name on Banners & signs at event
- Logo/name on promo materials, ads, publicity
- Presence w/ link to sponsor website on redbank.org
- Sponsor Announcement on Social Media & E Marketing
- 10 x 10 space to set up your own tent and table
- 20 Unlimited Tasting Wristbands (Age 21+)



□ **Bavarian - \$3,000 (5 available)**

- Logo/name on Street Banner
- Logo/name on Music Stage
- Logo/Name on Music Stage Banner
- Logo/Name on Banners & signs at event
- Logo/name on promo materials, ads, publicity
- Presence w/ link to sponsor website on redbank.org
- Sponsor Announcement on Social Media & E Marketing
- 10 x 10 space to set up your own tent and table
- 10 Unlimited Tasting Wristbands (Age 21+)



□ **PROST!- \$2,000**

- Logo/Name on Banners & signs at event
- Logo/name on promo materials, ads, publicity
- Presence w/ link to sponsor website on redbank.org
- Sponsor Announcement on Social Media & E Marketing
- 10 x 10 space to set up your own tent and table
- 6 Unlimited Tasting Wristbands (Age 21+)



□ **Biergarten- \$1,000**

- Logo/name on promo materials, ads, publicity
- Presence w/ link to sponsor website on redbank.org
- Sponsor Announcement on Social Media & E Marketing
- 10 x 10 space to set up your own tent and table
- 4 Unlimited Tasting Wristbands (Age 21+)

□ **Stein - \$500**

- Presence w/ link to sponsor website on redbank.org
- Sponsor Announcement on Social Media & E Marketing
- 10 x 10 space to set up your own tent and table
- 2 Unlimited Tasting Wristbands (Age 21+)



– November 28, 2025 to January 6, 2026



☐ **Holiday Lights Title Sponsor - \$10,000**

(1 available)

- o Name/logo on Street Banner (prominent)
- o Name/logo on Pole Banners
- o 10 x 10 space at the Red Bank Town Lighting on Broad Street
- o Opportunity to address the crowd at the Red Bank Town Lighting
- o Thanked by Town Lighting MC on Broad Street
- o Name/logo on Town Lighting Event Video Screen
- o Name/logo w/ hyperlink to your website on redbank.org
- o Sponsor Announcement on Social Media & E Marketing



☐ **Wreath Sponsor - \$5,000 (3 available)**

- o Name/logo on Street Banner
- o Name/logo on Pole Banners
- o 10 x 10 space at the Red Bank Town Lighting on Broad Street
- o Thanked by Town Lighting MC on Broad Street
- o Name/logo on Town Lighting Event Video Screen
- o Name/logo w/ hyperlink to your website on redbank.org
- o Sponsor Announcement on Social Media & E Marketing



☐ **Candy Cane Sponsor - \$1,000 (1 available)**

- o 10 x 10 space at Edmund Wilson Plaza pre-event w/ Santa & Mrs. Claus
- o Opportunity to address the crowd before the arrival of Santa & Mrs. Claus
- o Thanked by MC at Town Lighting on Broad Street
- o Opportunity to march in the parade up Monmouth Street to Broad Street
- o Name/logo on Town Lighting Event Video Screen
- o Name/logo w/ hyperlink to your website on redbank.org sponsor page
- o Sponsor Announcement on Social Media & E Marketing

☐ **Ornament Sponsor - \$500**

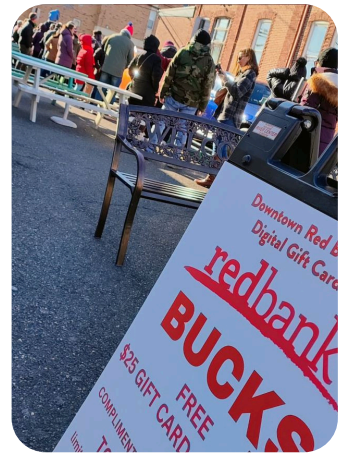
- o Name/logo on Town Lighting Event Video Screen
- o Thanked by Town Lighting MC on Broad Street
- o Name/logo w/ hyperlink to your website on redbank.org sponsor page



Small Business Saturday Red Bank Bucks Giveaway - November 29, 2025

☐ Gift Card Sponsor - \$2,500 (2 available)

- o Name/logo included with all digital gift card giveaways (200)
- o QR code to your website included with all digital gift card giveaways (200)
- o Name/logo on event day signage
- o Name/logo on Video Screen at Red Bank Town Lighting on November 28
- o Thanked by MC at Red Bank Town Lighting
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Gift Card Giveaway social media posts



☐ Small Business Sponsor - \$1,000 (limited Availability)

- o Name/logo included with all digital gift card giveaways (200)
- o Name/logo on event day signage
- o Name/logo on Video Screen at Red Bank Town Lighting on November 28
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Gift Card Giveaway social media posts



☐ Holiday Shopper Sponsor - \$500

- o Name/logo included with all digital gift card giveaways (200)
- o Name/logo w/ hyperlink to your website on redbank.org
- o Tagging/collaboration on all Gift Card Giveaway social media posts

Holiday Harmonies– November 29 to December 21, 2025

☐ Carol Sponsor- \$5,000

- o Name/logo on pole banners
- o Name/logo on performance location signage
- o Name/logo on Video Screen at Town Lighting on November 28
- o Thanked by MC at Town Lighting
- o Name/logo with hyperlink to your website on redbank.org
- o Tagging/collaboration on all Holiday Harmonies Social media posts



☐ Bell Ringer Sponsor- \$3,000

- o Name/Logo on performance location signage
- o Name/logo w/ hyperlink to your website on redbank.org
- o Name/logo on Video Screen at Town Lighting on November 28
- o Tagging/collaboration on all Holiday Harmonies Social media posts



☐ Wassailing Sponsor - \$1,000

- o Name/logo on performance location signage
- o Name/logo w/ hyperlink to your website on redbank.org

☐ Holiday Cheer Sponsor - \$500

- o Name/logo w/ hyperlink to your website on redbank.org



Downtown Red Bank Holiday Trolley – 2 Weekends in December



□ Both Weekends - \$3,500

- Logo/Name on back and both of sides of trolley
- Name/logo on Pole Banners
- Name/logo w/ hyperlink to your website on redbank.org
- Name/Logo on Video Screen at Town Lighting
- Thanked by MC at Town Lighting
- Tagging/collaboration on all Trolley Social media posts

□ 1 Weekend - \$2,000

- Logo/Name on back and both of sides of trolley
- Name/logo on Pole Banners
- Name/logo w/ hyperlink to your website on redbank.org
- Name/Logo on Video Screen at Town Lighting
- Thanked by MC at Town Lighting
- Tagging/collaboration on all Trolley Social media posts



Please make checks payable to:

Red Bank RiverCenter
46 English Plaza
Suite 6B
Red Bank, NJ 07701

For any inquiries please reach out to:
Tom Hanley - Events & Marketing Manager
tom@redbankrivercenter.org
732-842-4244 ext. 104

Please include the event name and the sponsorship level in the memo line.

Red Bank RiverCenter is a 501(c)(3) non-profit formed in 1991 to manage Red Bank's Special Improvement District.



Your Downtown