



Your Downtown

Sponsorship Opportunities

2026



Sponsorship Opportunities

Red Bank Beat Weekly E-Newsletter Sponsor

The Red Bank Beat is a weekly e-newsletter with a growing subscriber base of approximately **7,000**. It's open rate is between **35%** and **40%**. Red Bank Beat back issues are available to read any time at redbank.org. Sponsoring the Red Bank Beat E-Newsletter is a great way to regularly reach a highly engaged audience!

Headline Sponsor - \$400 per week / \$1,200 per month / \$10,000 per year

- Placement directly below the lead story
- Includes 2 images with links directly to your site
- Includes up to 2 text blocks featuring your copy and a link to your site
- Can be updated on a weekly basis
- Deadline for updated copy and images is every Monday at Noon
- Limited Availability - 1 per issue

Editor Sponsor - \$300 per week / \$900 per month / \$7,500 per year

- Placement in the middle of the e-newsletter
- Includes 1 image with a link directly to your site
- Includes 1 text block featuring your copy and a link to your site
- Can be updated on a weekly basis
- Deadline for updated copy and images is every Monday at Noon
- Limited Availability - 1 per issue

Copy Sponsor - \$200 per week / \$600 per month / \$5,000 per year

- Placement at the bottom of the e-newsletter
- Includes 1 image with a link directly to your site
- Includes 1 text block featuring your copy and a link to your site
- Can be updated on a weekly basis
- Deadline for updated copy and images is every Monday at Noon
- Limited Availability - 1 per issue

What's Doing Sponsor - \$100 per week / \$300 per month / \$2,500 per year

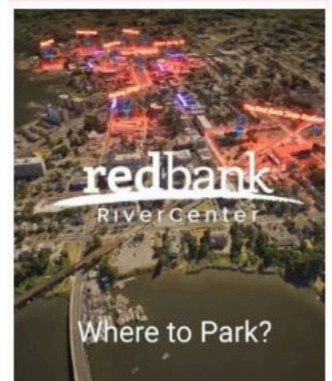
- Placement directly below the "What's Doing" Section, featuring live music
- Includes 1 combo image and text block with copy and a link to your site
- Can be updated on a weekly basis
- Deadline for updated copy and images is every Monday at Noon
- Limited Availability - 1 per issue



May 8, 2025

As Mother's Day Weekend approaches, we hope you're enjoying the warm weather and the beautiful "Magic Gardens" cultivated by RiverCenter's Horticulture program. There are many great happenings on the horizon and if you are planning on attending them you may want to know...

WHERE TO PARK IN DOWNTOWN RED BANK



Whether you are catching a show, doing some shopping, sharing a meal with friends, or simply running errands, parking is always a big part of the equation. While some parking locations are well-known, other lots don't necessarily enjoy the same notoriety. RiverCenter teamed with Setara House to produce a comprehensive guide of where to park in downtown Red Bank. You can view the video on [Facebook](#) or [Instagram](#). Here's a list of every public parking lot in downtown Red Bank. It will definitely come in handy if you plan to spend Mother's Day downtown!

SURF'S UP COFFEE & CANDLE GRAND OPENING THIS SATURDAY!



Surf's Up Coffee & Candle will celebrate the grand opening of their 19 Monmouth Street location this Saturday May 10. Doors open at 8am. The first 50 customers will get a free t-shirt and Surf's Up Candle Product. Learn more on [Instagram](#)

WHAT'S DOING IN RED BANK.....

For great live music and specials this weekend stop by the following locations:

[Jensen's Food & Drink](#)

Guns For Hire This rocks on Thursday. Defending Champions takes it to you on Friday night! Random Test Reggae Band brings the party on Saturday night!

[TEAK](#)

Enjoy a killer night life and great beats with DJ Matt Morro on Thursday! DJ B Nice & DJ Kai light up your Friday! DJ Zac Dean & DJ Hix turn up the tunes on Saturday!

[Triumph Brewing Company](#)

Listen to Andrew Wagner Quartet on Thursday. Blues People puts out the sound on Friday. Mahashvnu Project plays for you on Saturday!

[Sensory Emporium](#)

Live Music in store on Sundays from 4pm to 6pm!



Red Bank Bucks is a digital gift card that's perfect for all occasions! It's easy to use, easy to gift, and accepted at many of your favorite downtown Red Bank businesses! It's instantly available and ready to be sent electronically to anyone you want to celebrate! View the growing list of participating businesses and purchase a Red Bank Bucks gift card now at redbank.org

Downtown Red Bank Valentine's Sweet Stroll - Saturday February 7, 2026

Sweet Stroll Sponsor - \$500 (1 Available) **SOLD OUT**

- Named as the presenting sponsor of the event
- Name/Logo/Website on Paper Sweet Stroll Map (300)
- Name/Logo/Website on Digital Sweet Stroll Map
- Name/Logo on all promotions and publicity, including print ads, press releases, and online promotions
- Name/Logo/link to your website on redbank.org
- 2 Instagram collaboration posts
- Tagged in all social media posts promoting the event



Red Bank BroadWalk Pedestrian Plaza – Summer 2026

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 *



Adirondack Chair Sponsor - \$2,000 (3 Available)

- Name/logo on BroadWalk on 4 BroadWalk Adirondack Chairs
- Name/logo with link to your website on redbank.org
- Inclusion in all digital and print advertisements
- Opportunity to host 1 BroadWalk Takeover Night*



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 *

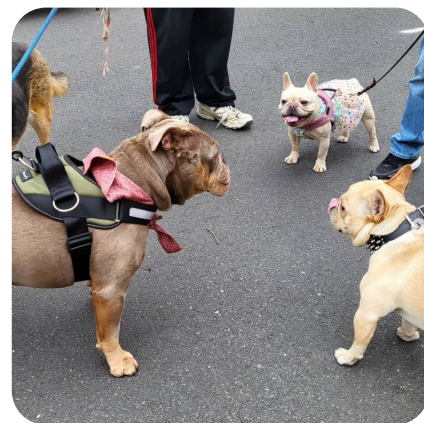
***A BroadWalk Takeover Night is a special event on BroadWalk. The event must include an activity, approved by RiverCenter and abiding by Borough regulations. It's a great marketing opportunity!**



Dog Walk on BroadWalk– Spring 2026

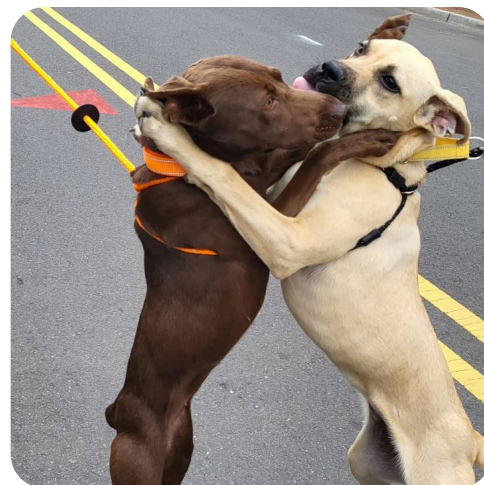
~~Presenting Sponsor- \$1,000 (1 available)~~ **SOLD OUT**

- 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 20 space on BroadWalk on May 17, 2025



Yappy Hour Sponsor- \$500 (limited availability)

- Name/logo on posters and printed/digital materials
- Name/logo on event day signage 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



Pet Food Donation

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

Red Bank StreetLife Live Music Series– June to August 2026

Headliner Sponsor- \$10,000 (1 available)

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



Band Sponsor- \$5,000 (2 available)

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



Sound Check Sponsor- \$2,500

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

Guitar Tech Sponsor- \$500

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





Red Bank Pop Culture Festival - September 19, 2026

Superhero Sponsor - \$7,500 (1 Available)

- 10 x 20 vendor space on BroadWalk
- Exclusive Sponsor of 1 movie car
- Logo on Stage Banner
- Logo on Event Day Signage
- Logo/Name/Website on redbank.org
- Logo/Name/Website on print ads and promo materials
- Tagged in all social media posts promoting the event
- 2 Collaboration posts on social media promoting your business and involvement in the event



Cosplay Contest Sponsor - \$5,000 (1 Available)

- 10 x 10 vendor space on BroadWalk
- Exclusive Sponsor of the Cosplay Contest
- Logo on Stage Banner
- Logo on Event Day Signage
- Logo/Name/Website on redbank.org
- Logo/Name/Website on print ads and promo materials
- Tagged in all social media posts promoting the event
- 1 Collaboration post on social media promoting your business and involvement in the event



Movie Car Sponsor - \$2,500 (3 Available)

- Exclusive sponsor of 1 movie car, parked on Broad St.
- Custom parking meter cover with your logo and website
- Special photo-op with all movie cars at the event
- Logo/Name/Website on redbank.org
- Logo/Name/Website on print ads and promo materials
- Tagged in all social media posts promoting the event
- 1 Collaboration post on social media promoting your business and involvement in the event



DJ Sponsor - \$1000 (1 Available)

- Logo/Name on the BroadWalk Stage
- Logo/Name/Website on redbank.org
- Logo/Name/Website on print ads and promo materials
- Tagged in all social media posts promoting the event
- 1 Collaboration post on social media promoting your business and involvement in the event



Sidekick Sponsor - \$500 (5 Available)

- Logo/Name/Website on redbank.org
- Logo/Name/Website on print ads and promo materials
- Tagged in all social media posts promoting the event
- 1 Collaboration post on social media promoting your business and involvement in the event





Red Bank Oktoberfest

TBD - Late September/Early October 2026

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

- Exclusive Naming Rights
- Name/logo on sampling cups
- Logo/name on street banner
- Logo/name on 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 tent and table
- 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+)



redbank
RiverCenter

Oktoberfest



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 27, 2026 to January 6, 2027



**□ 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



**□ Red Bank Christmas Tree Sponsor - \$5,000
(1 available)**

- o Exclusive Sponsor of the Christmas Tree at Riverside Gardens Park
- o Name/logo on special signage at Riverside Gardens Park
- 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 - \$2,500 (3 available)

- 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



□ West Side 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 28, 2026

☐ Gift Card Sponsor - \$2,500 (1 of 2 remaining)

- 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 28 to December 27, 2026

☐ 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 - \$5,000**

- Logo/Name on back and both of sides of trolley
- 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
- Name/logo on all print ads/promotional materials

☐ **1 Weekend - \$3,000**

- Logo/Name on back and both of sides of trolley
- 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
- Name/logo on all print ads/promotional materials



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