

#LOVEPLAINFIELD 



Sponsorship Brochure

PREPARED BY


The Love Plainfield Team



#LOVEPLAINFIELD

SPONSORSHIP PROPOSAL

HOW TO SUPPORT

The City of Plainfield is growing like never before, and the Love Plainfield Initiative is designed to promote a culture of love, pride, and respect in our community. We are offering unique sponsorship opportunities designed to highlight your organization while supporting this dynamic movement of unity, pride, culture, and progress.

CONTACT US

515 Watchung Ave.
Plainfield, NJ 07060

loveplainfield@plainfieldnj.gov
(908)-753-3015

THE VISION

For Plainfield, a friendly smile, beautiful architecture, old world neighborhoods, world class music, and eclectic dining are never more than a few steps away. It's time we celebrate the richness of our culture while doing all we can to unite and move the city forward.

THE GOALS

- Generate Pride in Plainfield
- Highlight Culture/Business
- Inspire Resident Engagement
- Connect Residents from Various Cultures & Generations
- Promote a Cleaner & Greener Plainfield
- Encourage residents to have respect for the City

SPONSORSHIP TIERS

01

CITY

Premium, 20 available slots

02

WARD

High-end, 30 available slots

03

DISTRICT

Mid-range, 40 available slots

04

BLOCK

Entry level, unlimited slots

TIER DESCRIPTIONS

01

CITY TIER (\$2,000)

Premium package, 20 available slots

- 4 street pole banners with your company's logo
- Placement on sponsorship banner
- Promotion on social media platforms (Facebook, Instagram, Twitter)
- Promotion in twice weekly newsletters
- Opportunity for company representation at events
- Company logo on city website
- Window decal designating Love Plainfield sponsorship

02

WARD TIER (\$1,200)

High-end package, 30 available slots

- 2 street pole banners with your company's logo
- Placement on sponsorship banner
- Promotion on social media platforms (Facebook, Instagram, Twitter)
- Company logo on city website
- Window decal designating Love Plainfield sponsorship

03

DISTRICT TIER (\$500)

Mid-range package, 40 available slots

- 1 street pole banner with your company's logo
- Promotion on social media platforms (Facebook, Instagram, Twitter)
- Company logo on city website
- Window decal designating Love Plainfield sponsorship

04

BLOCK TIER (\$200)

Entry level package, unlimited slots

- Promotion on social media platforms (Facebook, Instagram, Twitter)
- Company Logo on city website

#LOVEPLAINFIELD

LOVE JARS

SPREAD LOVE AROUND THE QUEEN CITY BY PARTICIPATING IN THE LOVE JAR PROGRAM

Purchase a meal or grocery voucher at a participating local business and ask that it be added to the Love Jar in the form of a Love Note. The business places the Love Note with your credit into the jar. You can choose whether you'd like to leave your name and a message of hope and encouragement on the Note for the recipient.

Someone in need can then visit that business and ask for a Note from the Love Jar. The Business will take out that slip of paper with the meal or groceries you paid for, and give that person the meal or groceries of their choice.



(Sponsors may choose to purchase several vouchers for meals or groceries to be distributed over a period of weeks or months.)

PROGRAM DESCRIPTION



LOVE JAR PARTICIPATING BUSINESSES WILL RECEIVE:

- Love Jar engraved with the Love Plainfield logo
- Love Note writing pads
- Window decal designating Love Jar participation
- Listed as Love Jar participating business on city website

#LOVEPLAINFIELD

SIGNATURE EVENTS

MUSIC IN THE PLAZA SERIES

Summer 2021



HOMELESS CHARITY EVENT

Summer 2021

MILLENIAL VIRTUAL DISCUSSION

Summer 2021



CITY-WIDE BLOCK CLEAN UP

Summer 2021

GEOCACHING EVENT

Fall 2021



#LOVEPLAINFIELD



HISTORY & ART TOUR

Fall 2021

SMALL BUSINESS SATURDAY

Fall 2021



SPONSORSHIP REACH

Sponsorship of Love Plainfield gives your organization unique access to the Plainfield community, its partners, and its many visitors and neighbors. Through a diverse network of communication outlets, you can expect to reach over 20,000 people each week with your company's logo, or any other message of your choice, featured on city-related promotional materials.

- Weekly newsletters which disseminate every Monday and Thursday to ~7,000 people.
- Social media platforms (Facebook, Instagram, & Twitter) that reach well over 10,000 people each week.
- Plainfield's municipal website (www.plainfieldnj.gov) which gets upwards of 1,000 visits per day
- Press releases for each Love Plainfield event

