



Borough of Glassboro

**SPONSORSHIP AND
MARKETING OPPORTUNITIES**

glassboro.org



CommUNITY Day

June 8, 2024

	Presenting \$3,000	Platinum \$2,000	Gold \$1,250	Silver \$750	Bronze \$500	Supporter \$250
Logo on Event Billboard	Yes	-	-	-	-	-
Event Flyer	Yes	Yes	-	-	-	-
Email Blast	Yes - All	Mentions	Mentions	Mentions	Mentions	-
Glassboro's Event Page	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Stage Banner	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Vendor Display Space	prominent location	prominent location	vendor zone	vendor zone	vendor zone	-
Event Signage	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Acknowledgments	Yes, option to address crowd	verbal recognition	verbal recognition	verbal recognition	verbal recognition	verbal recognition
Social Media	Mentions in all posts	Mentions in all posts	Mentions	Mentions	Mentions	Mentions
Tickets (Beer Fest Only)	12	8	4	-	-	-
Press Release	Dedicated	Yes	Yes	Yes	Yes	Yes

Please check off the desired sponsorship level below:

Presenting
 Platinum
 Gold
 Silver
 Bronze
 Supporter

Company Name _____

Company Address _____

Contact Person _____

Email _____

Phone Number _____

Acknowledgment _____

New for 2024
 Fill out your sponsorship form on-line and pay off invoice!

Email completed form to Megan Varrell, mvarrell@glassboro.org
 or via mail to The Borough of Glassboro, Attn. Megan Varrell, 10 S. Polar Street Glassboro, NJ 08028



Car Show & Food Truck Festival

Aug. 30, 2024

	Presenting \$3,000	Platinum \$2,000	Gold \$1,250	Silver \$750	Bronze \$500	Supporter \$250
Logo on Event Billboard	Yes	-	-	-	-	-
Event Flyer	Yes	Yes	-	-	-	-
Email Blast	Yes - All	Mentions	Mentions	Mentions	Mentions	-
Glassboro's Event Page	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Stage Banner	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Vendor Display Space	prominent location	prominent location	vendor zone	vendor zone	vendor zone	-
Event Signage	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Acknowledgments	Yes, option to address crowd	verbal recognition	verbal recognition	verbal recognition	verbal recognition	verbal recognition
Social Media	Mentions in all posts	Mentions in all posts	Mentions	Mentions	Mentions	Mentions
Tickets (Beer Fest Only)	12	8	4	-	-	-
Press Release	Dedicated	Yes	Yes	Yes	Yes	Yes

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St. Anthony's Italian Heritage Festival

September 14, 2024

	Presenting \$3,000	Platinum \$2,000	Gold \$1,250	Silver \$750	Bronze \$500	Supporter \$250
Logo on Event Billboard	Yes	-	-	-	-	-
Event Flyer	Yes	Yes	-	-	-	-
Email Blast	Yes - All	Mentions	Mentions	Mentions	Mentions	-
Glassboro's Event Page	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Stage Banner	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Vendor Display Space	prominent location	prominent location	vendor zone	vendor zone	vendor zone	-
Event Signage	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Acknowledgments	Yes, option to address crowd	verbal recognition	verbal recognition	verbal recognition	verbal recognition	verbal recognition
Social Media	Mentions in all posts	Mentions in all posts	Mentions	Mentions	Mentions	Mentions
Tickets (Beer Fest Only)	12	8	4	-	-	-
Press Release	Dedicated	Yes	Yes	Yes	Yes	Yes

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 Platinum
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 Contact Person _____
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Craft Beer Festival September 21, 2024

	Presenting \$3,000	Platinum \$2,000	Gold \$1,250	Silver \$750	Bronze \$500	Supporter \$250
Logo on Event Billboard	Yes	-	-	-	-	-
Event Flyer	Yes	Yes	-	-	-	-
Email Blast	Yes - All	Mentions	Mentions	Mentions	Mentions	-
Glassboro's Event Page	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Stage Banner	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Vendor Display Space	prominent location	prominent location	vendor zone	vendor zone	vendor zone	-
Event Signage	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Acknowledgments	Yes, option to address crowd	verbal recognition	verbal recognition	verbal recognition	verbal recognition	verbal recognition
Social Media	Mentions in all posts	Mentions in all posts	Mentions	Mentions	Mentions	Mentions
Tickets (Beer Fest Only)	12	8	4	-	-	-
Press Release	Dedicated	Yes	Yes	Yes	Yes	Yes

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Contact Person _____

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Acknowledgment _____

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Trunk or Treat October 23, 2024

	Presenting \$3,000	Platinum \$2,000	Gold \$1,250	Silver \$750	Bronze \$500	Supporter \$250
Logo on Event Billboard	Yes	-	-	-	-	-
Event Flyer	Yes	Yes	-	-	-	-
Email Blast	Yes - All	Mentions	Mentions	Mentions	Mentions	-
Glassboro's Event Page	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Stage Banner	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Vendor Display Space	prominent location	prominent location	vendor zone	vendor zone	vendor zone	-
Event Signage	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Acknowledgments	Yes, option to address crowd	verbal recognition	verbal recognition	verbal recognition	verbal recognition	verbal recognition
Social Media	Mentions in all posts	Mentions in all posts	Mentions	Mentions	Mentions	Mentions
Tickets (Beer Fest Only)	12	8	4	-	-	-
Press Release	Dedicated	Yes	Yes	Yes	Yes	Yes

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Boro in Lights December 6, 2024

	Presenting \$5,000	Platinum \$2,500	Gold \$1,500	Silver \$750	Bronze \$500	Supporter \$250
Logo on Event Billboard	Yes	-	-	-	-	-
Event Flyer	Yes	Yes	-	-	-	-
Email Blast	Yes - All	Mentions	Mentions	Mentions	Mentions	-
Glassboro's Event Page	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Stage Banner	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Vendor Display Space	prominent location	prominent location	vendor zone	vendor zone	vendor zone	-
Event Signage	Yes, predominant	Yes	Yes	Yes	Yes	Yes
Acknowledgments	Yes, option to address crowd	verbal recognition	verbal recognition	verbal recognition	verbal recognition	verbal recognition
Social Media	Mentions in all posts	Mentions in all posts	Mentions	Mentions	Mentions	Mentions
Tickets (Beer Fest Only)	12	8	4	-	-	-
Tee Shirt	Logo	Logo	Logo	Name	Name	Name
Press Release	Dedicated	Yes	Yes	Yes	Yes	Yes

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Spring Boro Briefs Newsletter

Cost and Specs

Business Card	3.25" W x 2"H	\$150
Quarter Page	3.25" W x 2"H	\$200
Half Page	3.25" W x 2"H	\$350
Full Page	8.25" W x 2"H	\$600

In Homes First Week of May | Artwork/Payment due April 1st (JPEG ONLY)
All ads are full color

Checks should be made payable to:
Borough of Glassboro
Attn.: Megan Varrell
10 South Poplar Street, Glassboro, NJ 08028

Email Ad to mvarrell@glassboro.org

Company Name _____

Company Address _____

Contact Person _____

Email _____

Phone Number _____

Acknowledgment _____

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Spring Visit Glassboro Postcard

Postcard recipients include 11,000 residents in Mullica Hill, Pitman, and Sewell. The goal is to promote Glassboro businesses in surrounding communities to travel to Glassboro to patronize businesses.

In Homes First Week of May | Artwork/Payment due April 1st (JPEG ONLY)
All ads are full color

Size: Business Card (3.25" W x 2" H)

Cost: \$200 per ad

Checks should be made payable to:
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Attn.: Megan Varrell
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Freshman Orientation Brouchre

Recipients will be all incoming Rowan University freshman and their parents. The goal of the brochure is to promote Glassboro businesses to incoming freshman, have them familiarize themselves with what is available to them as they begin their college experience.

Artwork/Payment due April 1st (JPEG ONLY)

All ads are full color

Size: Business Card (2.5" W x 1.5" H)

Cost: \$175 per ad

Checks should be made payable to:
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Attn.: Megan Varrell
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LCD Kiosk Advertising

LCD Kiosk Advertising is a great way to convey your message in full color to students and our local community members visiting Downtown Glassboro. (5) Kiosks are located in highly traveled areas throughout Rowan Blvd. and Main Street.

90 Day Commitment | Static or Video Ad Opportunities

All ads are full color

Size: 812 Pixels (width) x 1024 Pixels (height)

Cost:

Static Ads - \$60

Video Ad - \$90

Checks should be made payable to:
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Attn.: Megan Varrell
10 South Poplar Street, Glassboro, NJ 08028

Email Ad to mvarrell@glassboro.org

Company Name _____

Company Address _____

Contact Person _____

Email _____

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