

# 2022 NJ DOWNTOWN CONFERENCE & EXCELLENCE AWARDS

*February 10 & 11*

The DNJ conference perennially hosts over 100 downtown professionals, real estate experts, designers, developers, lawyers, public officials, and community organizers for two days of education and networking. Sponsorship is an affordable way to receive enhanced exposure to this diverse group of dedicated professionals working to make New Jersey downtowns better.

## Categories & Benefits:

### Title Sponsor (Sold Out)

- Pre-event messaging, including logo in conference advertising, emails, and three (3) dedicated social media posts
- Keynote sponsorship
- Clickable banner ad on conference splash page
- Logo on opening slide before each session
- Static exhibitor page, including video ad (30 - 45 secs)
- Live exhibitor breakout room (Friday)/unlimited exhibit attendees
- Six (6) months of advertising on DNJ homepage
- Six (6) months of advertising in DNJ newsletter
- Six (6) months of advertising on DNJ member page
- Six (6) event registrations

### Downtown Ally

- Pre-event messaging, including logo in conference advertising, emails, and one (1) dedicated social media post
- Clickable logo on conference splash page
- Static exhibitor page, including sponsored video ad (30 - 45 secs)
- Live exhibitor virtual breakout room (Friday)/unlimited exhibit attendees
- Three (3) event registrations

**Downtown NJ members get  
10% off sponsorship! \***

### Session Sponsor (Sold Out)

- Pre-event messaging, including logo in conference advertising, emails, and two (2) dedicated social media posts
- Single session sponsorship
- Clickable small sidebar logo on conference splash page
- Static exhibitor page, including video ad (30 - 45 secs)
- Live exhibitor breakout room (Friday)/unlimited exhibit attendees
- Six (6) months of advertising in DNJ Newsletter
- Six (6) months of advertising on DNJ member page
- Four (4) event registrations

### DNJ Booster Club

- Pre-event messaging, including logo in conference advertising, emails, and social media posts
- Clickable logo on conference splash page
- One (1) event registration

[www.DNJConference.com](http://www.DNJConference.com)

✉ [conference@downtownnj.com](mailto:conference@downtownnj.com)

☎ 201472.0356

📘 @DowntownNewJersey

📺 @DowntownNJ

# DOWNTOWN

NEW JERSEY

## 2022 CONFERENCE SPONSORSHIP REGISTRATION FORM

### Non-Member Sponsorship

- ☐ Title - \$1,500 *(Sold Out)*
- ☐ Session - \$750 *(Sold Out)*
- ☐ Ally - \$500
- ☐ Booster Club - \$250

### DNJ Member Sponsorship\*

- ☐ Title - \$1,350 *(Sold Out)*
- ☐ Session - \$675 *(Sold Out)*
- ☐ Ally - \$450
- ☐ Booster Club - \$225

### Sponsor Information:

Organization: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Attendees:

*Please provide names and titles according sponsorship level - Title (6), Session (4), Ally (3), Booster Club (1).*

1) Name: \_\_\_\_\_ Email: \_\_\_\_\_

2) Name: \_\_\_\_\_ Email: \_\_\_\_\_

3) Name: \_\_\_\_\_ Email: \_\_\_\_\_

4) Name: \_\_\_\_\_ Email: \_\_\_\_\_

5) Name: \_\_\_\_\_ Email: \_\_\_\_\_

6) Name: \_\_\_\_\_ Email: \_\_\_\_\_

### \* DNJ Member Discount:

Not sure if you're a member? Contact [info@downtownnj.com](mailto:info@downtownnj.com) to confirm membership standing.  
More information about becoming a member at [www.downtownnj.com/membership](http://www.downtownnj.com/membership)

Please mail completed form, along with check or payment voucher to:

**Downtown New Jersey**  
**344 Grove Street, Suite 251**  
**Jersey City, NJ 07302**

Sponsorship payments by credit card accepted at [www.dnjconference.com/sponsorship](http://www.dnjconference.com/sponsorship)

Please email us at [conference@downtownnj.com](mailto:conference@downtownnj.com)  
with a scan of your form and payment so we can  
start gathering the necessary information to properly  
recognize your sponsorship/exhibitor support.

2022 CONFERENCE SPONSORSHIP  
CHECKLIST

Please email us at [conference@downtownnj.com](mailto:conference@downtownnj.com) with the following information to properly recognize your sponsorship/exhibitor support.

**For all sponsorship levels:**

- ☐ **A scanned copy of completed sponsorship registration form**
- ☐ **Organization logo**

**For Downtown Ally, Session, and Title sponsorship levels:**

- ☐ **Organization Description**  
Provide a short description about the organization to be included in your sponsor/exhibitor webpage on the conference website. (500 word max)
- ☐ **Social Media Links**  
Links to organization's social media accounts (e.g. Twitter, Facebook, Instagram, LinkedIn, YouTube)
- ☐ **Video**  
If you have one, we will include a short video ad on your Exhibit Booth page on the conference website. Please provide a link to the video (YouTube, Vimeo, etc.)
- ☐ **Exhibit Booth Links**  
We will include up to four external links on your Exhibit Booth page on the conference website (e.g. brochure, newsletter, events, services, etc.)
- ☐ **Social Media Ads**  
Each sponsorship level comes with dedicated social media post(s) as follows: Title Sponsor - 3 posts; Session Sponsor - 2 posts; Downtown Ally - 1 post. If there is anything in particular you'd like us to promote, please send along 1200 x 630 JPEG image(s). We're also happy to create something for you with an image of your choice and your logo.
- ☐ **Website Ad**  
Your sponsorship comes with ads in the DNJ newsletter and on the member page the website. This ad should be a square JPEG (min 600 x 600, max 1200 x 1200).
- ☐ **Virtual Exhibit Hall**  
Will your organization staff a virtual exhibit hall breakout room? (Virtual Exhibit Hall hours are Friday, December 11, 10:15AM - 11:15AM)
  - ☐ Yes
  - ☐ No
  - ☐ Don't know yet