



## HFA 2018 Advertising Rates

Thank you for your interest in supporting us! The Hoboken Family Alliance (HFA) is a 100% volunteer-driven organization and one of the oldest non-profits of Hoboken. HFA is a registered 501 3-c non-profit with over a decade of legacy impact. HFA has grown into a robust organization that spurs community spirit and change for the better – across civic, social, and educational opportunities for all families. Our mission is to support our local community through philanthropy, civic initiatives, special needs programs, parenting events and educational support.

With your efforts, the HFA distributed nearly \$500,000 to the community through grants, college scholarships and financial donations over the past 10 years.

We have TWO options for advertising.

1. ANNUAL Supporter
2. EVENT Sponsor

What is the difference?

An Annual Supporter will be on our [SPONSOR](#) page at [www.hobokenfamily.com](http://www.hobokenfamily.com) and in our e-newsletter for one year. You will be included on PROMO materials for our All-Schools Open House Event in October, our Winter Holiday Party in December, our Community Supported Yearly Grants in February and our High School Annual Scholarship Fund in May.

An Event Sponsor chooses one or more HFA events to sponsor. You will receive the same benefits as the ANNUAL Supporter PLUS listing on event materials.

### ANNUAL SUPPORTER:

Annual Supporter	<b>\$700/year</b>
<ul style="list-style-type: none"> <li>❖ Listed for All-Schools Open House (Oct) Winter Holiday Party (December), Yearly Grants (February) and High School Annual Scholarship Fund (May)</li> <li>❖ Newsletter Display (2 x 3 1/2 inches)</li> <li>❖ 12 months of Website Display (2 x 3 1/2 inches)</li> <li>❖ Additional \$200 gets you prominent placement in the newsletter \$900/year</li> <li>❖ 0</li> </ul>	
Preferred Electronic File Formats: Newsletter and Website Ad - .tiff or .jpeg	
HFA E-Newsletter Placement	
<ul style="list-style-type: none"> <li>❖ Prominent Placement in E-newsletter (Bigger Ad)</li> </ul>	<b>\$300/issue</b>



## EVENT SPONSORSHIP:

The Hoboken family Alliance puts on FOUR large-scale events per year. Pick one or more events to sponsor!

1. *All-Schools Open House* in October: all areas schools under one roof!
2. *Cabin Fever* in February: area play spaces, after school enrichment and camps under one roof!
3. *Spring Fling* in April: Easter Egg Hunt in Columbus Park
4. *Bike Camp* in June: Week Long Program which teaches individuals with disabilities to ride a two-wheel bicycle

### Platinum Event Sponsor

\$2,500

- ❖ HFA Homepage Ad (120x600 pixels) for one month during Event Media
- ❖ Your company name and *LOGO* will be listed as a sponsor on event materials
- ❖ Listed as Sponsor on posters, emails, dedicated social media posts, website display & newsletter
- ❖ Table at the event to distribute materials
- ❖ 12 months of Website Display (2 x 3 1/2 inches) and E-newsletter placement

### Gold Event Sponsor

\$1,000

- ❖ Your company *NAME* listed as a sponsor on event materials
- ❖ Table at the event
- ❖ 12 months of Website Display on our Sponsor Page (2 x 3 1/2 inches)

### Silver Event Sponsor

\$500

- ❖ Your company *NAME* will be listed as a sponsor on event materials
- ❖ Table at the event

Customized advertising plans available to include Yearly Supporter with Event Sponsor.



**ADVERTISING AND SPONSORSHIP:**

Please complete and return:

Company Name \_\_\_\_\_  
(as you wish it to appear on all event materials)

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

Company Address \_\_\_\_\_

Company Telephone \_\_\_\_\_

E-Mail Address \_\_\_\_\_

**ANNUAL ADVERTISING:**

_____ Annual Supporter	\$700/year
_____ Plus 1 E Newsletter Placement Ad	\$900/year
_____ Website Only	\$400/year
_____ E Newsletter Placement Ad	\$300/issue

**EVENT SPONSORSHIP (Please select sponsorship tier and for which event):**

_____ Platinum Event Sponsor	\$2500/event
_____ Gold Event Sponsor	\$1000/event
_____ Silver Event Sponsor	\$500/event

\_\_\_\_All-Schools Open House \_\_\_\_Cabin Fever \_\_\_\_Spring Fling \_\_\_\_ Bike Camp

Please note that we cannot accept photographs or intricate graphics.  
Please keep a copy of this form and use as your receipt.

Preferred Electronic File Formats  
Newsletter and Website Ad - .tiff or .jpeg

**Hoboken Family Alliance, Inc.**  
PO Box 1194, Hoboken, NJ 07030  
[www.hobokenfamily.com](http://www.hobokenfamily.com)



**HFA MEMBERSHIP DISCOUNT CARD:**

You may also support HFA by offering HFA's members a discount at your business. Membership Discount businesses are listed on our website and will be noted in several HFA newsletters. Membership cards are valid for one year.

\_\_\_\_\_ HFA Discount Card Member

Specify Discount, i.e. 10% off all purchases:

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HFA member information is strictly confidential and our mailing list is not available for solicitation purposes.

There will be a \$25 fee for any bounced check. Checks must be paid in full and cleared before your ad will be printed.

Please make checks payable to *Hoboken Family Alliance* and mail to:  
HFA, P.O.BOX 1194, Hoboken, NJ 07030

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date