

2027



NYE BLAST



DECEMBER 31 | 8PM-12:30AM
DOWNTOWN HACKETTSTOWN



HKWN
uncover the many layers of Hackettstown

**MARS
WRIGLEY**





NYE BLAST SPONSORSHIP

ABOUT THE EVENT

The NYE Blast features an M&M'S ball drop at midnight, entertainment, kids zone, and business specials to ring in the New Year.

YOUR SUPPORT MATTERS

Your support will help attract visitors to experience Downtown Hackettstown & provide an economic boost to local businesses going into the New Year.

PROMOTE YOUR BRAND

The NYE Blast provides an excellent opportunity to promote your brand, reaching thousands of people.

SPONSORSHIP PACKAGES

- DIAMOND SPONSOR - \$5,000

- Business logo on sign displayed at the entertainment stage and kids zone
- Business logo on banner across Route 517 & 3 other banners displayed in town
- Mentioned on WRNJ radio commercials for this event
- Logo on WRNJ website ad for this event
- Business name in press releases
- Business name/logo mentioned in social media posts
- Business logo displayed at the event
- Business name mentioned in online sponsor program
- VIP area to watch the M&M'S ball drop (up to 10 people)
- VIP party bags (limit 10)
- *Email your business logo to press@hackettstown.net

- GOLD SPONSOR \$2,500

- Business logo on a sign at the kids zone
- Mentioned on WRNJ radio commercials for this event
- Business name in press releases
- Business name/logo mentioned in social media posts
- Business logo displayed at the event
- Business name mentioned in online sponsor program
- VIP party bags (limit 5)
- *Email your business logo to press@hackettstown.net

- SILVER SPONSOR - \$1,000

- Business name in press releases
- Business name mentioned in social media posts
- Business name displayed at the event
- Business name mentioned in online sponsor program

- BRONZE SPONSOR - \$500

- Business name in press releases
- Business name mentioned in social media posts
- Business name mentioned in online sponsor program

- COMMUNITY SPONSOR - \$250

- Name mentioned in social media posts
- Name mentioned in online sponsor program

SPONSORSHIP FORM

We would like to sponsor the 2027 NYE Blast at the following level:

Diamond Sponsor \$5,000

Bronze Sponsor \$500

Gold Sponsor \$2,500

Community Sponsor \$250

Silver Sponsor \$1,000

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Business Website: _____

Business Social Media Accounts:

Facebook: _____

X: _____

Instagram: _____

This signed form and a check made payable to the “Town of Hackettstown” should be mailed to: Town of Hackettstown **Attention: NYE Blast** 215 West Stiger St Hackettstown, NJ 07840

Deadline: November 15, 2026.

For more information, email press@hackettstown.net.

Signature: _____

Date: _____