



Summer

COMMUNITY PROGRAMS

Join us for the 2025 Summer Event Season

! Sponsor Opportunities

Are you an organization looking for unique marketing opportunities with direct access to the Summit community? There is nothing better than the face-to-face value of supporting an event.



! Food Vendor Opportunities

Many of our 2025 events are slated to feature delicious food trucks. We are looking for participation from a wide array of different trucks! Join us at an event today.

! Non-Profit Displays

Involved with a non-profit? We have several opportunities available for you to enhance your mission.

**Contact assistant Director David Guida
908-277-2932 or dguidajr@cityofsummit.org
for more information**

FOOD VENDORS

OUR HALLMARK FOOD TRUCK FESTIVAL

Summit's Fourth of July Celebration

Friday, July 4, 2025

12:00 PM until 10:00 PM

Approximately 15 food vendors,
entertainment, rides, fun and fireworks

\$400 vendor fee

National Night Out

Tuesday, August 5, 2025

6PM - 9PM

3 to 5 food trucks/\$75 vendor fee

Hot Summer Nights Concert Series

Tuesdays, July 8, 15, 22, 29; August 12, 19

1 food truck/\$75 vendor fee

Screen on the Green movie series

Thursdays, July 3, 17, 31 and August 14, 28

7:15 PM until dark

1 food truck/\$75 vendor fee

Battle of the Bands

Sunday, September 28, 2025

1PM - 6PM

2 to 3 food trucks/\$75 Vendor Fee

Diversity & Inclusion Events

3 to 5 food vendors per event

Vendor fee: \$50 per vendor

Asian American & Pacific Islander Heritage Month Event

Saturday, May 17, 2025

Tentatively 4PM - 8PM

AAPI-owned businesses and cuisines preferred

Summit Has Pride

Friday, June 6, 2025

Tentatively 5PM - 9PM

LGBTQ+ owned businesses preferred

Juneteenth Celebration

Friday, June 20, 2025

Tentatively 2PM - 7PM

Black-owned businesses and cuisines preferred

Fiesta Latina

Friday, September 19, 2025

Tentatively 6PM - 9PM

Latin-owned businesses and cuisines preferred

To secure a spot at any event, the Department of Community Programs must receive your payment along with the completed DCP Vendor Application Checklist that includes the health and fire applications. Spots will not be held until these items have been received. The DCP checklist may be completed online or via the attached form.

2025 SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

NON-PROFIT OPPORTUNITIES

RSVP FOR ATTENDANCE IS REQUIRED
INSURANCE IS REQUIRED

!Community Night

The 2025 Summit Community Night provides an opportunity for local and area non-profit organizations to promote their work to Summit residents. The event is held in conjunction with the Hot Summer Nights Concert Series on Tuesday, July 15, 2025. Participating organizations can begin setup at 5PM and must be ready for visitors by 6:30PM. Organizations must provide their own table and chairs and are permitted to have one table no longer than eight feet in length. Pop-up tents are permitted and must be no larger than 10 feet by 10 feet in size. No fundraising by participating organizations is permitted during Community Night.

!Memorial Day Parade

All non-profits are invited to join us to march as a group in Summit's Annual Memorial Day Parade on May 26, 2025. The parade will depart from 52 Deforest Ave at 10AM. Marching groups are invited to unite behind their banner in marching. Upon arrival at the Village Green, prior to the start of the Memorial Day ceremony, all groups are asked to please have their banners stowed away.

!Fourth of July

At the Fourth of July event, any non-profit organization is welcome to become a part of the non-profit vendor fair. Non-profit organizations that are a part of this event will not be considered sponsors. The non-profit vendor rate is \$400 to have a table for the duration of the event.

!Diversity, Equity, and Inclusion Events

AAPI Event on Saturday, May 17

Juneteenth Celebration on Friday, June 20

Summit Has Pride on Friday, June 6

Fiesta Latina on Friday, September 19

For any of the DEI events listed above, any non-profit organization that has a mission that specifically supports these diverse populations are invited to attend the event and set up a table free of charge. All other non-profits may sponsor at the \$400 level outlined below.

!Sponsorships

Any non-profit organization is welcome to sponsor any event listed in the sponsorship section of this brochure. The non-profit sponsorship rate is \$400 per event.



SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

SPONSOR OPPORTUNITIES

Screen on the Green

- July 3 (rd 7/10) - Moana 2
- July 17 (rd 7/24) - The Emoji Movie
- July 31 (rd 8/7) - Harry Potter
- August 14 (rd 8/21) - Snow White
- August 28 - Mufasa (rd 8/21)
- Sunday, October 19 (rd 10/26)
 - Scream on the Green Halloween Movie - Wicked 2



**\$800 per movie or sponsor the whole series for \$2500
Up to four sponsors (including one non-profit per night)**

On Thursday nights throughout July and August, community members gather on the Village Green to enjoy a movie night experience, complete with a 36' x 24' outdoor screen, cinema sound, and the projection clarity of today's best Blu-Ray player.

As part of the experience, we invite sponsors to interact with a few of the on-screen characters before the movie. In past years, movie-goers have enjoyed performances by Medieval Times, trapeze and aerial artists from The Circus Place, danced with minions from Despicable Me, and have even been amazed by a 17-foot dinosaur from Field Station Dinosaurs. Make dinner plans to enjoy our featured food truck of the week.

Sponsorship Includes:

- Logo prominently featured on all promotional materials for each sponsored movie night.
- Logo (two slides or 30 second video) on pre-movie video loop promoting your business or organization.
- Send a representative the night of the event to be publicly recognized during the Family Dance Party.
- Contribution highlighted in all written and electronic promotional materials including 8000 email newsletters sent to residents in Summit and the surrounding area.
- Logo will appear in event handbills and on posters about the movie series in both English and Spanish.
- Logo will be displayed prominently on the Screen on the Green web page.
- Two weeks as a "spotlighted sponsor" on our department homepage, Facebook Live, and email blasts
- Opportunity to maximize your exposure! Advertise at one of the ADD ON movies for an additional \$200.
- Host a tent at your concert and distribute promotional materials, treats, or coupons.

SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

SPONSOR OPPORTUNITIES

Hot Summer Nights Concert Series

The Hot Summer Nights Concert Series has become a favorite summertime tradition in Summit. Every Tuesday night, thousands gather on the Village Green to enjoy some of the best bands of the East Coast as well as food trucks and ice cream. Our concerts feature some of the best bands from the east coast and there is surely something for everyone to enjoy. All concerts begin at 7PM.

- July 8
- July 15 - Community Night
- July 22
- July 29
- August 12
- August 19



WE ARE LOOKING FOR A PRESENTING SPONSOR TO HOST OUR 2025 HOT SUMMER NIGHTS CONCERT SERIES - \$15,000 to PRESENT THE SERIES

As a Special Partner Sponsor (\$1500/night) of the Hot Summer Night Concert Series, you will receive:

- Logo prominently featured on all promotional materials for the concert series.
- Banner will fly over the stage on the night of your sponsored concert.
- Host a tent at your sponsored concert and distribute promotional materials, treats, or coupons.
- Contribution highlighted in all written and electronic promotional materials including email blasts to over 9,000 area residents for each concert.
- Introduction at your sponsored concert with an opportunity to address the audience.
- Logo will appear in event handbills and on posters. Thousands distributed weekly.
- Logo prominently displayed on the DCP concert web page.
- Exposure and interaction on all DCP social media platforms.

Bronze Sponsorships are available for \$800/night and include logo on flyers and a table at the event.

SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

SPONSOR OPPORTUNITIES

National Night Out

Every year, the Summit Police Department and Summit Community Programs host the annual National Night Out Against Crime. This year, National Night Out (NNO) will be held on Tuesday, August 5, 2025, on Summit's Village Green. Summit's finest organizations and community agencies will be on hand for an evening of education, entertainment, and community. Opening ceremonies begin at 6PM. Summit's NNO has been recognized as one of the largest in the state of New Jersey. With the support of our corporate sponsors, NNO has become one of the most popular nights in Summit during the summer months.

Sponsorship Opportunities begin at \$1500

Included in this sponsorship:

- Banners on the stage where the concert, opening and closing ceremonies will occur.
- Mentions in weekly email blasts throughout the month of July to over 8,000 homes and exposure in all of our electronic and traditional media.
- Logo prominently displayed on Summit's National Night Out web page on the DCP website and on the National Night Out flyer that will be distributed and displayed throughout the city.
- Recognition by the Chief of Police during the opening ceremonies.
- Recognition in the National Night Out program.
- Display table with promotional items, staff, etc. at the event.
- Opportunity for an organization representative to address the crowd.
- Logo to be displayed on the 30' screen at the August 1 Screen on the Green (the Screen on the Green is the only billboard in Summit over the summer).

Miracle on Elm Street

Get into the spirit of winter and enjoy an afternoon of skating at Summit's Miracle on Elm Street on Sunday, November 30, 2025. Warm up around one of the bonfires with a cup of hot chocolate or toast a marshmallow. Skating is allowed every half hour and there is no pre-registration. Come on down to the Elm Street parking lot and experience this true miracle! Skating is on synthetic ice. While you wait for your skating session, take pictures with Santa, make cookies with Nonni, or do some arts and crafts. This holiday party is a true experience on Summit's Village Green. Additionally, there will be entertainment, music, and more on the big stage. This is an event you do not want to miss! The event will end with the annual tree lighting.

Sponsorship Opportunities begin at \$1500

Included in this sponsorship:

- Name will be featured on all promotional materials for Miracle on Elm Street as a Premium Sponsor.
- Set up a host tent (10 x 10) and distribute promotional materials, coupons, or treats for the whole event.
- Contribution highlighted in all written and electronic promotional materials including email blasts to over 9,000 area residents.
- Introduction to audience at event during skating before the musical performance and throughout the day.
- Logo will appear on DCP event page.
- Organization featured on all DCP social media channels.
- Following the event, showcased for one week as "Featured Sponsor of the Week."

SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

DEI Event Sponsorships

Asian American and Pacific Islander Heritage Month Event

- Saturday, May 17, 2025 - Tentatively 4PM - 8PM

We are very happy to bring this event celebrating Asian American and Pacific Islander heritage back for its third year. This event will include entertainment, dancing, food, and more.

Summit Has Pride

- Tentatively Friday, June 6, 2025 - Tentatively 5PM-9PM

This June, celebrate the LGBTQ+ community that lives in Summit and the surrounding area at the Department of Community Programs' annual LGBTQ+ Pride month event. Main stage entertainment will include a family-friendly drag performance and concert. At dusk, the event concludes with the showing of a film (TBA). Attendees can also enjoy art activities and educational booths.



Juneteenth Celebration

- Friday, June 20 - Tentatively 5PM-9PM

After a successful and historic first Juneteenth flag raising at both the Summit Family Aquatic Center and Village Green in 2022, we are thrilled to be bringing this event back. The event will be held on Summit's Village Green and include, music, entertainment, educational discussions, celebration of black culture, and more.



Fiesta Latina

- Friday, September 19 - Tentatively 5PM -9PM

Held during Hispanic Heritage Month, this event's goal is to celebrate this important heritage that is so rich in Summit. Fiesta Latina will include a free concert and dance party with featured band (TBA) featuring music from Latin and South America. There will be dance demonstrations and possibly some dance lessons. We will also have food trucks selling all types of delicacies.



SPONSORSHIP LEVELS

\$500 TABLE SPONSORSHIP

- Listing of sponsor name on City website
- Opportunity to host a tent and distribute promotional materials. (TENT, TABLE and CHAIRS NOT provided)

\$800 SUPPORTER SPONSORSHIP + PREVIOUS SPONSOR LEVEL PERSK

- Name featured on promotional materials for the event.
- Opportunity to host a tent and distribute promotional materials. (Table provided, no tent)
- Contribution will be highlighted in written and electronic promotional materials including email blasts to over 9,000 residents.
- Sponsorship announced during the event.
- Name will appear in event handbills and on posters.
- Name displayed on the DCP event web page.
- Name listed on all DCP social media platforms.

\$1500 SILVER SPONSORSHIP + PREVIOUS SPONSOR LEVEL PERSK

- Banner will fly over the lower stage level on the night of the event.
- LOGO will appear on all flyers and in email blasts where name is mentioned above & hyperlinks provided.
- Sponsorship listed in press release.
- Interaction on social media via tagging.
- Welcome on stage during comments.



\$2500 GOLD SPONSORSHIP + PREVIOUS SPONSOR LEVEL PERSK

- Table in prime location.
- Opportunity to address crowd during comments.
- Top billing, event presented by your organization.
- Banner to fly at top level of stage.

SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

Other Events

Egg Hunt

- **Saturday, April 12, 2025 at 1 PM (rain date - Saturday, April 19, 2025)**

The Egg Hunt will begin promptly at 1:45PM. There will be three races separated by age, one for children two years old and younger, another for ages three to four, and a third for ages five to eight. Following the Egg Hunt, attendees will be able to take photos with the Easter Bunny and collect prizes. This event is for Summit residents only.

Pet Show

- **Sunday, May 4, 2025 at 1PM (rain date - Sunday, May 18, 2025)**

This year's Pet Show will feature a dog show and pet exhibition. Check-in and registration for both portions of the event will begin at 1PM. The Pet Show will also feature a DJ and music throughout the event. Entry to the event is free for all animals. The dog show, where small, medium, and large dogs will have the opportunity to prove that they are best in show by taking a walk across the big stage with their owners, in front of our judging panel, will begin at 1:30PM. The pet exhibition is open to all other animals, including reptiles, birds, cats, and others. Exhibition judging will occur at the auxiliary stage beginning at 1:30PM. There will be a first through fifth place prize for each of these categories.

Halloween Parade

- **Saturday, October 25, 2025, 2025: 3PM - 5PM**

We invite children, teens, adults and seniors to participate. Everyone attending should line up at 25 Deforest Avenue at 2:45PM. We will parade to Summit's Village Green at 3PM. Judging will take place at the Village Green. There will be music, entertainment and treats from 3PM to 4:15PM. Winners will be announced at 4:15PM. Fun will continue through 5PM. Prizes will be awarded for first, second and third place costumes in seven different categories.

\$800 SPONSORSHIP INCLUDES:

- Logo prominently featured on all promotional materials for the event.
- Banner will fly over the stage on the day of the event.
- Opportunity to host a tent and distribute promotional materials, treats, or coupons.
- Contribution highlighted in all written and electronic promotional materials including email blasts to over 9,000 area residents for each concert.
- Introduction with opportunity to address the audience.
- Logo will appear in event handbills and on posters. Thousands distributed weekly.
- Logo prominently displayed on the DCP event web page.
- Posting on all DCP social media platforms.

SUMMIT DEPARTMENT OF COMMUNITY PROGRAMS

Summit's Fourth of July

Day-long Sponsorship: \$30,000

Entertainer Sponsorship: \$8000 (four available)

Bike Parade Sponsor: \$6000 (one available)

Summit's Fourth of July is a day-long celebration marked by traditions including the Children's Decorated Bicycle Parade and the Grand Fireworks Display. After last year's success, the Food Truck Festival will be expanded. New evening entertainment will feature Daddy Pop on the main stage. Carnival rides and children's entertainment will continue into the night for the second year.

We hope you will join the tradition and celebrate your Fourth in Summit. Celebrate 75 years with us as we make this year's celebration the biggest one Summit has ever seen!

2025 Schedule of Festivities

- 12PM Amusement rides and Food Truck Festival opens
- 12PM Flag Raising Ceremony
- 12:15PM Children's Decorated Bicycle Parade
Ages 3-4 line up at Parkview Terrace and Larned Road
Ages 5-7 line up at Watchung Place and Larned Road
Ages 8+ line up at Myrtle Avenue and Larned Road
- 1:30PM Entertainer #1
- 3PM Entertainer #2
- 4:30PM Entertainer #3
- 6PM Entertainer #4
- 7:30PM Daddy Pop in concert
- 9PM Retire the Colors
- 9:15PM Grand Fireworks Display



Included in this sponsorship:

- Logo prominently featured on all promotional materials for the event.
- Banner will fly over the stage on the night of the event during the portion your group sponsors.
- Opportunity to host a tent and distribute promotional materials, treats, or coupons.
- Contribution will be highlighted in all written and electronic promotional materials including email blasts to over 9,000 area residents.
- Introduction with opportunity to address audience.
- Logo in event handbills and on posters. Thousands distributed weekly.
- Logo prominently displayed on the DCP event web page.
- Exposure and interaction on all DCP social media platforms.
- Logo included on a flyer that will be mailed directly to every household in Summit.

2025 Calendar of Events

AT A GLANCE - MAJOR EVENT DATES

- Monday, January 20 – TryCAN Movie Event
Friday, February 7 – Ping Pong Tournament
Friday, March 7 – Roller Skating at Rec Event
Saturday, April 12 – Egg Hunt
Saturday, April 26 – Sunday April 27 – Fishing Derby
Saturday, May 4 – Pet Show
Saturday, May 17 – AAPI Event
Monday, May 26 – Memorial Day Parade
Friday, June 6 – Pride Event
Wednesday, June 18 – Pool Party Event
Friday, June 20 – Juneteenth Event
Thursday, July 3 – Movie
Thursday, July 4 – Fourth of July Event
Tuesday, July 8 – Concert
Tuesday, July 15 – Concert
Thursday, July 17 – Movie
Tuesday, July 22 – Concert
Tuesday, July 29 – Concert
Thursday, July 31 – Movie
Tuesday, August 5 – National Night Out
Tuesday, August 12 – Concert
Thursday, August 14 – Movie
Tuesday, August 19 – Concert
Thursday, August 28 – Movie
Friday, September 19 – Fiesta Latina
Sunday, September 28 – Battle of the Bands
Friday, October 10 and Saturday, October 11 – Haunted Hike
Sunday, October 19 – Scream on the Green
Saturday, October 25 – Halloween Parade
Tuesday, November 11 – Veteran's Day Ceremony
Thursday, November 27 – Community Center Thanksgiving
Sunday, November 30 – Miracle on Elm Street

