

Corporate | Partnership Opportunities
Washington Park Association of Hudson County, Inc.



Washington Park Association of Hudson County





ABOUT the WPA

The Washington Park Association of Hudson County, Inc. (WPA) is a volunteer-run and operated 501(c)(3) nonprofit founded in 2008 by dedicated residents. Washington Park is a 100-year-old, 22-acre park located in “The Heights” neighborhood of Jersey City and Union City, New Jersey. **WPA’s mission is to revitalize, maintain and protect Washington Park while promoting its use through the development of programs and activities that enhance the quality of life of park users and local residents.**

SUPPORT

Hudson County government, and the Jersey City and Union City Municipal Councils play a vital role in providing free community activities, however, they cannot do the job alone. These authorities depend on WPA members, its volunteers, and corporate stakeholders for support of the signature initiatives presented in this proposal. **WPA’s corporate stakeholders achieve: (1) visible association with community, business and public leaders, (2) commitment to the economic, social and cultural development of Hudson County, and (3) an enhanced positive reputation and philanthropic profile.**

Key Programming

Annual Spring Planting

This event is the launch of our season and a wonderful day of community building. WPA volunteers and community members come together in the Learning Garden to prepare the beds and plant gardens that everyone who uses the park (or even drives through it!) will enjoy the entire season. Kids and adults alike also learn about garden maintenance and opportunities to join the WPA in the park over the course of the year to maintain the beautiful gardens they have just installed! 2023 will be another big year for change in the gardens, as we’ve worked with Hudson County to design and install new garden beds in the gazebo area!

Easter Egg Hunt

This will be our third year running this event! Last year was even bigger and more successful than 2021 and we’re looking to improve this event even more. A big shout out to our volunteers who made this happen in 2022!

Garden Maintenance

Starting with the spring planting, the WPA coordinates the maintenance of the Learning Garden beds (in Park 1) as well as the beds in the Chess Area at the corner of Central Avenue and Paterson Plank Road. Key elements of maintenance are volunteering by WPA members and coordinating other community-based organizations interested in volunteering in the park.

Community Wellness

This June we're adding an event to our calendar! Given the success of yoga in the park last year, we want to build up our presence as promoters of general community health. In that spirit, we are planning a Wellness Day for June during which vendors, communities and partners from all walks of wellness life will be able to promote themselves at an event in the park.

Washington Park Wednesdays

This is our signature summer movie series! This year we're also planning to bring back live theater as part of the series to expand and connect to more of our community. WPW's are a collaborative effort between the Hudson County Parks Department and the WPA and brings hundreds of community members out to the park for family movie nights. There's free popcorn for all and programming before the movies, including live music, community health organizations, and entertainment for the kids.

Fall Cleanup & Bulb Planting Extravaganza

This is the wrap up event for our garden maintenance program. The WPA coordinates volunteers in winterizing the plant beds in the Learning Garden and in the Chess Area. In the past we have also planted bulbs at this time and this year we'd like to greatly expand the number of bulbs planted so the spring of 2023 brings phenomenally colorful views throughout Washington Park.

Art in the Park

In addition to the programming listed above, we're working with other local entities to bring some more art into the park both temporarily and permanently. Examples of this will be to paint our bunker boxes (where we store our garden maintenance tools) as well as the Little Lending Library we installed last year. In September we're also hoping to host a sidewalk chalk art event, which is in the early stages of planning now!

This fall we'll also see the return of the very successful Pavement Art Festival, which featured local artists creating murals in the park. That event was a collaborative effort with the Jersey City Office of Cultural Affairs.

Sponsorship

Website: <http://www.wpanj.org> **Facebook:** WashingtonParkAssociationofHudsonCountyInc **Twitter:** @WPAHudsonCounty

Below is the table outlining levels of sponsorship for the 2023 season. We hope you will join us in our efforts to build community in and around Washington Park!

ANNUAL SPONSORSHIP BENEFITS FOR 2023 PROGRAMS & EVENTS

	Diamond	Gold	Silver	Bronze
Addition of corporate name to event (5 available – one for each program and two movies)	✓			
Business Representative to Speak or Present at Event	✓			
Table at all WPA Events	✓	✓		
Logo on sleeve of WPA volunteer t-shirt worn at all events	✓	✓	✓	
Name and Logo included in all printed promotional materials that include Sponsorship section	✓	✓	✓	✓
Tickets to WPA Fundraising events	6	4	2	
COST	2000	1000	750	500

For more information or to arrange a sponsorship please contact the below:

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 Treasurer
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WPA is an entirely volunteer run and operated 501(c)(3) nonprofit managed by dedicated Hudson County residents
 EIN#37-1570709