

Corporate | Partnership Opportunities

Washington Park Association of Hudson County, Inc.



IT TAKES A COMMUNITY TO CREATE COMMUNITY. JOIN US.



Contact Us

Washington Park Association of Hudson County, Inc.

27 Leonard Street, Jersey City, NJ 07307

732-718-5818

wpahudsoncounty@gmail.com

<http://www.wpanj.org>

[Facebook.com/WashingtonParkAssociationofHudsonCountyInc](https://www.facebook.com/WashingtonParkAssociationofHudsonCountyInc)

[@WPAHudsonCounty](https://www.instagram.com/WPAHudsonCounty)

ABOUT 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.**

PARTNERSHIP OPPORTUNITIES

Strong, healthy cities are created via cross-sector revitalization activities that contribute to positive and enduring economic, social and cultural change in urban communities. The Washington Park Association of Hudson County, Inc. (WPA), presents this proposal to stakeholders with a vested interest in reinvigorating mixed income neighborhoods in Jersey City and Union City, via the integration of arts, culture and urban greening initiatives that promote civic life and future discourse. **Partnership opportunities are available via five signature programs: (1) Music in the Park Series (2) The Journey (3) Spring Planting in the Park (4) Summer Garden Club (5) Volunteerism.**

1. Music in the Park Series - Free community events featuring local visual and performing artists, not-for-profit community partners, youth/education service agencies, and health/fitness organizations. **The music programming will occur during the summer months when Washington Park is thriving with activity.** To see more about the Washington Park Live program, and visit our website, <http://www.wpanj.org> for additional pictures and program information.

2. The Journey- This new program will focus on celebrating the elders of our community. They are certainly a rich resource to us, and honoring them and the stories of their lives and how they evolved with the community, can only enhance our rich, diverse neighborhood surrounding Washington Park. **Our focus will be on documenting their evolving stories as they pertain to the park. Music and art activities will be intertwined into this program.**

This new program organically evolved from showcasing a visiting renowned artist from Cuba in the Riverview Arts District October 2016. As a result of his sharing his life story, the people who experienced this had only wonderful comments regarding his special journey and were eager to hear more stories from other elders. What better way than to document this history of where we live than using the oral story tradition combined with the modern technology of video!

3. Planting in the Park – This is a volunteer-run spring-cleaning event that engages over 100 individuals in preparing Washington Park’s plant beds and learning garden. This annual event prepares the 21 gardens installed by the WPA for seasonal enjoyment. Perennials, trees and shrubs are all planted with the help of the community.



4. Summer Garden Maintenance Program – Throughout the summer, a dedicated group of volunteers throughout Hudson County maintain over 21 gardens installed by the Washington Park Association. In the spring of 2009, the WPA planted its first garden in Washington Park. **The club meets three times a week throughout the summer starting in late June until September.** In the fall, local youth, community and law enforcement, come together for a final event to plant trees and prepare the gardens for the winter.

5. Volunteerism – Community service and volunteerism saves on resources, ensures that funding is spent on local improvements, provides the physical and mental rewards of optimism and joy, and builds civic responsibility, bringing individuals together to support neighborhoods. The success of all WPA initiatives relies on the active involvement of volunteers across the age spectrum. **WPA is entirely managed by individuals who donate their time and knowledge to the park, which in turn is enjoyed by park goers from all over Hudson County.** Volunteers receive the necessary onsite training and tools (materials/supplies/equipment, etc.) to carry out selected tasks and associated community service credits and volunteer hours.



RELEVANCE

Jersey City and Union City are rapidly becoming two of the most densely populated cities in the United States. Jersey City was recently cited as the Number One “[Officially The Best City To Live In](#)” by elleddecor.com. Washington Park is located in “The Heights”; a mixed income area with a growing arts district, a diverse population of residents, and neighborhoods undergoing significant revitalization by local developers. Cohesive communities of engaged civic leaders are essential to care for these neighborhoods. Additionally, research clearly demonstrates that parks and recreation in nature are essential for the economic, environmental, social, physical, and psychological health of community residents. **WPA programming in Washington Park, provides a focus for neighborhood activities and ongoing discussions regarding revitalization efforts beneficial to our community which involves WPA members, volunteers, and corporate stakeholders.** The following are the results which represent the relevance of the efforts put into the WPA annual programming.

- Offer recreational opportunities for at-risk youth, low-income children and families
- Provide places in low to medium income neighborhoods where people can feel a sense of community and connect with other people of diverse cultures
- Reduce juvenile delinquency, via recreational activities
- Increase the number of trees in our urban area, reducing air and water pollution, cooling our city, managing storm water runoff, by doing our part in Washington Park balancing the ecosystem
- Raise the livability of inner-city neighborhoods, increasing the value of neighboring residential and commercial property

SUPPORT

Hudson County, Jersey City and Union City 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.**

Join us in creating a better life for residents in Hudson County, by:

- Encouraging staff members to become individual WPA members
- Signing up for upcoming volunteer activities
- Making a financial and/or in-kind contribution to WPA

Additional information about volunteer opportunities, events and membership levels can all be found on our website or Facebook page. Additionally, group volunteer events can be coordinated by emailing wpahudsoncounty@gmail.com.

ANNUAL SPONSORSHIP BENEFITS FOR 2017 PROGRAMS & EVENTS

	Diamond	Gold	Silver	Bronze	Copper	Brass
Promotional Visibility	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Logo acknowledgement on event signage, WPA social media portals, website, and printed materials for all events <i>(Copper and brass choose 1 event for print)</i>	✓	✓	✓	✓	✓	✓
Corporate volunteer team day for planting in the park <i>(Limit 15 ppl. Bronze, Copper and Brass)</i>	✓	✓	✓	✓	✓	✓
Presentation table at all WPA events	✓	✓	✓			
Logo on sleeve of WPA volunteer t-shirt	✓					

Over 80% of funds raised are utilized for program funding. Remaining funds cover operational functions such as fundraising and marketing. Revenue is secured via corporate donations (39%), fundraisers (20%), government grants (18%), individual donations (17%), membership (4%), and vendor agreements (2%).

2017 PROGRAMS AND EVENTS

1. SEASONAL EVENT PROGRAMMING – June through September
2. THE JOURNEY – Ongoing
3. PLANTING IN THE PARK – Spring, Summer and Fall
4. SUMMER GARDEN CLUB – June through August
5. VOLUNTEERISM – Ongoing

**JOIN US! 2017 PROGRAM AND EVENTS WASHINGTON PARK ASSOCIATION
OF HUDSON COUNTY, INC.**

ORGANIZATION/COMPANY NAME _____

CONTACT NAME _____

PHONE NUMBER _____

MAILING ADDRESS _____

EMAIL _____

SOCIAL MEDIA @NAMES _____

(TWITTER, INSTAGRAM, FACEBOOK) _____

**2017 PROGRAMS AND EVENTS
SUPPORTING ALL WPA PROGRAMS
SPONSORSHIP LEVEL
(CHECK ONE)**

- DIAMOND LEVEL **(\$10,000)**
- GOLD LEVEL **(\$7,500)**
- SILVER LEVEL **(\$5,000)**
- BRONZE LEVEL **(\$2,500)**
- COPPER LEVEL **(\$1000)**
- BRASS LEVEL **(\$500)**

Contact

Andrea Brachfeld
President

Email: wpahudsoncounty@gmail.com

Telephone: 732-718-5818



Submit completed sponsorship form with payment to:

Washington Park Association of Hudson County, Inc.

27 Leonard Street, Jersey City, NJ 07307 | wpanj.org | wpahudsoncounty@gmail.com | 732-718-5818

[@WPAHudsonCounty](https://facebook.com/WashingtonParkAssociationofHudsonCountyInc)

[@WPAHudsonCounty](https://twitter.com/WPAHudsonCounty)

WPA is an entirely volunteer run and operated 501(c)(3) nonprofit managed by dedicated Hudson County residents

EIN#37-1570709