



14 Maple Avenue, Suite 201
Morristown, NJ 07960
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www.morristown-nj.org

DOWNTOWN MORRISTOWN WELCOMES YOU!

Morristown Partnership is a Special Improvement District (S.I.D.) and 501(c)(3) non-profit organization established in 1994. Our longstanding initiatives and annual events are designed specifically to showcase the business community, encourage collaboration, highlight Morristown’s vibrant downtown and increase awareness and appreciation of Morristown’s economic, historical and cultural significance. Since our inception, the Partnership has continuously supported downtown Morristown through economic development initiatives in areas of communications, business recruitment and retention, marketing, promotions, events, redevelopment and capital improvement projects. Our ongoing pursuit of economic growth and support of the local business community relies and thrives on information received directly from our membership – the more we know, the more we can enhance the local business climate, adapt for specific concerns and ultimately prosper as a community. Working together with other civic and community organizations, as well as local, county, state and federal government agencies, the Partnership has successfully brought together the private and public sectors in the ongoing revitalization of Morristown’s business district.



MORRISTOWN
ALWAYS REVOLUTIONARY

Below is a brief overview of the opportunities available via the Morristown Partnership.



MEMBER BENEFITS

We encourage all member businesses to make use of the options below:

- **Website:** morristown-nj.org
Register to add images, business hours and promotions as often as you like; contact us for assistance with setup.
Register Here: www.morristown-nj.org/register/
- **Social Media**
Send posts, promotions and calls to action for us to share with our followers on Instagram ([@downtownmorristown](https://www.instagram.com/downtownmorristown)) and Facebook ([@MorristownPartnership](https://www.facebook.com/MorristownPartnership)). Posts can be scheduled at any time.
Contact: cassidy@morristown-nj.org
- **E-Newsletters**
Share your news with us! Send promotions or calls to action for inclusion in our general public communications (an opt-in list of 5,000+). Register your business on our website to receive business-to-business email communications, and opt-into our public e-newsletter via our homepage (scroll down).
Contact: cassidy@morristown-nj.org
- **Gift Certificate Program**
Sign up to accept Morristown Partnership Gift Certificates at no cost to you; once customers use the GCs at your business, bring them to our offices for full reimbursement.
Contact: cassidy@morristown-nj.org
- **Business Networking Events**
2x a year (Spring and Fall) we produce business networking events open to 1 representative of each of our member businesses and/or property owners. The goal of these events is to interact with your neighbors and get to know new businesses. Attend as often as you can to stay in touch.
Contact: karen@morristown-nj.org

2024 EVENTS

Morristown Restaurant Week	Monday, April 15 through Friday, April 19
Morristown Farmers Market	Sundays, June 16 through November 24 – 8:30 am to 1 pm
Morristown Festival on the Green	Sunday, September 29 – 12 to 5 pm rain or shine
Downtown Morristown Halloween Trick-or-Treat	Thursday, October 31
Christmas Festival at the Morristown Green	Sunday, December 1 and weekends thereafter through December 22

The above events offer various opportunities to participate, advertise and/or sponsor; member businesses pay a reduced participation rate in most cases.



ADVERTISING & EVENT SPONSORSHIPS

The **Star Ledger** / nj.com – We produce a seasonal series (4 issues) within The Star Ledger / nj.com - *Spring, Summer, Autumn and Holidays in Morristown*. Advertising and advertorial opportunities are available.

Contact karen@morristown-nj.org for current opportunities

Downtown Guide – A pocket size guide including a listing of all businesses signed up in the Morristown Partnership Gift Certificate Program (nearly 200!). Full page ad space is available to all businesses, regardless of participation in the Gift Certificate Program. 5,000+ copies of the Downtown Guide are distributed annually with all MP Gift Certificate purchases, at all Morristown Partnership events and available at select businesses, hotels, medical offices, theatres, apartment buildings, etc. throughout Greater Morristown. The Downtown Guide is published once a year in the first quarter.

Contact karen@morristown-nj.org for 2025 opportunities

MORRISTOWN PARTNERSHIP GIFT CERTIFICATES

The Morristown Partnership Gift Certificate Program, in existence for nearly 30 years, is one of the best marketing tools available to your business. Gift Certificates are ideal gifts for employees, volunteers, teachers, coaches, relatives and friends, service providers and more!

How do they work?

There are **no fees** associated with a business' participation in the Morristown Partnership Gift Certificate Program.

Accept Morristown Partnership Gift Certificates (GC) in your business just as you would cash. For purchases less than the face value of the GC, we require you to offer change to the purchaser or issue a credit for use in your store at a later date. Regardless, hold onto the GC and bring them to our office in person or deliver to us via mail, for a full face-value reimbursement via check.

What are the benefits?

- Each GC purchaser/recipient receives a list containing all current business participants; your business name will be included.
- The business participants list is posted on the Morristown Partnership website, morristown-nj.org, at all times.
- Business listing in the annual Downtown Guide, which is distributed with each GC purchase.
- The Morristown Partnership does its utmost to educate the public about the value of shopping local. We regularly promote our GC Program in various media advertisements in which our business participant list could be included.
- Our bonus GC promotion, launched in 2009, offers all GC purchasers \$10 free for every \$50 purchase. This enables purchasers, your customers, to spend 20% more in your business! The bonus GC promotion is underwritten entirely by the Morristown Partnership via a \$20,000 allocation in our annual budget. The program runs year-round, while supplies last!
- GC valuing at the tens of thousands are sold annually; money that can only be spent at our participating businesses.

Co-Branding Opportunities

Custom branding is a great opportunity to promote your business locally and be sure and distribute gift certificates to your employees and clients to encourage them to enjoy all the shopping, dining, services and entertainment available to them right outside their door. Minimum spend is required.

Contact karen@morristown-nj.org for current opportunities

How do you redeem Morristown Partnership Gift Certificates?

We invite you to mail them to: Morristown Partnership, 14 Maple Avenue, Suite 201, Morristown, NJ 07960

(Mailed Gift Certificates are processed once a week) or come by our office on any weekday to receive a check for 100% face value reimbursement. Please do not bring an amount exceeding \$500.00 at one given time.

Let's work together to ensure an economically sustainable and vibrant downtown business district.

Please feel free to contact our office with any questions regarding the information provided.

Keep in touch!

Jennifer, Karen & Cassidy
(973) 455-1133

Jennifer Wehring, Executive Director, jennifer@morristown-nj.org
Karen Roettger, Director of Development, karen@morristown-nj.org
Cassidy Champi, Program Manager, cassidy@morristown-nj.org

ABOUT

Morristown Partnership is a Special Improvement District (SID) created in 1994, designated as a 501(c)3 nonprofit organization. It supports Morristown's vibrant business district by developing private/public partnerships among business, government, civic and community members. It is self-funded partly through special assessments on commercial properties located in the SID, foundation and/or government grants, promotional participation, sponsorships for community events and financial & in-kind donations.

The Morristown Partnership consists of approximately 500 commercial properties and 1,000+ businesses physically located in the SID. If you would like more information on the Morristown Partnership, please visit the website at morristown-nj.org or call at (973) 455-1133 for business opportunities, as well as commercial space for lease and sale, in downtown Morristown.

Follow the Morristown Partnership on Instagram @downtownmorristown and Facebook @MorristownPartnership throughout the year for developing news related to special promotions, new businesses and information on all we do including: Morristown Partnership Gift Certificate Program, Morristown Restaurant Week, Morristown Farmers Market, Morristown Festival on the Green, Halloween Trick-or-Treat and our month-long Christmas Festival at the Morristown Green.

