

WHY SPONSORSHIPS MAKE SENSE

INTRODUCTION

Lawrenceville Main Street (LMS) has come a long way since 1995, when a group of concerned citizens first met to reverse the deterioration of the Village commercial district. Today, there are no vacancies on Main Street, and the streetscape and landscape are greatly improved. LMS is equally proud of its many annual community events such as Music in the Park, the Jubilee, the Farmers Market, and the Taste of Lawrenceville. These events now attract hundreds, sometimes thousands of residents from Lawrenceville and surrounding areas.

2007 STATISTICS

On a monthly basis LMS is required to submit to New Jersey Main Street information about events, volunteer hours, advertising, new business opened, closed business. Below you will find the 2007 numbers:

Events held :	26	Volunteer Hours Tracked:	8223
Total Attendance:	14,920	Volunteer Dollars Worked if paid:	\$197,620
Visual impressions: Number of times the general public saw the Main Street name via: US mail, e-Mail advertising, press releases and media coverage	146,920	New Businesses Opened:	6
Unique Visitors to Website per year:	72,000	Business Closed:	2

2008 PLANNED EVENTS

Each year LMS puts on a series of events and programs. Enclosed in this proposal you will find a partial listing of the 2008 planned events. For complete listing of goings on in LMS visit our website at www.lawrencevillemainstreet.com.

OTHER LMS PARTNERSHIPS

LMS has had the privilege of partnering with a number of public and private organizations. Following is a partial list with examples of collaborative activities:

- 1. The Lawrenceville School (LS)** — A LS staff representative is on our Board. LMS occupies office space provided rent-free by the LS. LS hosts the annual LMS Golf Scramble and Taste of Lawrenceville on their campus. The school repro-center is also available to LMS for any coping needs. Throughout the year, LMS works directly with LS students who need to complete community service hours as a part of their school requirement. The LMS website and newsletter promote many LS events. The LMS Landscape Committee and the LS jointly maintain Weeden Park, which is owned by the school and made available to the community. LMS continuously works with the LS to make improvements to the Village and to Weeden Park.
- 2. Educational Testing Services (ETS)** — An ETS representative is on our Board. Over the years, ETS has provided computer services, printing services, use of ETS facilities, mail services, volunteers, and sponsorship of many LMS events.
- 3. The Lawrenceville Culinary Partnership (LCP)** — The LCP is a non-profit organization formed in 2006 by Main Street restaurateurs and area farmers to enhance life in the Village by connecting people through food. Members of the LCP generously participate in all LMS events, including the Taste of Lawrenceville, the Farmers Market, the Jubilee, and Music in the Park's Concert Café. Since 2006, LCP members have provided breakfast and lunch for Ennis Beley Project children and "Farm to Fork" tours of their farms and food

establishments. In addition, the LCP works with the Lawrence Chapter of the Mercer Chamber of Commerce and the LMS Business Development Committee to attract patrons and networking events to the Village.

4. **The Community Blood Council (CBC-NJ)** — Every November since 2000, LMS has promoted and conducted a blood drive in support of the CBC-NJ, a non-profit organization that has been providing blood services in our area for more than 30 years. In 2008, CBC-NJ will have their blood mobile at the Jubilee.
5. **The Princeton Corridor Rotary Club** — In June 2007, LMS partnered with the Princeton Corridor Rotary Club to continue a two-decade Rotarian tradition by honoring the top 40 students at Lawrence High School. Our two organizations screened candidates and hosted an honors dinner at the Greenacres Country Club. Rotary provides the scholarship awards.
6. **Rider University** — A Rider staff representative is on the LMS Board. Rider student volunteers assist with many LMS events throughout the year, including our Jubilee, our semi-annual clean up, and Holidays-in-the Village. LMS works directly with the Rider Student Affairs Division and the Scholars/Bonner Leaders Program, whose mission is to develop student civic confidence and competence.
7. **The Presbyterian Church of Lawrenceville** — The Church hosts several LMS events including the Annual Meeting and blood drive. The Reverend has been an LMS guest chef, giving a cooking demonstration at the Farmers' Market. The Church helps to publicize LMS events and provides volunteers.
8. **PEI Kids** — In 2007, LMS partnered with PEI Kids, a charitable organization dedicated to promoting and maintaining a safe environment for all children. A representative from PEI Kids was instrumental in organizing the Fall Harvest Festival and also coordinated an essay contest for children in grades K-6. Children described ways to keep their scarecrows safe. The Lawrence Ledger then published the prize-winning essays. PEI Kids also participates in the Jubilee.
9. **Sovereign Bank** — Each year, the bank provides LMS with ongoing volunteers to help with many events. In addition, each summer, Sovereign Bank sponsors the popular LMS Music in the Park program, a six-performance summer concert series. They also distribute balloons to all the children at each concert.
10. **Lawrence Township** — The Township is supportive of the Main Street Program and contributes financially each year to LMS. In 2006, LMS won the Mayor's Award for Economic/Community Development in recognition of our efforts on behalf of the community. LMS helps to promote township community events through our website, newsletter, and eNEWS. The Township will coordinate the distribution of funds for the federal Transportation Enhancement Program (TEA-21) grant awarded to LMS four years ago. These funds will be used to build new sidewalks, add benches, bicycle racks, and period lighting to the Village by mid 2008.