

# Party With Purpose

Media Kit



# Audience

## Local demographics



671,923

Hudson County population



83%

Participants based in New Jersey



57%

Female



43%

Male

## Event & Media Reach



1K+

5K runners & spectators



150+

Annual Winter Gala Attendees



6K+

Email database



24%

Avg. open rate



2.5K

Facebook followers



300+

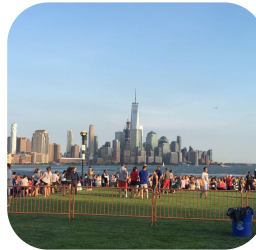
Instagram followers

# PWP

## Fast Facts

### **Our impact**

PWP has donated over \$1,000,000 to local branches of charities such as the Boys and Girls Club, TRUE Mentors, Community Lifestyle, Hoboken Historical Museum children's programming, H.O.P.E.S., Union City Music Project and more.



### **How we operate**

PWP is an IRS 501(c)3 approved charity run by volunteers who are inspired to make a difference in their local communities.

### **What we do**

PWP produces fun, unique community events to provide educational and recreational activities for disadvantaged youths.

### **How we started**

Founded in Hoboken, N.J. 2002, by Scott Delea, who following the attacks on 9-11 wanted to make a difference in his own local community.



## About Hoboken

Median age **32**

Population **53,000+**

Median rent **\$3700**

Median household income **\$153,428**

Livability score **77 out of 100**

College educated **72%**

Many parks that have Manhattan skyline views

Global eateries, bistros and bars cluster on  
Washington Street and Sinatra Drive

## **Your support make a difference!**

Contributions from generous individuals and businesses help PWP make a difference in the lives of those near and far. From Thanksgiving dinner to the children at the Boys & Girls Club to medical support for worldwide natural disasters, every penny counts.

To date, we have provided over \$1 million to support underfunded and worthy causes.

# 2022 Beneficiaries



# Party With Purpose

Annual 5K race



# Annual 5K Race



**2,000+**  
race participants

**1,000 +**  
after-party attendees





## About the race

As one of the biggest races in Hoboken, this event supports local youth charities, including TRUE Mentors, HOPES, Mile Square Theater and Community Lifestyle. The evening kicks off with 500+ runners participating in the waterfront 5K. An after party including live music and a beer/wine garden along the pier is a great way for volunteers and runners alike to end a successful night.

# Annual Charity Cornhole Tournament

## About the Cornhole Tournament

A fun day of cornhole, food, drinks and prizes all in an effort to raise money for cancer research and local children's charities.



# Winter Benefit Gala

## About the Gala

Attend the Winter Gala and help benefit some of the local children charities we support. Party, network and celebrate with dancing, cocktails, passed appetizers and a great view of NYC!



# Platinum Sponsor Benefits

## Platinum Sponsor Benefits

Continuous, year-round Sponsor logo identification for Sponsor Name on all PWP 5K and Winter Benefit promotional materials including PartyWithPurpose.org, promotional email blasts, social media posts, press releases, promotional print flyers, Hoboken window poster signs.

Sponsor recognition at all live pre-race promotions.

Premium logo visibility on Party With Purpose 5K race day t-shirt.

Premium logo visibility on 5K race day banner (throughout Hoboken pre-race and along the route race day).

Logo visibility and recognition online at PartyWithPurpose.org.

One (1) booth at PWP 5K race.

Two (2) registrations for Party With Purpose 5K.

Two (2) VIP invitations to Winter Benefit with primary seating, open bar and entertainment.

Right to use the PWP logo.

# Gold Sponsor Benefits



## Gold Sponsor Benefits

Continuous, year-round Sponsor logo identification for Sponsor Name on all PWP 5K and Winter Benefit promotional materials including PartyWithPurpose.org, promotional email blasts, social media posts, press releases, promotional print flyers, Hoboken window poster signs.

Sponsor recognition at all live pre-race promotions.

Logo visibility on Party With Purpose 5K race day t-shirt.

Logo visibility on 5K race day banner (throughout Hoboken pre-race and along the route race day).

Logo visibility and recognition online at PartyWithPurpose.org.

One (1) booth at PWP 5K race.

One (1) registration for Party With Purpose 5K.

One (1) VIP invitation to Winter Benefit with primary seating, open bar and entertainment.

Right to use the PWP logo.

# Bronze Sponsor Benefits

## Bronze Sponsor Benefits

Continuous, year-round Multi-Year Sponsor logo identification for Sponsor Name on all PWP 5K and Winter Benefit promotional materials including PartyWithPurpose.org, promotional email blasts, social media posts, press releases, promotional print flyers, Hoboken window poster signs.

Sponsor recognition at all live pre-race promotions.

Logo visibility on Party With Purpose 5K race day t-shirt.

Logo visibility on 5K race day banner (throughout Hoboken pre-race and along the route race day).

Logo visibility and recognition online at PartyWithPurpose.org.

One (1) registration for Party With Purpose 5K.

One (1) General Admission invitation to Winter Benefit with primary seating, open bar and entertainment.

Right to use the PWP logo.

# Get in touch

We look forward to partnering with you to impact lives! **Contact us today.**

[info@partywithpurpose.org](mailto:info@partywithpurpose.org)

[www.partywithpurpose.org](http://www.partywithpurpose.org)

[@party.w.purpose](https://www.instagram.com/party.w.purpose)