



JERSEY FRESH JAM 2025

20 YEARS OF FRESHNESS



photo by @slimbojimboyo

SATURDAY, AUGUST 16, 2025

NOON - 7PM

TERRACYCLE
1 TERRACYCLE WAY, TRENTON, NJ

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A CELEBRATION OF ARTS, AND CULTURE SINCE 2005

The Jersey Fresh Jam is New Jersey's premiere Hip Hop festival. Since 2005, the event has grown from a small, humble event into one of the most respected celebrations of Hip Hop culture on the east coast. At the twilight of every summer, aerosol artists from far and wide converge to adorn the walls of Terracycle INC with their signature masterpieces, while local and regionally known emcees, bands, and DJs provide the soundtrack for the days' festivities. This event is free and open to the public. Come and share the excitement! Promote your business with this great opportunity and support your art community!

WHEN: 08 16 2025 - NOON - DUSK
WHERE IT'S AT: TERRACYCLE - 121 NEW YORK AVE, TRENTON, NJ

J E R S E Y F R E S H J A M . C O M

LEON RAINBOW MURAL PRODUCTIONS

Leon Rainbow has been curating the live art productions at Jersey Fresh Jam with the help of Vicious Styles Crew members Mek, Ras, and Proze (RIP) since 2005. We strive to bring the brightest and best artists in the tristate area with an emphasis on black, brown and female artists from around the region and abroad.

Support for Leon Rainbow's productions will go directly to:

- Covering Paint & Art Materials
- Artist Hospitality & Traveling



MUSIC DIRECTION DJ IT'S JUST AHMAD

DJ Its Just Ahmad has been DJing and directing the music at Jersey Fresh Jam since its inception. He is joined by Almighty Boricua as the Master of Ceremonies. Notable music performers Cappadonna, El Da Sensei, and Masta Ace as well as great underground MC's, DJ's, and Producers.





OUR AREAS OF IMPACT

Local Business Vendors

Citywide and hyper-local community event exposure
Logo, Name and product/service info included in JFJ business directory, website and event promotions.

Photographers / Videographers

Press passes and exclusive access to Jersey Fresh Jam

Build professional portfolio shooting quality large scale events

Leverage recaps to create a referral network for outside bookings

Recap photos and videos will be tagged on website and digital promotion

BECOME A JERSEY FRESH JAM PARTNER

Is your brand looking to get more involved in the local community?

If corporate social responsibility is part of your mission, becoming a Jersey Fresh Jam Sponsor is the perfect way to make an immediate impact!

Corporate music festivals are often large financial commitments and rarely contribute back to the local creative economy. They spend massive amounts of capital to book “mainstream” talent that can attract large crowds but have been commercialized to a point that the only true beneficiaries are the national brands and agencies attached to them, not the local creative community. Truth be told, the enormous influence these corporate interests have on the market actually reduces the recognition and support for local establishments.





PRESENTING SPONSOR \$5,000

Logo Placement On All Digital & Traditional Media Communications

Full Category Exclusivity

Prominent Signage At Main Entrance and Event Stage

Two (2) 10' x 10' Tabling & Activation Areas

Media Access and Downloadable Link to Photos & Videos

Logo Placement on Promotional T-Shirt and Merchandise

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J E R S E Y F R E S H J A M . C O M

GRAFFITI ARTIST SPONSOR \$1,000

“Graffiti Artist Presented By”

Logo and Name Placement on Website, Digital Flyers

Exclusive Access to Host Sampling & Giveaways at

One (1) 10' x 10' Tabling & Activation Area

Sponsor Branded VIP & Access to Artist Area

Exclusive Media Access and Downloadable Link to Photos & Videos

BREAK DANCING SPONSOR \$1,000

“Break Dancing Area Presented By”

Logo and Name Placement on Website, Digital Flyers

Exclusive Access to Host Sampling & Giveaways at

One (1) 10' x 10' Tabling & Activation Area

Sponsor Branded VIP & Access to Artist Area

Exclusive Media Access and Downloadable Link to Photos & Videos

PATRON SPONSOR \$350

“Logo Placement On Website

One (1) 6ft Tabling & Activation Areas

Exclusive Member Offering

VENDORS

Limited Vendor spaces are available. Approved small business and artist spaces are \$100. Limited food truck spaces are \$200 plus the cost of and applicable City or State permits.

IN-KIND

If you are interested in trading sponsorship for goods or services please submit a simple proposal (email is fine) explaining how you want to sponsor Jersey Fresh Jam and What you expect in Return. Please include a brief breakdown of the estimated