

New Windsor Community Day

Sponsorship Information

About New Windsor Community Day and Our Sponsors

New Windsor Community Day started as an idea of Town Councilwoman Patricia Mullarkey and the late Town Councilwoman Susan Weyant. The idea was to provide a family friendly, enjoyable day for families and friends of New Windsor and surrounding areas. Our first Community Day was held in 2009, and was attended by approximately 2500 people. In 2010 the event was moved to Mount Airy Sports Complex and has been held there each year since. The event continues to grow each year, and for 2015 we had approximately 30,000 people visit throughout the day. For 2016 we are expecting 30,000+ with advertising covering multiple counties, including media partner K104.

New Windsor Community Day is an entirely self-funded family oriented event. No New Windsor tax payer dollars are used in support of this event. Parking, admission, entertainment, and most activities are available at no cost to visitors. To this extent, we rely heavily on our sponsors to support this event. The Committee works tirelessly with every level sponsor to make sure we give you extensive return on your sponsorship investment with us! Our sponsors return year after year and are always happy with the level of service and return on their sponsorship with us! We are always available for our sponsors no matter the time of year to help!

Our higher levels include exciting new promotional opportunities, including longer on our LED sign, radio promotion, enhanced signage at Community Day and many more great options.

Attached are different levels of business sponsorships we offer. Please contact us with questions, and we'll be happy to come to your office to go over the event with you! In addition to the items listed, the committee will always be happy to work with your business on any special ideas you may have. We truly work to no end to ensure our sponsors are completely happy.

Sponsor Contact Information: Matt Veronesi : (845) 565-7750 | Patrick Mangan: (845) 563-4606
Email: info@newwindsorcommunityday.com | Website: www.newwindsorcommunityday.com

2016 New Windsor Community Day: Saturday, August 27, 2016

Attractions and Events	Live Music All Day on TWO stages!
◇ Event spans two and half football sized fields	Hillbilly Parade - Country Rock
◇ 180+ Vendors and Community Groups	Groovy Tuesday - Classic Rock
◇ Delicious Food Vendors including a Wine & Beer Tent	American Idol Finalist Tim Urban
◇ Free Giant Swing Ride	Moondance - Classic, Country, Rock
◇ Large Kids Area with free "bounce houses"	The Tri States Hottest Party Band:
◇ Free Family Entertainment Shows	Breaking Crazy
◇ Free Petting Zoo	More Bands and Activities to Be Announced!
◇ Free Huge Arcade Trailer	Free Parking & Free Admission
◇ Free 30 ' Rock Climbing Wall	Tons more to be announced!
◇ Free Full Size Carousel	

****Many More Events & Attractions to be Announced! ****

Best Fireworks in the Area: 8:30pm

Premier Sponsorship : \$5000

Four Months Flex Time on 207 / Union Avenue LED Sign

Four months of your choosing anytime during the year on our 12'x10' LED Sign with expanded space (**three** slides of information), content of slides can be changed weekly. 55,000 cars pass through this intersection on a daily basis, this is a \$5,000 value alone based on normal ad rates.

Premier Mention on Radio and Print Ads

"New Windsor Community Day sponsored by" on all radio ads leading up to event. Our radio media partner is K104. Largest logo on all printed advertising

4'3' Sign on Entrance and Exit Road

We'll custom print and display your logo on a 4'x3' sign coming into the park, and also on the exit road leaving the park.

Twenty Foot Banner Hung Above Community Day

Your banner prominently displayed above the event. Don't have a banner? We'll custom make one for you.

Premier Mention by MC's on Both Music Stages All Day

Our MC on each of our two music stages will mention your business and promotional message.

Premier Sponsorship on Facebook and Website

We'll not only promote your sponsorship, we'll work with you to promote other aspects of your business throughout the year on our Facebook page.

VIP Printing

Need flyers or coupons printed? We'll take care of it in full

Summer Concert Series Premier Sponsorship

As part of your Community Day sponsorship, you'll receive a premier sponsorship of our eight week long Summer Concert series held at town hall attended by 1,000+ each week.

- Company banner on stage
- Company logo on cover of program
- Two full color pages for content of your choosing
- Opportunity to setup booth at all eight concerts
- Mention before and after concerts

Company Logo on Both Music Stages

Largest logo on both live entertainment stages.

Logo in Official Community Day Program

You'll have the largest logo in our program distributed in local papers and to all visitors at the event.

Complimentary Booth / VIP Parking / Food Passes

We'll help you pick out a prime area for your spot at Community Day. You'll have **two** parking spaces reserved for your staff. We'll also feed all your staff working the day.

VIP Booth Setup - Tent / Tables / Chairs

We'll provide a tent if you don't have one, and tables and chairs for your booth, setup and ready to go!

Photo Opportunity With Elected Officials Presenting Check

We'll custom make a check from your business, come to you, and photograph you handing the check to our Committee Chairs. We'll then distribute it out to the newspapers, and on our Facebook page.

LIMITED AVAILABILITY! Need to customize this package? We will work with your business to tailor it to your needs.

Headline Event Sponsor : \$3500

Three Months Flex Time on 207 / Union Avenue LED Sign

Three months of your choosing anytime during the year on our 12'x10' LED Sign with expanded space (**Two** slides of information), content of slides can be changed weekly. 55,000 cars pass through this intersection on a daily basis, this is a \$3,500 value alone based on normal ad rates.

Radio and Print Ads

Mention where possible in radio promotional appearances. Larger logo in all printed materials.

Banner Hung from Pavilion

Your banner prominently displayed on the Pavilion.

Headline Mention by MC's on Both Music Stages All Day

Our MC on each of our two music stages will mention your business and promotional message.

4'3' Sign on Entrance and Exit Road

We'll custom print and display your logo on a 4'x3' sign coming into the park, and also on the exit road leaving the park.

Headline Sponsorship on Facebook and Website

We'll not only promote your sponsorship, we'll work with you to promote other aspects of your business throughout the year on our Facebook page.

Summer Concert Series Headline Sponsorship

As part of your Community Day sponsorship, you'll receive a headline sponsorship of our eight week long Summer Concert series held at town hall attended by 1,000+ each week.

- Company logo on back cover of program
- Full color page for content of your choosing
- Opportunity to setup booth at all eight concerts
- Mention before and after concerts

Company Logo on Both Music Stages

Larger logo on both live entertainment stages.

Logo in Official Community Day Program

Larger logo in our program distributed in local papers and to all visitors at the event.

Complimentary Booth / VIP Parking / Food Passes

We'll help you pick out a prime area for your spot at Community Day. You'll have **one** parking space reserved for your staff. We'll also feed all your staff working the day.

VIP Booth Setup - Tables / Chairs

We'll provide tables and chairs for your booth if needed

Platinum Event Sponsor : \$2000

Two Months on 207/Union Ave LED Sign

You'll get two months, July 1 - August 31 on our 12'x10' LED Sign with one slide with content of your choice that can be changed weekly. 55,000 cars pass through this intersection on a daily basis.

Radio and Print Ads

Mention where possible in radio promotional appearances. Larger logo in all printed materials.

4'3' Sign on Entrance Road

We'll custom print and display your logo on a 4'x3' sign coming into the park.

Platinum Sponsorship on Facebook and Website

We'll not only promote your sponsorship, we'll work with you to promote other aspects of your business throughout the year on our Facebook page.

Summer Concert Series Headline Sponsorship

As part of your Community Day sponsorship, you'll receive a headline sponsorship of our eight week long Summer Concert series held at town hall attended by 1,000+ each week.

- Full color page for content of your choosing
- Opportunity to setup booth at all eight concerts
- Mention at the beginning of all eight concerts

Company Name on Both Music Stages

Name on both live entertainment stages.

Platinum Mention by MC's on Both Music Stages All Day

Our MC on each music stages will mention your business.

Logo in Official Community Day Program

Logo in our program distributed in local papers and to all visitors at the event.

Complimentary Booth / Food Passes

We'll help you pick out a prime area for your spot at Community Day. We'll also feed all your staff working the day.

Gold Event Sponsor : \$1000

Print Ads

Logo in all printed materials.

One Half of a 4'3' Sign on Entrance Road

We'll custom print and display your logo on a half of a 4'x3' sign coming into the park.

Gold Mention by MC's on Both Music Stages All Day

Our MC on each of our two music stages will mention your business.

Gold Sponsorship on Facebook and Website

Promotion on Community Day Facebook and Website.

Summer Concert Series Gold Sponsorship

As part of your Community Day sponsorship, you'll receive a gold sponsorship of our eight week long Summer Concert series held at town hall attended by 1,000+ each week.

- Full color half page for content of your choosing
- Opportunity to setup booth at four concerts
- Mention at beginning of four concerts

Logo in Official Community Day Program

Logo in our program distributed in local papers and to all visitors at the event.

Complimentary Booth / Food Passes

We'll help you pick out a prime area for your spot at Community Day. We'll also feed all your staff working the day.

Silver Event Sponsor : \$500

Print Ads

Name in all printed materials.

One quarter of a 4'3' Sign on Entrance Road

We'll custom print and display your logo on a quarter of a 4'x3' sign coming into the park.

Silver Mention by MC's on Both Music Stages All Day

Our MC on each of our two music stages will mention your business.

Silver Sponsorship on Facebook and Website

Promotion on Community Day Facebook and Website

Summer Concert Series Silver Sponsorship

As part of your Community Day sponsorship, you'll receive a silver sponsorship of our eight week long Summer Concert series held at town hall attended by 1,000+ each week.

- Full color 1/3 page for content of your choosing
- Mention at beginning of one concerts

Business Name in Official Community Day Program

Business Name in our program distributed in local papers and to all visitors at the event.

Complimentary Booth

We'll help you pick out a place for your spot at Community Day.

Bronze Event Sponsor : \$250

Bronze Sponsorship on Facebook and Website

Promotion on Community Day Facebook and Website

Part of a 4'3' Sign on Entrance Road

Your name will be part of a 4'x3' sign on the entrance road.

Business Name in Official Community Day Program

Business Name in our program distributed in local papers and to all visitors at the event.

Complimentary Booth

We'll help you pick out a place for your spot at Community Day.