



## 2011 Fact Sheet

<b>LOCATION:</b>	Riverfront Green Park, Charles Point Park and Downtown Peekskill, New York	
<b>DATES and TIMES:</b>	Friday, August 5	5:00pm – 9:00pm
	Saturday, August 6	8:00am – 11:00pm
	Sunday, August 7	11:00am – 4:00pm
<b>ATTENDANCE:</b>	20,000 (Entire festival)	
<b>AUDIENCE:</b>	Most attendees are between 30 and 50 years old, married with children and come from all over the Hudson Valley and New York metropolitan region.	
<b>ACTIVITIES:</b>	Arts & Crafts Show, Children's Activities, Community Tent, Dragon Boat Races, Elton Brand Youth Basketball Clinic, Entertainment, Environmental Displays, Farmers' Market, Fireworks Extravaganza, Food Booths, Historical Reenactments, Jan Peek 10K Race, Main Stage Concerts, and more.	
<b>MARKETING:</b>	Large-scale media exposure to over 900,000 radio listeners, 300,000 newspaper and magazine readers and 100,000 cable TV households.	
<b>OPPORTUNITIES:</b>	Large street banners hung at four key Peekskill intersections Banners on the Bay Street Bridge over Route 9 inclusion on posters, flyers, and other promotional literature Advertisement in Celebration Visitors' Program Guide (5000 copies) Listing on Sponsor Boards at festival entrances Website banner and listing with links to company sites On-site signage and booth space Business-to-Business networking	
<b>PROMOTIONAL IDEAS:</b>	Product sampling Database development (via register-to-win giveaways) Discounted product sales Contests Premium incentives Coupons and bouncebacks Cross-promotions Sponsor partnerships	

***Sponsorships provide a terrific opportunity to become involved with the largest festival in the lower Hudson Valley.***



***2011 Sponsorship Opportunities:  
A Sponsorship to Fit EVERY Budget!***

**Sponsorship Packages \$0 to \$1,200**

- |  |                       |
|--|-----------------------|
| <b>In-Kind Sponsorship</b>   | <b>\$0</b>            |
| Many sponsors provide a service or product in lieu of cash. Please call us to discuss what you can offer Celebration and what we can offer you! We need everything from volunteers to plastic bags, from advertising to equipment. |                       |
| <b>Journal Advertisement</b>   | <b>\$130 &amp; Up</b> |
| Journal Ads range from \$130 for a Business Card to \$750 for a full-page. See attached form for complete information.   |                       |
| <b>Celebration Commemorative T-shirts</b>  | <b>\$700</b>          |
| Sponsors will be listed on the back of the 200 Dragoner (volunteer) t-shirts worn during Celebration.  |                       |
| <b>Rose Sponsor</b>  | <b>\$700</b>          |
| Sponsorship of roses given to paddlers during the Cancer Awareness Race.   |                       |

<b>Dragons on the Hudson – Team sponsorships</b>	
<b>Club/Sport Team</b>	<b>\$700</b>
<b>Corporate Team</b>	<b>\$1,200</b>
Enter your team today to compete in this year’s Celebration Dragon Boat Races. Gather up friends, colleagues, co-workers, employees, and join the fun while competing for the Celebration Cup. It’s a great team-building event!	

**Sponsorship Packages \$2,000 - \$5,000**

- |   |                |
|---|----------------|
| <b>Pillars of the Community</b>   | <b>\$2,000</b> |
| Local community organizations, vital to the life and well-being of our community, will be on hand demonstrating why they are the pillars of the community and how others can help their important missions. As a public service, Celebration waives the vendor fees for up to a dozen non-profit groups so they have the chance to introduce themselves to the community. |                |
| <b>Pit Row</b>  | <b>\$2,000</b> |
| Rev yourself up for the most exhausting event at Celebration! Car and motorcycle enthusiasts will showcase customized and classic cars and motorcycles.   |                |
| <b>Jan Peek 10K Race</b>  | <b>\$3,000</b> |
| Title Sponsorship of the Annual Jan Peek Race draws approximately 120 runners and is considered one of the most grueling road races in the area. Race sanctioned by the Taconic Road Runners Club.  |                |
| <b>Paddle Party</b>   | <b>\$3,000</b> |
| Dinner and rally for all dragon boat teams. Trophies awarded. Held at the Riverfront.   |                |
| <b>Riverfront “Green” Zone</b>  | <b>\$3,000</b> |
| Make all things green! Sponsorship of environmental displays that instruct us on how to live a greener, more eco-friendly lifestyle. Since we honor the majesty of the Hudson River, being “green” is just a “natural” part of Celebration!   |                |
| <b>Cancer Awareness Race and Rose Ceremony</b>  | <b>\$5,000</b> |
| Sole sponsor of the Dragon Boat Cancer Awareness Race. Six teams of survivors, family and friends raise awareness and compete for Survivor Trophy. Race concludes with a touching Rose Ceremony at the finish line. Proceeds fund local cancer charities.   |                |

**Elton Brand Youth Basketball Clinic –SOLD**

**\$5,000**

Peekskill High School Graduate and NBA All –Star/Philadelphia Seventy-Sixer Elton Brand returns to his hometown to teach youth, ages 7 – 17, the fundamentals of basketball and a few lessons on life.

**Kids Fun Zone**

**\$5,000**

Activities range from Circus performers and Kid Friendly entertainers to a games and craft tent for kids 5-10 yrs. old.

**Sponsorship Packages \$10,000 - \$60,000**

**Riverfront Stage**

**\$10,000\***

Entertainment at the Riverfront during the weekend of Celebration will spotlight some of the region’s best musicians, as well as some of the finest family entertainers during the day. \*Co-sponsorships of the Riverfront Stage also available for **\$5000**.

**Hudson River Concert**

**\$15,000**

Title Sponsor of the Riverfront Concert on Friday Night featuring known performers.

**Dragons on the Hudson**

**\$20,000**

Title Sponsor of this rapidly growing Celebration favorite event! Teams compete in authentic and colorful Chinese dragon boats racing on the Hudson River. We are gearing up for forty teams and nearly 1,000 paddlers in 2011!

**Fireworks Extravaganza -SOLD**

**\$60,000**

Title sponsor of Celebration’s most talked about event! A 25-minute fireworks display, custom designed by an internationally-known professional fireworks company, set to music and simulcast on WHUD 100.7FM. Standing Room Only!

**General Information:**

Major sponsors will have their banners prominently displayed at the venue, along with the other promotional incentives.

Incentives include: Advertisement in the Celebration Visitor’s Journal, Listing on Celebration website with link to your company’s website, Company Listed on Billboards at Festival Entrances, Booth Space at Celebration, Invitations to VIP events, VIP parking passes, and Company Name in advertisements associated with sponsorship venue.



## ***Marketing and Public Relations Plan 2011***

Peekskill Celebration conducts an extensive advertising and public relations campaign to promote our festival and our sponsors. Our marketing strategy includes the following:

- Professionally produced television commercials used in various media formats.
- Professionally produced radio spots to be heard on WHUD, WLNA, WXPB, and WBNR.
- Professionally designed black print advertisements and/or flyers to appear in appropriate newspapers, magazines, and advertising publications such as: The Journal News, Yorktown Pennysaver, North County News, Hudson Valley Guide, and Boating on the Hudson Magazine.
- All year-round promotion and regularly updated information at our own popular website, [www.peekskillcelebration.com](http://www.peekskillcelebration.com).
- Distribution of press releases leading up to and aggressive media pitching the week of Celebration to drive attendance. Successful placements have included The Journal News, North County News, New York Times, News 12 and more.
- Calendar listings/placements on more than two dozen websites or in publications including The Journal News, LoHud.com, New York Times, North County News, News 12.com and others.
- Posters displayed at kiosks in Metro North stations on the Hudson Line and in area businesses.
- Large-sized banners placed at key intersections to Peekskill and along Route 9.
- Copies of PEEKSKILL CELEBRATION VISITORS' GUIDE are printed and distributed.
- Full color posters distributed throughout the area.

### **Peekskill Celebration 2011**

**1008 Park Street, Peekskill, NY 10566**

**Phone: 914-736-2000**

**[www.peekskillcelebration.com](http://www.peekskillcelebration.com)**



**2011 SPONSORSHIP FORM**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax No.: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company Web site \_\_\_\_\_ E-mail: \_\_\_\_\_

Please circle the sponsorship level desired, indicate preferences where available. Peekskill Celebration reserves the right to make changes where necessary in venues presented and merchandise available. Sponsor will be notified of any changes prior to final placement.

**Sponsorship Opportunities**

\$60,000	Fireworks Extravaganza - SOLD
\$20,000	Dragons on the Hudson _____
\$15,000	Exclusive Sponsor for Friday Hudson River Concert _____
\$10,000	Saturday Riverfront Stage _____
\$5,000	Co-sponsorship of Riverfront Stage _____ Kids Fun Zone _____ Elton Brand Basketball Clinic - SOLD Cancer Awareness Race _____
\$3,000	Jan Peek 10K Race _____ Dragon Boat Paddle Party _____ Riverfront "Green" Zone _____
\$2,000	Pit Row _____ Pillars of the Community _____
\$1,200	<b>Dragon Boat Corporate Team</b> _____
\$700	Commemorative T-Shirts _____ <b>Dragon Boat Club Team</b> _____ Rose Sponsor _____
In-kind	In-kind Service or Product _____

*Camera ready quality logo attached* \_\_\_\_\_

*Sponsorship check enclosed:* \_\_\_\_\_

*Camera ready ad copy attached* \_\_\_\_\_

**Make check payable to: Peekskill Celebration**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Office use only**

Date received: \_\_\_\_\_ Placement Approved: \_\_\_\_\_ Placement Revised: \_\_\_\_\_

Check received: \_\_\_\_\_ Check #: \_\_\_\_\_ Camera ready logo received: \_\_\_\_\_ Advertisement Received: \_\_\_\_\_