



2012 Fact Sheet

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| LOCATION: | Riverfront Green Park, Charles Point Park and Downtown Peekskill, New York | |
| DATES and TIMES: | Friday, August 3 | 5:00pm – 10:00pm |
| | Saturday, August 4 | 8:00am – 11:00pm |
| ATTENDANCE: | 20,000 (Entire festival) | |
| AUDIENCE: | 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. | |
| ACTIVITIES: | Arts & Crafts Show, Children's Activities, Community Tent, Dragon Boat Races including Cancer Awareness Race, Elton Brand Youth Basketball Clinic, Entertainment, Environmental Displays, Fireworks Extravaganza, Food Booths, Historical Reenactments, Jan Peek 10K Race, Main Stage Concerts, and more. | |
| MARKETING: | Large-scale media exposure to over 900,000 radio listeners, 300,000 newspaper and magazine readers and 100,000 cable TV households. | |
| OPPORTUNITIES: | 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 | |
| PROMOTIONAL IDEAS: | 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.

1008 Park Street, Peekskill, NY 10566
Phone: 914-736-2000
www.peekskillcelebration.com



Marketing and Public Relations Plan 2012

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, The Examiner News, Hudson Valley Guide, and Boating on the Hudson Magazine.
- Professionally designed advertisements and PSA's in area on line media such at Patch.com and Main Street Connect.
- All year-round promotion and regularly updated information at our own popular website, www.peekskillcelebration.com.
- Distribution of press releases leading up to an aggressive media pitching the week of Celebration to drive attendance. Successful placements have included The Journal News, The Examiner 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, The Examiner News, News 12.com, Patch.com, Main Street Connect, and others.
- Posters displayed at in area businesses.
- Large-sized banners placed at key intersections to Peekskill and along Route 9.
- 5000 Copies of PEEKSKILL CELEBRATION VISITORS' GUIDE are printed and distributed.
- Full color posters distributed throughout the area.

Peekskill Celebration 2012

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***2012 Sponsorship Opportunities:
A Sponsorship to Fit EVERY Budget!***

Sponsorship Packages \$0 to \$1,200

In-Kind Sponsorship

\$0

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.

Journal Advertisement

\$130 & Up

Journal Ads range from \$130 for a Business Card to \$750 for a full-page. See attached form for complete information.

Celebration Commemorative T-shirts

\$700

Sponsors will be listed on the back of the 200 Dragoner (volunteer) t-shirts worn during Celebration.

Rose Sponsor

\$700

Sponsorship of roses given to paddlers during the Cancer Awareness Races.

Dragons on the Hudson – Team sponsorships

Club/Sport/Cancer Awareness Teams

\$700

Corporate Team

\$1,200

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

Bicycle Stunt Show

\$2,000

National stunt bicyclist will perform on Saturday of Celebration. Shows will be held at the Riverfront several times during the day.

Pillars of the Community

\$2,000

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.

Jan Peek 10K Race

\$3,000

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.

Paddle Party

\$3,000

Dinner and rally for all dragon boat teams. Trophies awarded. Held at the Riverfront.

Riverfront "Green" Zone

\$3,000

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!

Cancer Awareness Race and Rose Ceremony

\$5,000

Sponsor of the Dragon Boat Cancer Awareness Race. Teams of survivors, family and friends raise awareness and compete for Survivor Trophy. Races conclude with a touching Rose Ceremony at the finish line. Proceeds fund local cancer charities.

Elton Brand Youth Basketball Clinic

\$5,000

Peekskill High School Graduate and NBA All-Star Elton Brand returns to his hometown to teach youth, ages 7 – 17, the

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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 **\$7500**.

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!

Fireworks Extravaganza

\$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 sound effects on Friday, July 13, 2012, 7PM. Standing Room Only!

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General Information:

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

Peekskill Celebration 2012 Sponsor Benefit Package:

Sponsors will receive the following. Sponsors at higher levels will receive larger advertisements and broader recognition for their sponsorship

- Your Company listed as sponsor of specific event venue of choice with signage at venue and in press information.
- Ad in our Program Guide (size determined by sponsorship level).
- Your Company listed on Celebration website sponsor page with link to your company website
- Rotating Banner ad on website with link available with qualifying sponsorship level.
- Listed as a sponsor of the Peekskill Celebration 2012 in all news releases
- Promotional Booth in commercial vendor area.
- VIP seating at Fireworks Extravaganza
- VIP parking pass

Peekskill Celebration 2012

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2012 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 Races _____ |
| \$3,000 | Jan Peek 10K Race _____ Dragon Boat Paddle Party _____ Riverfront "Green" Zone _____ |
| \$2,000 | Pillars of the Community _____ Bicycle Stunt Shows _____ |
| \$1,200 | Dragon Boat Corporate Team _____ |
| \$700 | Commemorative T-Shirts _____ Dragon Boat Club/ Cancer Team _____ 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: _____