

CELEBRATING LOCAL ARTS, MUSIC, FOOD, CULTURE + BUSINESS



27th

YONKERS RIVERFEST

Collaboration Package

SATURDAY, SEPTEMBER 14TH, 2019. NOON TO 7:00PM



2019

About Yonkers Riverfest



THE ANNUAL YONKERS RIVERFEST IS HELD ALONG THE MAJESTIC HUDSON RIVER AND IS THE LARGEST 1-DAY FESTIVAL IN WESTCHESTER COUNTY, BRING TOGETHER MORE THAN 15,000 PEOPLE. THE 2019 RIVERFEST WILL BE HELD ON SEPTEMBER 14TH, 2019 FROM NOON TO 7PM

Riverfest is a local event with broad appeal.

Riverfest is more than just a festival. It's a celebration of community. A time to gather with friends and family. A time for generations to listen to great music from every era and sample amazing foods. A time for Westchester-born stars to come home and honor their roots with inspired performances—from country and soul to hip-hop and rock (and more).

this year's attractions

15,000+ VISITORS

20 LIVE BANDS ON 3 DIFFERENT STAGES

100 + UNIQUE FOOD AND CRAFT VENDORS

KID-FRIENDLY ACTIVITIES, RIDES & GAMES

FREE MUSIC FOR EVERYONE

BEER GARDENS

ENVIRONMENTAL AREA





2019

This years focus



A TASTE OF YONKERS



**FOOD & CRAFT BEER
VENDORS**



**MUSIC:
LOCAL & BIG BAND**



ARTS & CULTURE



**FUN FOR THE
WHOLE FAMILY**



2019

Media Coverage



GREATER REGIONAL MEDIA EXPOSURE THAN EVER BEFORE!



TELEVISION

EXPANSIVE MEDIA COVERAGE TV COMMERCIALS, ONLINE FEATURES, FACEBOOK ADS, PRINT ADS, AND MORE



DIGITAL / WEB

100,000+ SOCIAL MEDIA IMPRESSIONS AND LIVE TWEETS DURING THE ENTIRE EVENT



PRINT

- 50,000+ FLYERS INCLUDING A FLYER SENT TO EVERY FAMILY WITH A CHILD IN THE YONKERS SCHOOL DISTRICT



RADIO

CO-OPERATIVE MARKETING VIA ALL BUSINESS PARTNERS AND THE CITY OF YONKERS MAYOR'S OFFICE

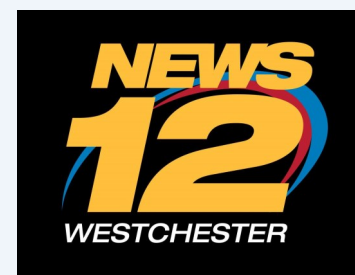


2019

Previous Collaborators



JOIN THESE GREAT SPONSORS!





2019


Collaborations



HOW CAN WE COLLABORATE?

Sponsorship allows organizations to not only to support the arts, but it is cost effective way to promote your business and products. Riverfest is packed with people and the crowd is not just from Yonkers, but from all over the county. The Yonkers Riverfest is a great opportunity to showcase your brand, sample products, showcase services, and build awareness in this vibrant and growing community.

Let us know what your current marketing and campaign goals are, and we will



**HERE ARE SOME COLLABORATION OPPORTUNITIES
WE'VE CREATED...**



2019

Sponsorship Opportunities





PRESENTING SPONSOR | \$25,000

Branding and naming rights of the event, "Yonkers Riverfest presented by "SPONSOR NAME" including:

- Speaking role on the Main Stage during the welcoming program
- Signage: Banner placement on *ALL* stages
- Your logo included on *ALL* promotional materials and press announcements as the "Presenting Sponsor" of the Yonkers Riverfest
- Your logo included in *ALL* advertising
- Logo placement on website with link to company website

Category Exclusivity at Present Sponsor Level

- VIP Access to performers and facilities
- Free booth at event (includes tent, tables and chairs)
- Full page color program AD
- Inclusion in 4 Facebook posts (4,600 + followers) 
- Personal SnapChat Geo Filter the day of the event 





2019

Sponsorship Opportunities





FIREWORKS SPONSOR | \$20,000

Branding and naming rights of the event, "Yonkers Riverfest Fireworks presented by "SPONSOR NAME" including:

- Speaking role on the Main Stage during the welcoming program
- Signage: Banner placement on *ALL* stages
- Your logo included on *ALL* promotional materials and press announcements as the "Fireworks Sponsor" of the Yonkers Riverfest
- Your logo included in *ALL* advertising
- Logo placement on website with link to company website

Category Exclusivity at Fireworks Sponsor Level

- VIP Access to performers and facilities
- Free booth at event (includes tent, tables and chairs)
- Full page color program AD
- Inclusion in 4 Facebook posts (4,600 + followers) 
- Personal SnapChat Geo Filter the day of the event 





2019

Sponsorship Opportunities




MAIN STAGE SPONSOR | \$20,000



Main Stage naming rights of the [Your Business] Stage at Riverfest including:

- Signage: Banner placement on the stage and additional banners
- Business name mention before and after all acts on your stage
- Included on *ALL* promotional materials and press announcements as the "[Your Business] Stage"
- The Main Stage has the headline performers & attracts the highest crowds
- Logo placement on website with link to company website

Category Exclusivity at Present Sponsor Level

- VIP Access to performers and facilities
- Free booth at event (includes tent, tables and chairs)
- Full page color program AD
- Inclusion in 3 Facebook posts (4,600 + followers) 



2019

Sponsorship Opportunities




STAGE SPONSOR | \$10,000



Stage naming rights for the stage of your choice including:

- Signage: Large banner on your stage
- Business name mention before and after all acts on your stage
- Included on promotional materials and press announcements as the "[Your Business] Stage"
- Logo placement on website with link to company website
- Choose from 3 different stages: Kids Stage, Main Street Stage or The Amphitheatre Stage

Category Exclusivity at Present Sponsor Level

- VIP Access to performers and facilities
- Free booth at event (includes tent, tables and chairs)
- Full page color program AD
- Inclusion in 3 Facebook posts (4,600 + followers) 



2019


Sponsorship Opportunities



WINE /BEER GARDEN SPONSOR | \$5,000



Naming rights of the [Your Business] Wine/ Beer Garden at Riverfest including:

- Signage: Banner on Wine/Beer Garden and additional banners
- Included on *ALL* promotional materials and press announcements as the "[Your Business] Wine/Beer Garden"
- Logo placement on website with link to company website
- VIP Access to performers and facilities
- Exclusive in festival Beer/ Wine sales at all Beer/ Wine Gardens (excluding Yonkers Brewing Co.)
- Free booth at event (includes tent, tables and chairs)
- Full page color program AD
- Inclusion in 3 Facebook posts (4,600 + followers) 



2019

Sponsorship Opportunities



GOLD SPONSOR \$5,000



GOLD SPONSOR include one naming rights for one of our section:


Arts pavilion

adults area

Environmental Area

Boat public sail

Kids carnival area

- Signage: Large banner at the entrance of your
- pre-**selected** section
- Your logo included on promotional materials and press announcements as the "[Your Business]"
- Your logo placed on our website with link to company website
- VIP Access to performers and facilities
- Free booth at event (includes tent, tables and chairs)
- Full page color AD in our program
- Inclusion in 3 Facebook posts (4,600 + followers) 



2019

Sponsorship Opportunities



Note: Special sponsorship packages, including exclusivity for specific brand sectors available upon request. Please email: jardrey@yonkersdowntown.com

BRONZE SPONSOR \$2,500

- 1/4 page color Ad in Program
- Inclusion in 1 Facebook Post (4,600 + followers) 
- Logo Placements on:
 - Website with link to company website
 - Printed Program
 - Promotional Flyer
- Free booth space at event on River Street
- Free table & 2 chair rental (Tent NOT included)

SUPPORTER \$1,000

- Logo Placement
 - Website with link to company site
 - All Printed Programs
- Free booth space at event on River Street
- Free table & 2 chair rental (Tent NOT included)



2019

Act Now!



CHECK COMMITMENT LEVEL + FAX/
EMAIL THIS COMPLETED FORM TO:

(914) 969-0331

jmartinez@yonkersdowntown.com

Questions: Call us at 914-969-6660

OFFICIAL SPONSORSHIP FORM

☐

Presenting Sponsor | \$25,000

☐

Fireworks Sponsor | \$25,000

☐

Main Stage Sponsor | \$20,000

☐

Stage Sponsor | \$10,000

☐

Wine/ Beer Garden Sponsor | \$5,000

☐

Gold Sponsor | \$5,000

☐

Bronze Sponsor | \$2,500

☐

Supporter | \$1,000

NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

WORK PHONE

FAX

CELL PHONE

EMAIL ADDRESS

SIGNATURE

BRONZE SPONSORS & UP:

Please email your logo & ad to:
jardrey@yonkersdowntown.com

SUPPORTERS & UP:

Will you require the free booth
space the day of the event?

Yes

☐

or

☐

No

QUESTIONS? CONTACT:

Jaime Martinez, Executive Director
jmartinez@yonkersdowntown.com

or

Jessica Ardrey, Operations Manager
jardrey@yonkersdowntown.com