

Celebrating

# RED HOOK

July 25, 2015

A full day of celebrating all that makes  
our community unique and dynamic



**Red Hook** ⚓ **Star** + **Revue**

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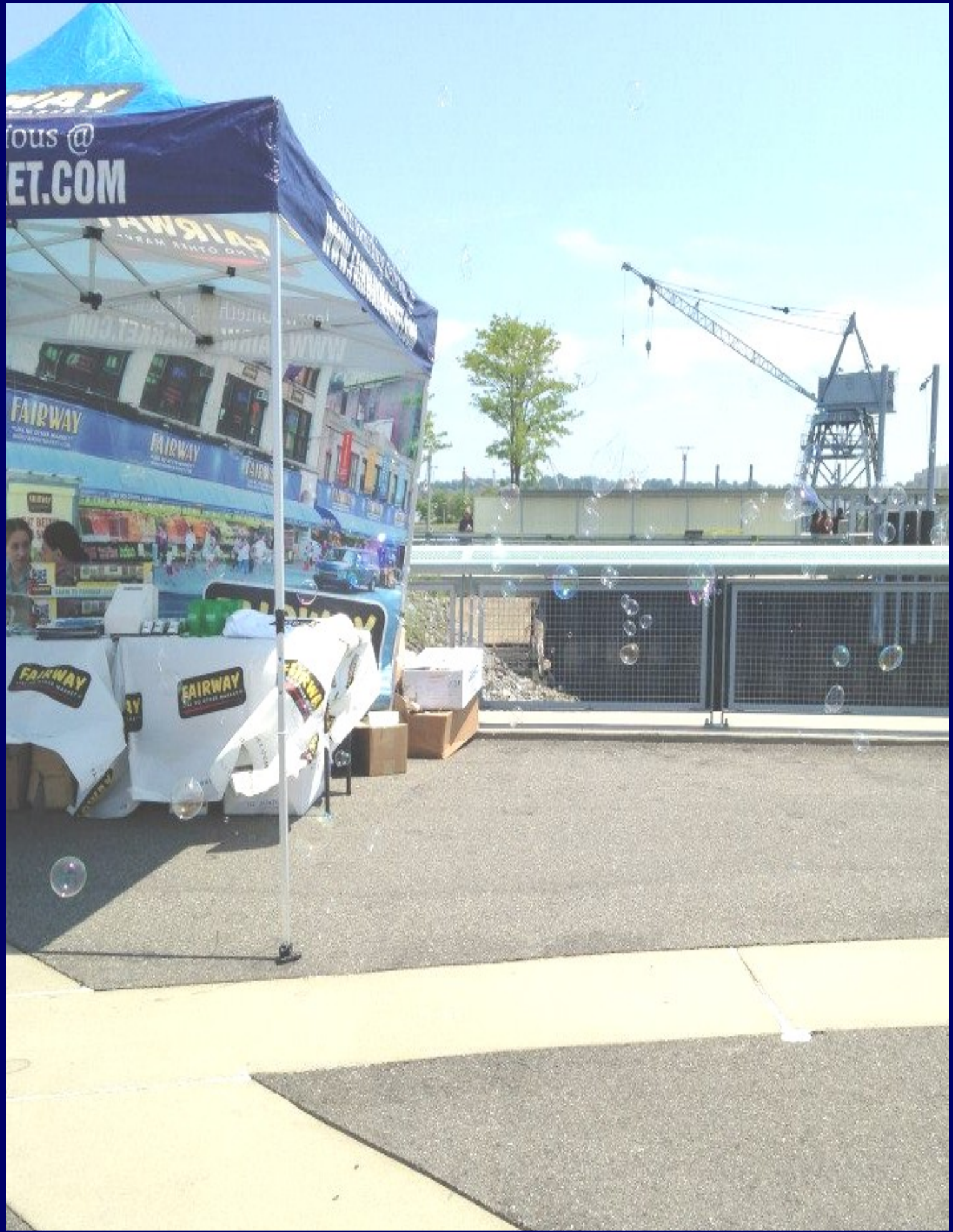
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## Project Overview

In July 2014, the *Red Hook Star-Revue* produced their first major event, **Celebrating RED HOOK** with the generous help of our sponsors, IKEA and Fairway. The event celebrates the diversity and artisan community of Red Hook, Brooklyn.

Last year, the event showcased more than 30 Red Hook artisans, seven local bands and musical groups, and dance performances by Cora Dance and Elite Fitness. IKEA brought the evening to a close with their annual fireworks display.



With urging from Congresswoman, Nydia Velazquez and other local politicians - as well as support from IKEA Brooklyn - we are organizing the 2nd Annual **Celebrating RED HOOK**. With the help of sponsorship, we will continue the unique festival and add more components this year.

This year, we want to expand **Celebrating RED HOOK** to include 50-75 artisans from Red Hook, provide onsite bathroom options, more interactive projects, wine and beer vendors, food options, and a marketing campaign.

We are extremely excited to have the opportunity to hold the event and work in collaboration with IKEA again this year. With your sponsorship, you will be helping us to showcase the many wonders of Red Hook, while supporting the local economy of the neighborhood.

The *Red Hook Star-Revue* looks forward to partnering with you to create the year's finest festival in all of Brooklyn!



## Event Details

**Celebrating RED HOOK** is a *Red Hook Star-Revue* event in collaboration with IKEA. Artisans, entrepreneurs and makers of Red Hook's community are invited to exhibit their products and services for sampling and purchasing. A full day of music and live performances accompany the event.

**What:** **Celebrating RED HOOK**

**Who:** *Red Hook Star-Revue* and IKEA

**Where:** Erie Basin Park

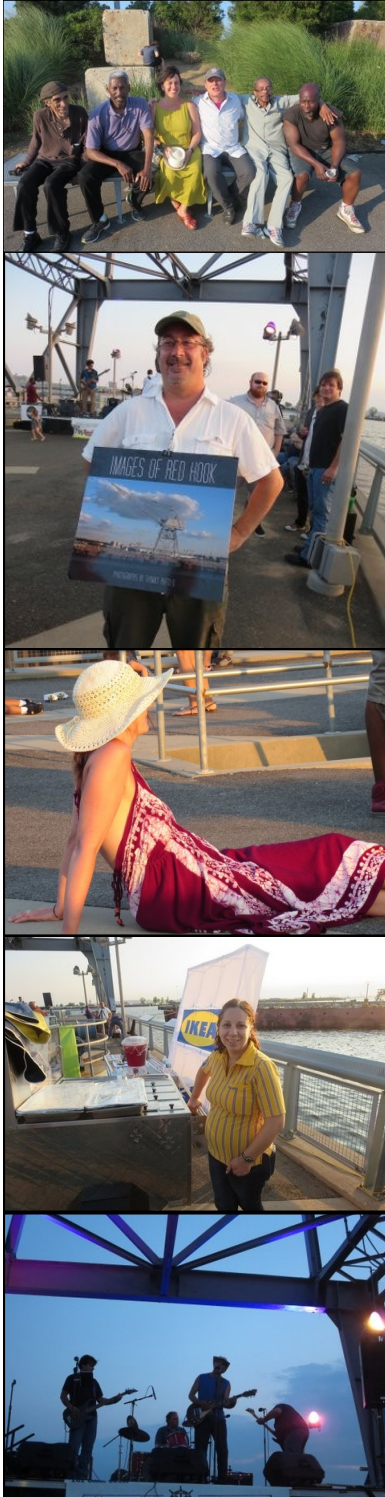
**When:** July 25, 2015  
12-9 pm

In order to allow as many vendors as possible, The *Red Hook Star-Revue* does not charge for table space at the event. Likewise, we want as many guests as possible to explore the wonders of our creative community as possible with no admittance fee.

The entire event is funded by sponsorships. To make the day as magnificent and complete as possible, please take a few moments to look over this presentation and consider sponsoring **Celebrating RED HOOK 2015**.



## Associated Costs



Sponsorship dollars will help provide **Celebrating RED HOOK** with a budget to expand the event to more vendors, reach more invitees throughout the borough and city, and create a pleasant and flavorful experience for all to experience the unique community of Red Hook.

Costs include:

- ◇ Stage rental, backline and musical instruments
- ◇ Sound technicians to set up, facilitate, and break down stage area
- ◇ Tables and chairs for the stage and dining area
- ◇ On-site bathrooms facilities
- ◇ Marketing materials: posters, postcards, flyers, banners, signage, etc.
- ◇ A 12-16 page newspaper spread dedicated entirely to the event. The publication will be available prior to, as well as at the event.
- ◇ Marketing campaign utilizing print, online and social media
- ◇ Security officers
- ◇ Insurance, licenses, permits, etc.

With your generosity, we can truly exhibit all of those wonderful things that make the Red Hook community unique and dynamic!

## Sponsorship Levels

All sponsorship levels will be included in the *Red Hook Star-Revue* marketing. Our vendors, participants and musicians will also be supplied with materials to distribute through their marketing channels with sponsors logos. Sponsors will be represented through email blasts, social media and will be linked on the newspaper's website.

Choose from the menu of sponsorship levels that will support our community of talent at this year's **Celebrating RED HOOK**.

Specific logo branding will included within - but not limited to - posters, flyers, postcards, banners, mailings, Facebook, Twitter, Instagram, the *Red Hook Star-Revue's* website and print edition, and other possible branding merchandise that may be sold at **Celebrating RED HOOK**. Branding merchandise may include shirts, coffee mugs, pencils and pens, bumper stickers, etc.

### Platinum Sponsorship:

\$5,000+

### Gold Sponsorship:

\$2,500 - \$5,000

### Silver Sponsorship:

\$1,000 - \$2,499

### Bronze Sponsorship:

\$500 - \$1,000





## Sponsorship Benefits

### Platinum Sponsors:

- ◇ Full page color ad in the *Star-Revue* special section for the **Celebrating RED HOOK** (\$760 value)
- ◇ Title placement of company logo on all marketing materials and at event
- ◇ Company logo and link to sponsor's website on *Red Hook Star-Revue* website
- ◇ Brief description (25-50 words) of company on website and press releases
- ◇ Individual banner on display during the **Celebrating RED HOOK**
- ◇ Name recognition during the event
- ◇ Priority vendor space at the event (12'x12')

### Gold Sponsor:

- ◇ Half page color ad in the *Star-Revue* special section for the **Celebrating RED HOOK** (\$460 value)
- ◇ Company logo on all marketing materials
- ◇ Company logo and link to sponsor's website on *Red Hook Star-Revue* website
- ◇ Individual banner on display during the **Celebrating RED HOOK**
- ◇ Name recognition during the event
- ◇ Priority vendor space at the event (10'x10')





### Sponsorship Benefits (cont'd)

#### Silver Sponsor:

- ◇ Quarter page color ad in the *Star-Revue* special section for the **Celebrating RED HOOK** (\$285 value)
- ◇ Company logo on all marketing materials
- ◇ Company logo and link to sponsor's website on *Red Hook Star-Revue* website
- ◇ Group sponsors banner on display during the **Celebrating RED HOOK**
- ◇ Name recognition during the event
- ◇ Vendor Space at the event (8'x8')

#### Bronze Sponsor:

- ◇ Eighth page color ad in the *Star-Revue* special section for the **Celebrating RED HOOK** (\$210 value)
- ◇ Company logo on all marketing materials
- ◇ Company logo on *Red Hook Star-Revue* website
- ◇ Group sponsors banner on display during the **Celebrating RED HOOK**
- ◇ Vendor Space at the event (8'x8')



## Marketing Strategy

Last year, the *Red Hook Star-Revue* was able to reach a target audience in Brooklyn through our own channels. This year, we are beefing up our marketing plan to ensure a wider audience and more Red Hook artisans. All sponsors will be an active part of this marketing plan.

Our marketing plan begins mid-May, and continues through the day of the event, July 25, 2015.

Many of our vendors have clientele that reaches beyond Red Hook and the surrounding neighborhoods. We will be providing them with marketing materials for both online and offline marketing of the event. They will be asked to promote the event through their customers with flyers, postcards and posters that include sponsor logos.

Our lineup of musical talent will be given specific marketing materials to distribute to their fans. These will also be generated through the *Red Hook Star-Revue* and will include sponsor logos.

A special tab on the *Star-Revue* for **Celebrating RED HOOK** will be dedicated entirely to the event. Sponsors' logos will be linked to a website of their choosing. A description of Platinum Sponsors will be included.

The *Red Hook Star-Revue* will be promoting the event via email in at least seven blasts through our contacts. Sponsors will be incorporated into the blasts as soon as sponsorship is confirmed.

Social media will also be used to promote the event. The *Red Hook Star-Revue* will create a Facebook page specifically for the event. It will be the common page for vendors, musicians, and audience to share. The page will be updated as we add musicians, vendors and sponsors. In addition, Twitter and Instagram will be used to promote the event.

We will also be making the event more visible to IKEA customers who come to shop the day of the event. We will be signage in the IKEA parking lot, and will have part of the event visible from the parking lot. Volunteers may also hand out postcards in the parking lot on the day of the event<sup>1</sup>.

<sup>1</sup> All marketing on IKEA property is subject to IKEA's policies regarding solicitation.

### Marketing Strategy (cont'd)

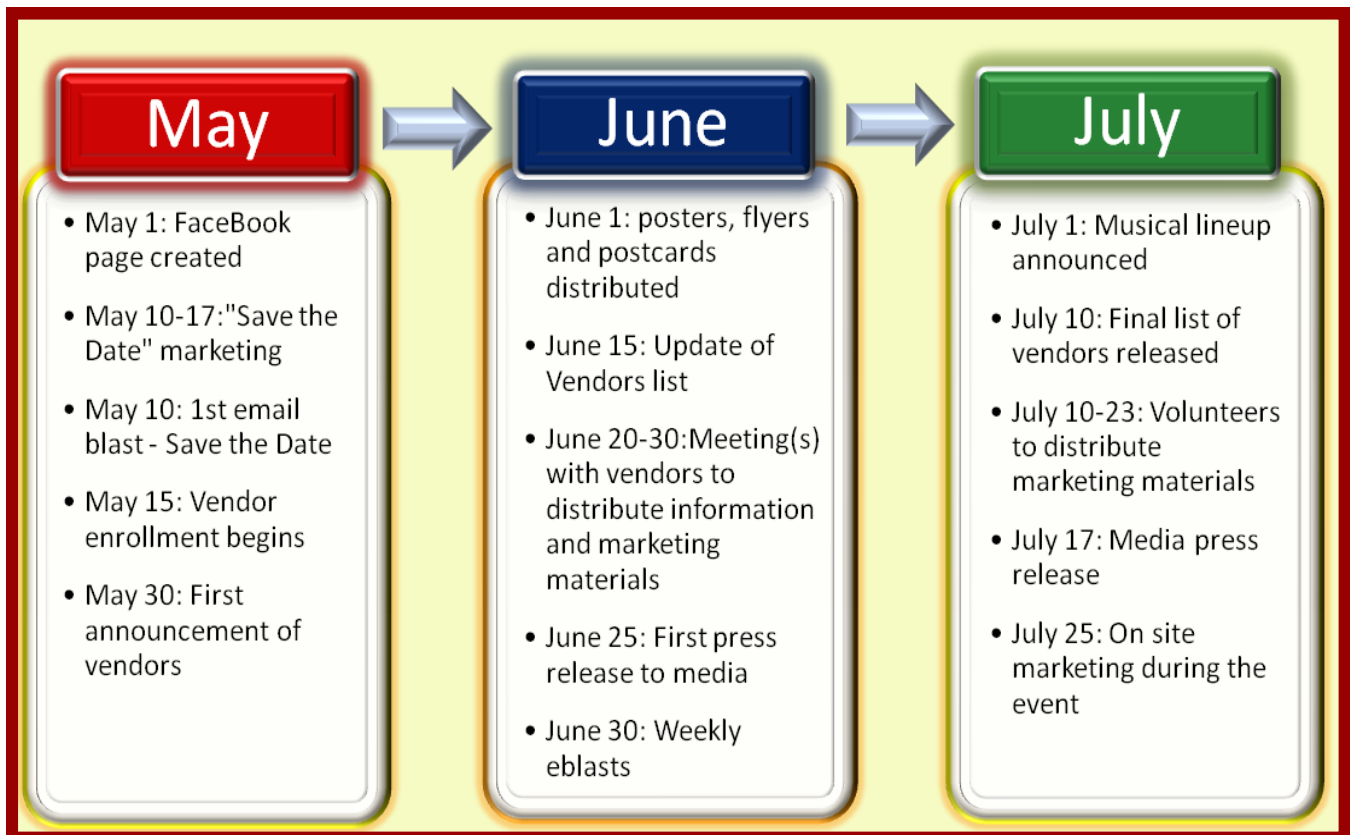
Visual signage will be on display in the weeks leading up to the event, as well as on location the day of the event. These materials will include posters, postcards, flyers, banners and other signage.

A press release will be sent out to local media outlets one month prior to the event , and then again no less than seven days prior to the event. Sponsors and logos will be included on both of these press releases.

Marketing campaigns include Save the Date, Artisan participants, and a complete musical lineup. These campaigns will be staggered to create and maintain interest about the event.

Sponsors will have access to all of our marketing material if they wish to help promote the event as well. They will also be able to opt out of specific marketing components at their own discretion.

Below is the basic marketing timeline.





## Sponsorship Contract

On behalf of \_\_\_\_\_, I am committed to supporting **Celebrating RED HOOK** with a sponsorship. I understand my contribution will be a direct donation to the event. The appropriate tax forms will be provided to me upon receiving payment in full.

All benefits related to the inclusion of printed materials, online forums and other signage is dependant on the sponsor meeting print and production deadlines.

**Deadlines and Payment Terms:**

We accept Master Card, Visa and American Express. Checks can be made payable to *Red Hook Star-Revue*.

Deadline for payment is on June 25, 2015 - 30 days before the event.

Signature on contract and a 10% deposit is required before sponsorship benefits will be honored.

For media and press inquiries, please contact Kimberly G. Price.

To sponsor **Celebrating RED HOOK**, please contact:

**Kimberly G. Price**  
 Event Producer  
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 Kimberly@RedHookStar.com  
 481 Van Brunt #8A  
 Brooklyn, NY11231

Sponsorship Packages

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Sponsorship Amount

\$ \_\_\_\_\_



Method of Payment

Check     
  Visa     
  MasterCard     
  American Express

Credit Card #:	Exp date:
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Printed Name	Signature	Date
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