

3rd Annual

The Red Hook  Star  Revue



Celebrating
RED HOOK

September 17, 2016

12-9 pm

Erie Basin Park

1 Beard Street, Brooklyn, NY

Rain Date: September 18, 2016

Celebrating all that makes our community unique and dynamic

KIMBERLY G. PRICE
Event Producer
501.231.4098
Kimberly@RedHookStar.com

GEORGE FIALA
Stage Manager
917.652.9128
George@RedHookStar.com

RED HOOK STAR-REVUE
481 Van Brunt, 8A
Brooklyn, NY 11231
718.624.5568
www.Star-Revue.com



Project Overview

The *Red Hook Star-Revue* is once again partnering with IKEA Brooklyn to present the 3rd annual *Celebrating RED HOOK* on September 17, 2016 from 12-9 pm.

In the age of Red Hook's gentrification, the *Star-Revue* feels it is important to keep our neighborhood connected. By bringing local artists, makers and entrepreneurs together, we hope to build the ever growing spirit of community.



The objective of *Celebrating RED HOOK* is to feature all of the diverse offerings of the neighborhood. Each year, we strive to build the festival - not only to include more of the area - but also to build the sense of community.

We rely on sponsorships to fund the festival. This year, we would love to have your support in making the event one of NYC's greatest festivals.

Sponsorship Benefits

Choose from the menu of sponsorship levels that will support our community of talent at this year's

Celebrating **RED HOOK.**

Platinum Sponsorship

\$5,000

Gold Sponsorship

\$2,500

Silver Sponsorship

\$1,000

Bronze Sponsorship

\$500

Platinum Sponsors:

- ◆ Full page color ad in the *Star-Revue's* special section
- ◆ Title placement of company logo on all marketing materials
- ◆ Company logo and link to sponsor's website on the *Red Hook Star-Revue* website
- ◆ Description of company on website and press releases
- ◆ Individual banner on display during the event
- ◆ Name recognition during the event
- ◆ Priority vendor space at the event

Gold Sponsor:

- ◆ Half page color ad in the *Star-Revue's* special section
- ◆ Company logo on all marketing materials
- ◆ Company logo and link to sponsor's website on the *Red Hook Star-Revue* website
- ◆ Group sponsors banner on display during the event
- ◆ Name recognition during the event
- ◆ Priority vendor space at the event

Silver Sponsor:

- ◆ Quarter page color ad in the *Star-Revue's* special section
- ◆ Company logo on all marketing materials
- ◆ Company logo on the *Red Hook Star-Revue* website
- ◆ Group sponsors banner on display during the event
- ◆ Name recognition during the event
- ◆ Vendor Space at the event

Bronze Sponsor:

- ◆ Eighth page color ad in the *Star-Revue's* special section
- ◆ Company logo on all marketing materials
- ◆ Company logo on the *Red Hook Star-Revue* website
- ◆ Group sponsors banner on display during the festival
- ◆ Name recognition during the event
- ◆ Vendor Space at the event

A full project proposal is available upon request.

Project Details

- ◆ This year, we have moved the festival to mid-September. The weather is cooler. More visitors and vendors will be able to attend.
 - ◆ Last year, 1487 guests attended the event. This year, our goal is to have 2,000 people come out for *Celebrating* **RED HOOK**.
 - ◆ We are projecting 50-75 vendors at the festival this year. Vendors will be encouraged to have interactive booths, where guests can watch them practice their craft. A secondary acoustic stage may be added for dance performances, solo musicians, and other activities.
 - ◆ Based on last year's costs, the budget for this year's event is estimated at \$18,867.
 - ◆ The day prior to the event, the *Star-Revue* - with the help of volunteers - will be setting up at Erie Basin Park. We will place barricades, mark the specific vendor areas and place the toilets. We will hang banners, signage, and have part of the rentals delivered. All major event components, excluding the stage will be set up Friday, September 16.
 - ◆ To help organize the event, we will be forming a committee to facilitate the many aspects of Celebrating Red Hook. The committee will consist of 6-10 people who we believe will be helpful to the process. The committee will meet once a month.
 - ◆ We will be implementing a strategic, phased marketing plan. The detailed plan will announce different details of the event along a timeline to keep interest and excitement surrounding the festival. Marketing began in mid-June, and will continue through the day of the event.
 - ◆ We will be recruiting volunteers for the day of the event as well as the days and weeks leading up to the event for setup, marketing, running the event, and other specific needs. Volunteers will be provided with a meal and/or refreshments while working with us.
 - ◆ The *Red Hook Star-Revue* has a detailed project proposal available upon request.
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Sponsorship Contract

Celebrating **RED HOOK**

Red Hook Star-Revue and IKEA

Erie Basin Park

September 17, 2016 @ 12-9 pm

On behalf of the Red Hook Star-Revue, thank you for sponsoring our event. Without generous sponsors, Celebrating **RED HOOK** would not be possible.

As a member of the Red Hook community, we are so humbled and thrilled to be able to host the entire community for the day.

We invite you to share in this special day with us by setting up a booth among us as we champion all that makes this amazing community unique and diverse.

Sincerely,
Kimberly



To sponsor the festival, please contact:

Kimberly G. Price

718.624.5568

Kimberly@RedHookStar.com

481 Van Brunt #8A

Brooklyn, NY 11231

Sponsorship Packages

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Sponsorship Amount

\$ _____

Method of Payment

- Check
- Visa
- MasterCard
- American Express

Credit Card #:

Exp. date:

Letter of Intent

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 dependent on the sponsor meeting print and production deadlines.

Printed Name:	Signature	Date
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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 August 27, 2016 - 21 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 Gail Price.