

2008 HARBORFEST OVERVIEW OF BUSINESS PARTNER BENEFITS

Benefits are commensurate with level of sponsorship commitment



GENERAL SPONSORSHIP

Customized Marketing Opportunities

- Sponsor will have the opportunity to work with Harborfest to develop marketing programs leading up to and during the festival.
- Sponsor may have the opportunity to develop direct marketing activities on-site at specific event.

Cross-Promotional Opportunities

- Sponsor's marketing agenda will be addressed
- Sponsor will have the ability to work with other Harborfest sponsors to create cross-promotional opportunities.

Public Relations Campaign

- Association with Harborfest – winner of numerous industry awards
- Extensive public relations campaign (exceeded \$285,000 in 2007) leading up to and during the festival. Includes press releases, television, radio and print, and web-site exposure.
- License to use the Harborfest logo in company promotion.
- Local media is strongly encouraged to recognize sponsors.

SPONSOR IDENTIFICATION

Promotion

- Sponsor recognition in festival information/schedule
- Opportunities for local Radio, Television and Print promotions.
- Inclusion in pre-event press releases related to the sponsored venue, event, performance or service.

Collateral Materials

- Special recognition by announcers during event.
- Direct distribution of Harborfest Newsletter

Web-site

- Promoted on and linked to your site from our website, www.oswegoharborfest.com, >2.6M hits August 2006 – August 2007, with >1.2M hits in July alone!
- Opportunity to hot-link to business partner sites.
- Promoted on nyscanals.gov, aroundcny.com, syracuse.com, oswego.com, among others.

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ON-SITE BENEFITS

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| Sponsor recognition | <ul style="list-style-type: none">▪ Community and park banner & sign placement by Harborfest staff in relation to sponsored venue, event or service▪ Opportunities for on-stage recognition |
| Direct Consumer Interaction | <ul style="list-style-type: none">▪ Harborfest attracts 300,000 each year over the three and a half days. The Saturday Fireworks Spectacular event draws 130,000. |
| Logistical Support | <ul style="list-style-type: none">▪ Harborfest makes every effort to facilitate sponsor's requests, if services are available.▪ Sponsor provides Harborfest with any additional tent, electrical, water, or other on-site requirements. |
| Sampling | <ul style="list-style-type: none">▪ Sponsor may develop a product sampling program with the festival, with all permits, licenses, security, utility requirements and logistics being the responsibility of the sponsor. |
| Sponsor Perks | <ul style="list-style-type: none">▪ Sponsors may receive complimentary concert and other event VIP seating and parking passes.▪ Sponsors receive an official Harborfest poster. |
| Employees' Volunteer Opportunities | <ul style="list-style-type: none">▪ Sponsors will receive information about the many volunteer opportunities during Harborfest.▪ Harborfest provides additional marketing opportunities through giveaways in the Volunteer Gift packs. |

SPONSOR HOSPITALITY

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| Kick-Off GALA! | <ul style="list-style-type: none">▪ Sponsors receive tickets to the Kick-Off GALA providing networking opportunities with community and business leaders, media representatives and other sponsors. The number of tickets is relative to sponsorship level. |
| Sponsor Reception Hospitality Areas | <ul style="list-style-type: none">▪ Opportunity to use available Harborfest hospitality areas for business or customer events (as associated with the venue or event sponsorship).▪ Sponsors may receive information about the availability for hosting other sponsor hospitality areas in festival venues. |