

2008 HARBORFEST SPONSORSHIP OVERVIEW OF OPPORTUNITIES



Harborfest is grateful to our business partners for their generosity and continued support of this family-oriented festival. Join the dozens of savvy business leaders who have discovered the value of a Harborfest sponsorship! Harborfest has been named one of the 2008 Top 100 Events in North America—an award we have won four times over!

ENTERTAINMENT & EVENTS:

Sponsorship will expose your company name and logo to a huge audience of more than one-third million consumers through direct name identification. Event sponsorships are typically available at amounts ranging from \$10,000 to \$100,000.

Fireworks Spectacular

Saturday night world class choreographed fireworks display over Lake Ontario, simulcast by local radio station. **—SOLD—**

Children' Activities

- Cultural Programming & Workshops-The Caribbean Islands
- Children's Parade
- Children's Hands-On Workshops
- Children's Entertainment
- Sports Demos

Stage Sponsors Musical & Other Stage Presentations

- Stage Title Sponsorships--Breitbeck Lakeview Main Stage, Children's Stage, Veteran's Stage (River Walk West area), East Park Family Stage
- Battle of the Bands
- Thursday & Friday night Main Stage national act concerts
- Disney Radio Concert—Friday afternoon
- Salute to Seniors Concert
- Sunday afternoon programming

Other Performances & Events

- Busker's Alley--Street entertainers (jugglers, musicians, clowns, puppets)
- Dance Studio Demonstrations
- Frisbee Dog Demos
- Harborfest Song Contest
- Harbortaville Boat Decorating Contest & Parade
- Kick-Off GALA! — Pre-festival sponsor and business partner networking reception with press and other dignitaries—an invitation only event.
- Juried Arts & Crafts Show-- An anchor event of Harborfest with over 100 vendors located along the Oswego River at River Walk East.

Food Court

New in 2007, the Food Court provides a covered area in Breitbeck Park's food corridor with a large seating area for the convenience of fest goers.

MARKETING UNIT

Marketing units with product displays and sampling opportunities are available in high-traffic, mutually agreeable sites priced at \$4,000 to \$10,000 depending on size and location.

2008 HARBORFEST SPONSORSHIP OVERVIEW OF OPPORTUNITIES

PROGRAMS / SERVICES

Supporting partnerships that help to fund programs, activities, and services at amounts ranging from \$1,000 to \$10,000 and up for title sponsorships.

Transportation & Trolley Partners

Visitors are encouraged to ride the CENTRO shuttle bus and the historic festival Trolley system that is staffed by volunteers who provide a commentary to the public on local points of interest. New in 2007, water taxi service ferries visitors between West and East River Walks for a small fee. Other Transportation Partners support festival needs for moving entertainers, managers, and products between venues.

Volunteer Program

Volunteers run the sites, stages and operational functions of the festival. In their brightly colored shirts, their pride and spirit are evident to every visitor, along with the sponsor's logo!

Information Centers

Information Centers are housed in tents in each festival venue where Park Managers and volunteers answer questions, provide directions, disburse Lost Child Tags, and contact emergency services, when necessary

Memorabilia

Festival souvenirs and memorabilia sales help to support the festival.

Hospitality

Donated and purchased refreshments are prepared and served to our visiting vendors and performers. Harborfest provides accommodations for some of our support groups.

Cleanup Recycling

Volunteers share in the challenge of keeping picnic areas and festival grounds clean! Recycling is strongly enforced during Harborfest, and the use of aluminum cans is encouraged throughout the festival.

Lost Child Tags

Sponsor provided "lost child" tags are encouraged for all families traveling with youngsters.

General Festival Contributing & Support Partners

Accommodations (for some festival support groups), Administrative Office Support (equipment & supplies), Ambulance, Communication (including phones, radios, & website support), Security, Safety, Emergency Services, Power (including electrical, generator, and propane), Traffic Control & Parking

PRODUCTS / SERVICES

Sponsorship opportunities are available for Harborfest "Official" products and services at amounts ranging from \$2,500 to \$10,000. "Official" suppliers provide monetary and in-kind support and benefit from increased sales and recognition during and often after the festival. These Business Partners receive enhanced recognition as involved and helpful neighbors in the central New York community.

Official Sponsors in the past have included: Florist, Hotel, Ice, Office Equipment, Propane, Vehicles, Water & other beverages, Wireless phones