STATEN ISLAND’S COUNTY FAIR

SEPTEMBER 5 – 7

SPONSORSHIP PACKAGE

CONTACT: ELIZABETH WILSON
DEVELOPMENT OFFICER
(718) • 351 • 1611 X245
DEVELOPMENT@HISTORICRICHMONDTOWN.ORG

Historic Richmond Town • 441 Clarke Ave, Staten Island, NY 10306
www.historicrichmondtown.org • (718)-351-1611
40TH ANNIVERSARY OF THE RICHMOND COUNTY FAIR!

Celebrating 40 years of Staten Island, The Richmond County fair returns this Labor Day Weekend! As New York City’s only County Fair, the grounds of Historic Richmond Town will host one of the biggest, longest running and well-attended festivals in the city - all while supporting local businesses and American History!

85% New York City residents
15,000+ expected attendance
85% satisfaction rate

Digital Media Exposure
Your organization will benefit from more than 9,000 Facebook followers; ages 25-65, more than 5,000 Instagram followers and 2,000+ on Twitter and we’re still growing!

2017-2018:
12% increase in Facebook Followers, 40% increase in Instagram followers, 60% increase in engagement

Advertising Strategy
Our advertising strategy includes: social media advertising, local newspapers and magazines, NYC travel blogs, event listings and more! Our advertising campaigns have reached more than 65,000 New Yorkers between the ages of 25-65!

Sponsorship Makes a Difference
As a 501(c)3 educational non-profit, Historic Richmond Town depends on sponsors to fulfill its mission and offer community engaging events like The Richmond County Fair!
## Sponsor Levels

### Richmond County Fair Event Sponsor – $20,000

**Sponsor the entire weekend! “Your organization’s” Richmond County Fair!**

- Naming rights to the Richmond County Fair
- Logo or name on all entrance wristbands
- Full individual banner in prime location
- 4x6 ad on website, ticketing page and event map
- Logo and shout out in all advertising and promotional material
- 8 MC shoutouts on main stage
- Logo on 3’x20’ event banner
- 1 full event vendor/display space of your choice in size
- Discounted tickets for your entire organization with your own discount code
- 10 event passes with VIP escorted entrance
- Social media coverage throughout the summer

### Fairway Grounds Sponsor – $15,000

**Sponsor the carnival rides and games!**

- Naming rights to the entire fairway ground
- Banner and signage throughout sponsored area and all fairway signage
- 4x6 ad on website and ticketing page
- 6 MC shout outs on main stage
- Social media coverage throughout the summer
- Logo on event map, advertising and promotional material
- Logo on 3’x20’ event banner
- 1 full event 10’x20’ vendor/display space
- 10 event passes with VIP escorted entrance

### Music Festival Sponsor – $10,000

**Sponsor the Main Stage Music Festival for the entire weekend!**

- Naming rights to the stage
- Banner and signage on the main stage
- 4x6 ad on website and ticketing page
- Logo on event map, advertising and promotional material
- Social media coverage throughout the summer
- 6 MC shout outs on main stage
- Logo on 3’x20’ event banner
- 1 full event 10’x20’ vendor/display space
- 10 event passes with VIP escorted entrance

### Major Attraction Sponsor – $5,000

**Sponsor a main attraction such as pig racing, petting zoos and stunt shows!**

- Naming rights to the attraction show
- Signage at sponsored area and all attraction signage
- Logo on website, ticketing page and event map
- Logo in all advertising and promotional material
- Social media coverage throughout the summer
- Logo on 3’x20’ event banner
- 1 full event 10’x20’ vendor/display space
- 6 event passes
- 4 MC shout outs on main stage and attraction area
THE TAVERN TERRACE SPONSOR – $3,500
Sponsor the Tavern Terrace: Beer Garden along with weekend long performances.

- Naming rights to the Tavern Terrace stage
- Signage at sponsored area
- Logo on website, ticketing page and event map
- Special mention in all advertising and promotional material
- Social media coverage throughout the summer

- Logo on 3’x20’ event banner
- 1 full event 10’x10’ vendor/display space
- 3 event passes
- 3 MC shoutouts on main stage

SIDE SHOW STAGE SPONSOR – $2,000
Sponsor a performance such as fire-eating, acrobats, contortionists, etc!

- Signage at area of content and contest collateral
- Mention in all online ads
- Mention in event programming
- 3 group posts on social media

- 2 event passes
- 1 full event 10’x10’ vendor/display space
- 1 MC shout out on main stage

MAIN STAGE CONTEST SPONSOR – $1,000
Sponsor a Main Stage contest such as Hot Dog Eating, Pie Eating, etc!

- Signage at area of content and contest collateral
- Mention in all online ads
- Mention in event programming

- 3 group posts on social media
- 2 event passes
- 1 full event 10’x10’ vendor/display space

CONTEST SPONSOR – $500
Sponsor a competition such as the Photography Contest, Baking Contest, etc!

- Signage at area of content and contest collateral
- Mention in all online ads
- Mention in event programming

- 3 group posts on social media
- 2 event passes

HISTORIC TRADE SPONSOR – $300
Sponsor a historic trade such as blacksmithing, carpentry, printing, weaving, etc!

- Signage at area of content and contest collateral
- Mention in all online ads

- Mention in event programming
- 3 group posts on social media

Sponsorship forms and payment can be completed at www.historicrichmondtown.org/sponsorship
For more information call Elizabeth Wilson at (718)-351-1611 x245 or email ewilson@historicrichmondtown.org
SPONSORSHIP FORM

SPONSORSHIP LEVEL ______________________________________ AMOUNT $_____________________

ORGANIZATION NAME: ______________________________________________________________________
(This is how it will appear on all promotional material.)

ADDRESS: __________________________________________________________________________________
(City) (State) (Zip)

SOCIAL MEDIA HANDLES:

FACEBOOK: _________________________________  INSTAGRAM: ________________________________
TWITTER: ____________________________________

CONTACT INFORMATION:

NAME: ______________________________________       PHONE: _________________________________

EMAIL ADDRESS: _________________________________________________________________________

ADDITIONAL NEEDS/COMMENTS: _________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

PLEASE CHECK ALL THAT APPLY

☐ I WILL BE UTILIZING THE COMPLIMENTARY VENDOR/DISPLAY AREA BENEFIT.

☐ I WILL BE UTILIZING THE COMPLIMENTARY EVENT TICKET(S) BENEFIT.

PAYMENT

☐ Check
  All checks can be made payable to Historic Richmond Town
  and mailed to 441 Clarke Avenue, Staten Island, NY 10306

☐ Credit/Invoice
  You will be emailed an invoice payable via credit card.
  Please provide a billing email address below. Leave blank if same as above.

  Email: _______________________________________________________

☐ Cash
  Cash must be hand delivered to Historic Richmond Town’s business office:
  249 Center Street, Staten Island, NY 10306

Signature: _______________________________       Date: __________________________