



RED HOOK FEST

2018 SPONSORSHIP OPPORTUNITIES



presents

RED HOOK FEST 25th Anniversary

WHAT: Red Hook's **LARGEST** annual event- attracting a diverse audience of more than 5,000 people.

World-class progressive musicians, dancers, and spoken word artists share the stage with 100+ pre-professional youth performers.

Dozens of community partner organizations provide critical resources, such as:

Jobs training, Health Screening, Fitness Activities, Education Resources

WHEN: **Community BBQ & DJ Dance Party**
FRIDAY, June 1st, 5:30pm-8:30 pm

Main stage Performances
Saturday, June 2nd, 2:00pm-7:00 pm

WHERE: **Ikea's Erie Basin Park**
A scenic waterfront park steps from the Ikea Ferry stop





Benefits for Sponsors:

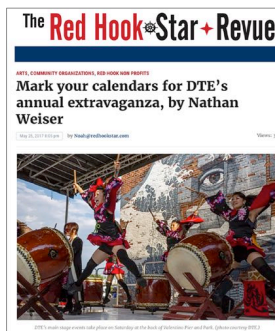
Red Hook Fest takes place in a diverse and expanding neighborhood.

The 25th Anniversary will enjoy added patronage from IKEA shoppers and ferry commuters.

DTE's decades-long community relationships brings unprecedented neighborhood turnout.



Past media coverage for the Red Hook Fest includes *The New York Times*, *The Village Voice*, *The New Yorker*, *Time Out New York*, Cablevision, News 12 Brooklyn, Bric TV, CUNY TV, *The Brooklyn Paper*, *The Red Hook Star Revue*, and the *Brooklyn Daily Eagle* as well many online blogs and cultural event websites.





Our Community:



	Red Hook	Brooklyn	New York City
Total Population	10,300	2,650,000	8,550,000
Median Income	\$49,396	\$44,593	\$51,270
White	17%	36%	33%
Hispanic	43%	19%	29%
Black	36%	35%	23%
Asian	2%	13%	13%
Other	2%	3%	3%



Sponsorship Benefits

Benefit [# of impressions]	Lead Sponsor [680,000] \$20,000+	Presenting Sponsor [430,000] \$10,000+	Major Sponsor [70,000] \$5,000+	Sponsor [20,000] \$2,500+	Partner [12,000] \$1,000+	Supporter [6,000] \$500+
Main stage Naming Rights [600,000]	✓					
Logo in Time Out NY ad [350,000]	✓	✓				
News 12 BK Crawl Mention [178,000]	✓					
Sponsor Featured Artist [100,000]		✓				
Logo on Red Hook Fest Flyer [50,000]	✓	✓	✓			
Inclusion in select ad copy [10,000-20,000]	✓					
Logo on websites [8,000-12,000]	Home page + sponsorship page	Home page + sponsorship page	Sponsorship page only	Sponsorship page only	Sponsorship page only	Sponsorship page only
Onstage Acknowledgement [4,000-12,000]	✓	✓	✓	✓	✓	✓
Red Hook Fest Communications [1,000-10,000]	<u>Logo + Copy</u> in E-Letter, social media, VIP letter	<u>Logo + Copy</u> in E-Letter, social media, VIP letter	<u>Logo only</u> in E-Letter and social media	<u>Logo only</u> in E-Letter and social media		
Main stage Signage [6,000-10,000]	✓	✓	✓	✓	✓	

Benefits Explained

* Naming Rights <i>Benefit available to Lead Sponsors only</i>	For all purposes (including media references) this year's Red Hook Fest will be referred to as "Dance Theatre Etcetera and YOUR ORGANIZATION'S NAME present: The 25 th Annual Red Hook Fest." [600,000+ impressions]
* Sponsor Featured Artist <i>Benefit available to Presenting Sponsors</i>	For all purposes (including media references) the first reference to the selected main stage artist will be referred to "YOUR ORGANIZATION'S NAME presents Artist Name." [100,000+ impressions]
* Time Out New York Ad <i>Benefit available to Lead Sponsors and Presenting Sponsors</i>	Your organization's logo in the Time Out New York Red Hook Fest ad. [350,000+ impressions]
* News 12 BK crawl <i>Benefit available to Lead Sponsors only</i>	Your organization's name on the news ticker on News 12 Brooklyn. [178,000+ impressions.]
* Logo on Flyer <i>Benefit available to Lead, Presenting, and Major Sponsors</i>	Your organization's logo on the official festival flyer to be distributed throughout Brooklyn schools, community centers, popular public spaces, and amongst artist and partner networks. [50,000+ impressions]
* Inclusion in Ad Copy <i>Benefit available to Lead Sponsors only</i>	Your organization's name on Red Hook Fest ads appearing on Google, Facebook, and other platforms. [10,000-20,000+ impressions, depending on sponsorship level.]
Logo on website <i>Benefit available to all sponsorship levels</i>	Your organization's logo on the official Red Hook Fest homepage, Dance Theatre Etcetera's home page, and/or the sponsorship page. [8,000-12,000 impressions, depending on sponsorship level.]
Main stage signage <i>Benefit available to Lead Sponsors, Presenting Sponsors, and Major Sponsors, Sponsors, and Partner.</i>	Right to hang a banner or sign up to 12' feet long on (or near) the festival main stage. [6,000-10,000 impressions]
* Red Hook Fest Communications <i>Benefit available to Lead Sponsors, Presenting Sponsors, and Major Sponsors, and Sponsors.</i>	Your organization's logo and select copy in Red Hook Fest promotional social media, email marketing, and other communications. [1000-10,000 impressions, depending on sponsorship level.]
Onstage Thank You <i>Benefit available to all sponsorship levels</i>	Festival emcees will recognize your contribution between acts during Red Hook Fest. [4,000-12,000]

* Full reach and impressions dependent upon Red Hook Fest marketing schedule.



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Previous Sponsors

