

# **CLIFFHANGER PRODUCTIONS, INC.**

161 Park Avenue Rutherford, New Jersey 07070-2307

Phone: (201) 460-8335 Fax: (201) 460-1012

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[WWW.CLIFFHANGERPRODUCTIONS.COM](http://WWW.CLIFFHANGERPRODUCTIONS.COM)

## **EAST RUTHERFORD COLUMBUS DAY PARADE AND STREET FESTIVAL**

**THREE-DAY FESTIVAL – FRIDAY, OCTOBER 5 thru SUNDAY, OCTOBER 7, 2018**

Dear Prospective Sponsor:

My purpose in writing to you is to bring your attention to an upcoming sponsorship opportunity. As you know, the local communities count on the generosity of the area businesses and are always very much appreciated by all. We are pleased to announce that the East Rutherford Columbus Day Festival will be held Friday, October 5 thru Sunday, October 7. There will be many attractions to ensure a big turnout – from concerts featuring New Jersey’s top entertainers as well as rides and amusements for the kids and food and specialty vendors to suit the most discriminating tastes. Below is a list of the fun-filled action:

- Live bands including headliners
- Children’s Entertainment featuring choreographed costumed character revue starring the most popular TV/Film characters. Our characters will also be strolling the street fair meeting and greeting and taking pictures with the kids.
- DJ and giveaways
- Walkaround entertainment – everything from clowns to stiltwalkers and jugglers.
- Facepainters and tattoo artists
- Balloon Artists
- Fun Foods – Popcorn, Cotton Candy, Pucker Powder, Sno Cones
- Rides and Amusements - Inflatables, Bungee Trampoline, Rock Climbing Wall, The Spinner, Trackless Train and much more.
- Specialty food vendors (Sausage and Peppers, Barbeque, Gyros, Pizza, Hamburgers and more)
- Craft, Antique, and Specialty Vendors
- Grape Stomping/Wine Making Exhibition
- Cannoli Eating Contest

As you can see, this is going to be a huge event and will give you a great deal of recognition. The Street Fair will give your company the opportunity to connect and provide you with access to a large audience. Events of this nature enhance the neighborhood and provide a means for people to come together and celebrate the community.

Any support you can provide; is most appreciated. There are many sponsorship levels in which to participate and I know you will not want to miss out.

Attached is information on available sponsorship opportunities. Please don’t hesitate to call me if you have any questions. Don’t miss this event – we are looking forward to a great time!

Thank you for your support.

Cliff Witmyer  
President

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## **EAST RUTHERFORD COLUMBUS DAY PARADE & FESTIVAL**

**FRIDAY, OCTOBER 5 THRU SUNDAY, OCTOBER 7, 2018**

### **SPONSORSHIP LEVELS**

#### **PRESENTING/TITLE SPONSOR (\$10,000)**

- Includes banner with logo at Main Stage
- Sponsor recognition on street banners displayed for one month leading up to the event, including billboard advertising
- Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items
- Sponsor recognition in all media advertising
- Verbal recognition on stage throughout the three-day event
- Your company's promotional items/literature included in the VIP giveaway bag
- Vendor table, canopy and chairs throughout the three-day event
- 10 VIP Tent Passes – The festival will host a VIP hospitality tent which will provide catered food/desserts/beverages and other amenities for sponsors and special guests.
- 5 VIP Parking Passes – VIP parking passes will allow parking in a lot near an entrance to the festival.

#### **MAIN STAGE SPONSOR (\$7,500)**

- Includes banner with logo at Main Stage
- Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items.
- Sponsor recognition in all media advertising
- Verbal recognition on stage throughout the three-day event
- Your company's promotional items/literature including in the VIP giveaway bag
- Vendor table, canopy and chairs throughout the three-day event
- 6 VIP Hospitality Tent Passes - The festival will host a VIP hospitality tent which will provide catered food/desserts/beverages and other amenities for sponsors and special guests.
- 3 VIP Hospitality Parking Passes – VIP parking passes will allow parking in a lot near an entrance to the festival.

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## **VIP HOSPITALITY TENT SPONSOR (\$5,000)**

- Includes banner with logo at VIP Hospitality Tent.
- Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items
- Sponsor recognition in all media advertising
- Verbal recognition on stage throughout the three-day event
- Your company's promotional items included in the VIP giveaway bag
- Vendor Table, Chairs, and Canopy
- 5 VIP Hospitality Tent Passes - The festival will host a VIP hospitality tent which will provide catered food/desserts/beverages and other amenities for sponsors and special guests.
- 3 VIP Hospitality Parking Passes – VIP parking passes will allow parking in a lot near an entrance to the festival.

## **ENTERTAINMENT SPONSOR (\$2,500)**

- Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items
- Sponsor recognition in all media advertising
- Verbal recognition on stage throughout the three-day event
- Your company's promotional items included in the VIP giveaway bag
- Vendor table & chairs
- 2 VIP Hospitality Tent Passes - The festival will host a VIP hospitality tent which will provide catered food/desserts/beverages and other amenities for sponsors and special guests.
- 1 VIP Hospitality Parking Passes – VIP parking passes will allow parking in a lot near an entrance to the festival

## **CHILDREN'S ENTERTAINMENT SPONSOR (\$2,000)**

- Sponsor recognition on all promotional items
- Banner advertising at children's stage
- Verbal recognition on children's stage throughout the three-day event
- Your company's promotional items included in the VIP giveaway bag
- Vendor table & chairs
- 2 VIP Hospitality Tent Passes - The festival will host a VIP hospitality tent which will provide catered food/desserts/beverages and other amenities for sponsors and special guests.
- 2 VIP Hospitality Parking Passes – VIP parking passes will allow parking in a lot near an entrance to the festival

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## **RIDE/AMUSEMENT SPONSOR (\$1,500/\$1,000)**

- **Sponsor recognition on signage at ride/amusement**
- **Verbal recognition on children's stage throughout the three-day event**
- **Your company's promotional items included in the VIP giveaway bag**
- **Vendor table & chairs**
- **2 VIP Hospitality Tent Passes - The festival will host a VIP hospitality tent which will provide catered food/desserts/beverages and other amenities for sponsors and special guests.**
- **2 VIP Hospitality Parking Passes – VIP parking passes will allow parking in a lot near an entrance to the festival**

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## EAST RUTHERFORD COLUMBUS DAY PARADE & FESTIVAL FRI., OCT. 5, THRU SUN., OCT. 7, 2018 SPONSORSHIP CONTRIBUTION FORM

Please complete and return this form to Cliffhanger Productions to confirm your sponsorship by October 1, 2018.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

We agree to participate as:

_____ PRESENTING/TITLE SPONSOR	\$10,000
----- MAIN STAGE SPONSOR	\$ 7,500
_____ VIP HOSPITALITY TENT SPONSOR	\$ 5,000
_____ ENTERTAINMENT SPONSOR	\$ 2,500
_____ CHILDREN'S ENTERTAINMENT SPONSOR	\$ 2,000
_____ RIDE/AMUSEMENT SPONSOR	\$ 1,500/\$1,000

For further information, contact:

Cliff Witmyer

Cliffhanger Productions

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Mail check payable to Cliffhanger Productions,  
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