

2012



HIGHLAND HUDSONFEST SPONSOR BROCHURE

The following document represent sponsor opportunities for Highland HudsonFest in association Hudson Valley Rail Trail.



Become a Partner with Highland HudsonFest to help support the Hudson Valley Rail Trail.

On Saturday, October 7 2012, Hudson Valley Rail Trail presents the 3rd Annual Highland HudsonFest 2012.

Highland HudsonFest Weekend 2012 begins Saturday night October 6, 2012 with the Hudson Valley Rail Trail Gala, the festival on Sunday October 7 and closing with the HVRT 5k on Monday October 8, 2012. HudsonFest takes place on the eastern spur of the trail with vendors lining the magnificent trail to the entrance of Walkway over the Hudson. Vendors will line the trail from 10am - 6pm and the main tent will be available for relaxation, entertainment and dining.

The Highland HudsonFest celebrates the contributors of taste, sound, vision and artistry to the Hudson Valley and the hamlet of Highland. Join us for a day showcasing the hamlet and valley merchants, farms, vineyards, restaurants, artists and more that make our community so special.

Highland HudsonFest raises money and awareness for the non-profit Hudson Valley Rail Trail Association.



EXPOSURE:

The Highland HudsonFest offers significant advertising benefits to its sponsors. Collectively, the marketing campaign, publicity, advertising and promotions reach over 50,000 households.

MEDIA:

Advertisements for Highland HudsonFest will appear in several regional print publications. Additionally, advertisements and in-studio interviews will appear on local radio and news programs such as the Hudson Valley Clear Chanel stations.

ONLINE:

Sponsor logos appear on the Highland HudsonFest site at www.hudsonfest.com and on the HVRT website. We also use social media (Facebook and Twitter) to reach out to and keep in touch with our followers!

DIRECT MAIL:

We conduct an extensive direct mail campaign, reaching over 2,000 households.

SPONSORSHIP LEVELS

- **TITLE SPONSOR \$5,000**
 - Listing as Title Sponsor on all collateral, e.g. “The ‘Your Company’ Highland HudsonFest” and first right of refusal in subsequent years within your industry.
 - Most prominent logo placement on t-shirts and on ads, websites, direct mail pieces, and posters.
 - Prominent, multi-location banner placement along the Hudson Valley Rail Trail during the event.
 - 10x10 booth at the Highland HudsonFest
 - Special recognition as Title Sponsor HudsonFest weekend throughout event promotions. Creative and innovative co-branding
 - Hudson Valley Rail Trail Gala tickets

- **PRESENTING SPONSOR \$2,500**
 - Listing as Presenting Sponsor on all collateral, e.g. “The Highland HudsonFest presented by Your Company” and first right of refusal in subsequent years within your industry.
 - Prominent logo placement on t-shirts and ads, websites, direct mail pieces, and posters.
 - Prominent, multi-location banner placement along the Hudson Valley Rail Trail during the event.
 - 10x10 booth at Highland HudsonFest
 - Hudson Valley Rail Trail Gala tickets

- **GOLD SPONSOR \$1,000**
 - Listing as Sponsor on all collateral. Prominent logo placement on t-shirts and on ads, websites, direct mail pieces, and posters.
 - Prominent banner placement along the Hudson Valley Rail Trail during the event.
 - 10x10 booth at the Highland HudsonFest
 - Special recognition as sponsor throughout event promotions.
 - Creative and innovative co-branding opportunities

- **SILVER SPONSOR \$500**
 - Listing as Sponsor on all collateral.
 - Logo placement on t-shirts and on ads, websites, direct mail pieces, and posters.
 - Prominent banner placement along the Hudson Valley Rail Trail during the event.
 - 10x10 booth at the Highland HudsonFest

- **N-KIND SPONSOR:** We actively welcome in-kind partnerships in addition to the above levels. Your contribution will be recognized at the level corresponding to your estimated value of goods and/or services donate