



SPONSORSHIP PACKAGES

DEADLINE: August 12, 2010

PLATINUM – Main Stage	6 Available	\$5000.00
GOLD – V.I.P. Tent	10 Available	\$2500.00
SILVER – Courtyard Stage	8 Available	\$1500.00
SILVER – Children’s Amusements	8 Available	\$1500.00
CAR SHOW	8 Available	\$1250.00
BRONZE LEVEL	10 Available	\$1000.00
SUPPORTER	Unlimited	\$ 500.00

**Giveaway for VIP bag deadline:
Deliver 100 items to Upper Main Alliance Office by
September 17, 2010**



**PLATINUM SPONSOR – MAIN STAGE
\$5000.00**

- **BANNER WITH LOGO AT MAIN STAGE**
- **Sponsor recognition on Street Banners displayed for one month leading up to event**
- **Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items**
- **Sponsor recognition in all media advertising**
- **On-Stage recognition throughout the day at the Main stage**
- **Your company's Promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company logo displayed on the Special Events page at www.uppermain.org**
- **Use of the Street Festival name and logo**

10 VIP Tent Passes – VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.

5 VIP Parking Passes – VIP parking pass will allow parking in a lot near an entrance to the festival.



**GOLD SPONSOR – V.I.P. TENT
\$2500.00**

- **BANNER WITH LOGO AT V.I.P. TENT**
- **Sponsor recognition on Street banners displayed for one month leading up to event**
- **Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items**
- **Sponsor recognition in all media advertising**
- **On-Stage recognition throughout the day at the Main stage**
- **Your company's Promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company logo displayed on the Special Events page at www.uppermain.org**
- **Use of the Street Festival name and logo**

6 VIP Tent Passes – VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.

3 VIP Parking Passes – VIP parking pass will allow parking in a lot near an entrance to the festival.



**SILVER SPONSOR – COURTYARD STAGE
\$1500.00**

- **BANNER WITH LOGO DISPLAYED AT JOHNSON PUBLIC LIBRARY COURTYARD FOR CHILDREN ACTIVITIES**
- **Sponsor recognition on all promotional materials - flyers, posters, canvas bags, t-shirts, promotional items**
- **Sponsor recognition in all media advertising**
- **On-Stage recognition throughout the day at the Main stage**
- **Your company's Promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company logo displayed on the Special Events page at www.uppermain.org**
- **Use of the Street Festival name and logo**

4 VIP Tent Passes – VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.

2 VIP Parking Passes – VIP parking pass will allow parking in a lot near an entrance to the festival.



**SILVER SPONSOR - CHILDREN'S AMUSEMENTS
\$1500.00**

- **SIGNAGE WITH LOGO DISPLAYED AT ALL CHILDREN'S AMUSEMENTS**
- **Sponsor recognition on all promotional materials – flyers, posters, canvas bags, t-shirts, promotional items**
- **Sponsor recognition in all media advertising**
- **On-Stage recognition throughout the day at the Main stage**
- **Your company's promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company logo displayed on the Special Events page at www.uppermain.org**
- **Use of the Street Festival name and logo**

4 VIP Tent Passes - VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.

2 VIP Tent Passes – VIP parking pass will allow parking in a lot near an entrance to the festival



**CAR SHOW SPONSOR
\$1250.00**

- **SIGNAGE WITH LOGO AT CAR SHOW**
- **Sponsor recognition on flyers and posters**
- **Sponsor recognition in all media advertising**
- **On-Stage recognition throughout the day at the Main stage**
- **Your company's Promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company logo displayed on the Special Events page at www.uppermain.org**
- **Use of the Street Festival name and logo**

3 VIP Tent Passes – VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.

1 VIP Parking Passes – VIP parking pass will allow parking in a lot near an entrance to the festival.



**BRONZE SPONSOR
\$1000.00**

- **Sponsor recognition on flyers and posters**
- **Sponsor recognition in all media advertising**
- **Your company's Promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company name displayed on the Special Events page at www.uppermain.org**
- **Use of the Street Festival name and logo**

2 VIP Tent Passes – VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.

1 VIP Parking Pass – VIP parking pass will allow parking in a lot near an entrance to the festival.



**SUPPORTER
\$500.00**

- **Your company's Promotional item included in the VIP Giveaway Bag**
- **Vendor table, canopy and chairs at festival**
- **Company name displayed on the Special Events page at www.uppermain.org**

2 VIP Tent Passes – VIP tent pass will allow entry into the tent which will have tables and chairs, complimentary water and non-alcoholic beverages, food and other amenities.



SATURDAY, OCTOBER 2, 2010 10:00AM – 6:00PM

Main Street from Atlantic to Passaic Street (Streets will be closed to traffic)

SPONSOR CONTRIBUTION FORM

*Please complete and return this form to confirm your sponsorship
Sponsors Deadline: August 12 • Supporter Deadline: September 3
Giveaway Item for bags: September 17*

Company Name: _____
Contact Person: _____
Phone: _____ Fax: _____
Email address: _____ Website address: _____
Address: _____
City: _____ State/Zip: _____

We agree to be: *(check one)*

- Platinum Sponsor \$5,000.00
- Gold Sponsor \$2,500.00
- Silver Sponsor - Courtyard Stage..... \$1,500.00
- Silver Sponsor - Children’s Amusement’s..... \$1,500.00
- Car Show Sponsor..... \$1,250.00
- Bronze Sponsor \$1,000.00
- Supporter \$ 500.00

Signature _____

**Make checks payable to:
UPPER MAIN ALLIANCE**

**Mail to:
UPPER MAIN ALLIANCE
238 Main Street, Suite 110
Hackensack, NJ 07601**

**Email Logos to:
lori@uppermain.org**

For more information contact:
Lori Griffin, President, Event Magic
Phone: (201) 220-1715 Email: lori@uppermain.org or lori@eventmagicinc.com

Albert Dib, Interim Executive Director, Hackensack Upper Main Alliance
Phone: (201) 498-1690 Fax: (201) 498-1660 Email: info@uppermain.org

SPONSORSHIPS ARE DEDUCTIBLE AS ALLOWED BY LAW