

July 2008

Dear Potential Sponsor:

Exciting times are back in Hackensack!! Don't miss out on the opportunity to be a part of the action this year. **Hackensack's third annual Street Festival, sponsored by the Upper Main Alliance and the City of Hackensack is scheduled for Sunday, October 5th, 2008.** The Festival will be held on Main Street, between Mercer and Atlantic Streets. Main Street will be closed to traffic during the hours of 10:00 A.M. to 6:00 P.M.

At last year's Hackensack Street Festival over 20,000 visitors lined Main Street to enjoy over 250 merchants, entertainers and food vendors. This year local merchants and food vendors will once again line Main Street for our third annual family fun festival. **The main stage will highlight nationally recognized John Pizzarelli and his Big Band Orchestra. Also appearing will be Jazz artist, Tony Desare, and Broadway artist, Lillie Kae, performing songs from their newly released CDs "Last First Kiss" and "I'm Glad There Is You".**

There will be featured entertainment rides for the children, including a trackless train, inflatable obstacle course, rock wall and castle bounce. In addition, there will be a costume character review, petting zoo, pony rides, clowns and stilt walkers.

This year we welcome the North Jersey Columbus Day Parade which will kick off at 11:00 A.M. and March down Main and State Streets, drawing additional visitors to the event area.

The Street Festival will give your company the opportunity for local recognition and County exposure while helping to strengthen Hackensack's economy and encourage community support. The attached sponsorship package describes the benefits of each level of sponsorship and the promotional products included which will be sure to enhance the exposure of your business.



SUNDAY, OCTOBER 5, 2008 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 8 • Supporter Deadline: September 5
Giveaway Item for bags: September 12*

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 \$1,500.00
- Bronze Sponsor \$1,000.00

- Children’s Amusement Sponsor.....\$1,500.00
- Shuttle Bus Sponsor..... \$1,250.00
- 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:
info@uppermain.org**

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

Leo Pflieger, 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

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Please review the enclosed package which includes all sponsorship levels and promotional products. For any questions on the Street Festival you may contact the sponsorship organizers, Lori Griffin at Event Magic, (201) 220-1715, or Leo Pflieger at the Hackensack Upper Main Alliance, (201) 498-1690.

On behalf of the Hackensack Street Festival Committee we thank you for your consideration and support. **We look forward to hearing from you to confirm your participation prior to August 8th, 2008.**

Very truly yours,

Very truly yours,

Very truly yours,

JERRY LOMBARDO
Chairman
Upper Main Alliance

LEO PFLIEGER
Executive Director
Upper Main Alliance

MICHAEL R. MELFI
Mayor
City of Hackensack

HACKENSACK STREET FESTIVAL

SPONSORSHIP PACKAGES

DEADLINE: August 8, 2008

PLATINUM LEVEL	6 Available	\$5000.00
GOLD LEVEL	8 Available	\$2500.00
SILVER LEVEL	10 Available	\$1500.00
BRONZE LEVEL	10 Available	\$1000.00
CHILDREN'S AMUSEMENTS	8 Available	\$1500.00
SHUTTLE BUS	8 Available	\$1250.00
SUPPORTER	Unlimited	\$ 500.00

PLATINUM SPONSOR
\$5000.00

BANNER WITH NAME AND 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, massage chair and other amenities.

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

**GOLD SPONSOR
\$2500.00**

BANNER WITH NAME AND 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, massage chair and other amenities.

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

SILVER SPONSOR
\$1500.00

BANNER WITH NAME AND LOGO AT COURTYARD

- **Sponsor recognition on banner 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, massage chair and other amenities.

2 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 logo 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, massage chair and other amenities.

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

CHILDREN'S AMUSEMENTS
\$1500.00

SIGNAGE WITH NAME AND LOGO AT
CHILDREN'S AMUSEMENTS

- **Sponsor recognition on signage 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, massage chair and other amenities.

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

SHUTTLE BUS SPONSOR
\$1250.00

BANNER WITH NAME AND LOGO ON ALL SHUTTLE BUSES

- **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**

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, massage chair and other amenities.

2 VIP Parking Passes – 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 logo 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, massage chair and other amenities.

