



THE CITY OF NEW ROCHELLE
PRESENTS

8th Annual New Rochelle Street Fair
Sunday, September 19, 2021
11:00 am – 5:00 pm

Sponsorship Packages

\$5,000 - Queen City Presenting Sponsor

- “Presented by” recognition and prominent logo placement on event marketing materials
- Frequent shout outs at the main stage
- Logo placement on sponsor banner during the street fair
- Up to three complimentary booth spaces with tents
- 2 VIP tickets to beer garden
- Participation in the official ribbon-cutting ceremony
- Official recognition from the City of New Rochelle
- Opportunity for company representative to speak on stage
- Social Media Mentions
- Parking spot

\$ 2,500 – Huguenot Sponsor

- Listing as an event sponsor with your logo on our webpage and on marketing materials
- Prominent placement in all advertising media
- Logo placement on sponsor banner during the street fair
- Up to two complimentary booth spaces
- Participation in the official ribbon-cutting ceremony
- Social Media Mentions
- Sponsor recognition by event emcee

\$ 1,000 – New Roc Sponsor

- Listing as an event sponsor with your logo on our webpage and marketing materials
- Logo placement on sponsor banner during the street fair
- One complimentary booth space
- Participation in the ribbon-cutting ceremony
- Social Media Mentions
- Sponsor recognition by event emcee

\$ 500 – Friend of the Fair

- Your name will be listed as a Friend of the Fair on our webpage
- Logo placement on sponsor banner during the street fair
- Participation in the ribbon-cutting ceremony
- Social Media Mentions
- One complimentary booth space
- Sponsor recognition by event emcee

The New Rochelle Street Fair has grown to become one of the largest events in the Lower Hudson Valley, transforming one of the City’s most vibrant corridors into a fun-filled festival with artists, crafters, entertainment and an international assortment of food.

Share the spotlight with us on Sunday, September 19th! For more information please contact Lois Russo, Parks and Recreation Office Manager, (914) 654-2091, M-F, 8:30am – 4:30pm or via email Lrusso@newrochelleny.com





2021 SPONSORSHIP AGREEMENT

We would like to participate as a sponsor in the **2021 New Rochelle Street Fair** at the indicated level:

Queen City
\$5,000

Huguenot
\$2,500

New Roc
\$1,000

Friend of the Fair
\$500

Company/Organization Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____ Title: _____

Business Phone #: _____ Cell #: _____

Email Address: _____

Company website: _____

List below your company's social media handles for Facebook, Twitter and Instagram
(ex: @NewRochelleNY)

Facebook: _____

Twitter: _____

Instagram: _____

Enclosed is a check for _____.

Please make the **check** payable to:

New Rochelle Street Fair by July 16, 2021

Mailing Address:

City of New Rochelle

Department of Parks and Recreation

515 North Avenue

New Rochelle, NY 10801

To pay by **credit card**, call 914-654-2087 and e-mail this application to info@newrochelleny.com