

FAB FULTON Jazz966 ^{at the} PLAZA

2017 SPONSORSHIP

Two live outdoor concerts at the Putnam Triangle produced in partnership with famed Brooklyn music venue, Jazz966.



FAB FULTON

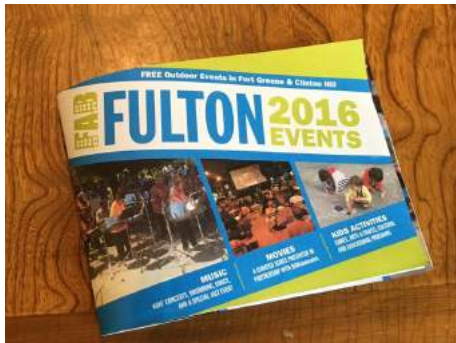
2017 SPONSORSHIP

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June 8 and August 10, 2017

Cost: \$3,000



Event Brochure

Includes:

- Recognized as a Sponsor for “Jazz966 at the Plaza”
- Logo placed on FAB Fulton Street Banner in the district for one year (\$1,500 value)
- Opportunity to have a table at each event and/or pass out marketing materials, samples
- Placement of your company’s logo on the following promotional items:
 - 8,000 Event Brochures (5,000 mailed directly to area residents)
 - Signage displayed during the event
 - Event eBlasts to 3,000+ contacts
 - FAB website event page
 - Logo linked to your website
 - 12 month exposure
 - 2 Event Listings on FAB website
- Mentions of your company’s support in FAB Social Media: 2 on Facebook, 4 on Twitter and 2 on Instagram
- Acknowledgement on 2 Facebook event listings
- Mention in press materials as a Sponsor for Jazz966 at the Plaza
 - Outreach to newspapers, magazines, radio and TV stations, websites and blogs
- Public Acknowledgement of your company at the Events



2016 Event Signage

Event Banners




Sampling



Tabling



2017 Sponsorship Packages

For more information or to customize a Sponsorship Package, please contact Phillip Kellogg 718-928-3322	FAB KIDS FESTIVALS AND CONCERTS	FAB FLICKS OUTDOOR MOVIES	JAZZ 966 LIVE CONCERTS AT THE PLAZA	FULTON STREET BANNERS
	MAY / JUNE + OCTOBER 3 Festivals 4 Concerts	JULY 4 Thursdays in Partnership with BAMcinémathèque	JUNE / AUGUST 2 Live Concerts in Partnership with Jazz966	12-months Exposure*
SPONSORSHIP LEVELS / BENEFITS	\$3,500	\$3,500	\$3,000	\$1500/each
Logo prominently placed on Street Banner*	1	1	1	1
Logo displayed on Event Brochure Mailed to 5,000 households); plus 3,000 distributed throughout neighborhood	✓	✓	✓	* Pending NYC/ DOT Review and Approval Locations Based on Availability 20% Discount for members of FAB
Logo displayed on eBlast to 3,000+ Contacts	✓	✓	✓	
Logo displayed on Event Banners in the Plaza	✓	✓	✓	
Logo featured on FAB Website Event Page and Event Listings	7	4	2	
Acknowledgement in Facebook Event Listings	7	4	2	
Acknowledgement in Press Release	1	1	1	 <p>(LOGO)</p> <p>↑ Branded Banners</p>
Public acknowledgement at Sponsored events	7	4	2	
Social Media Mentions Facebook: 1666 followers; Twitter: 2189 followers; Instagram: 2384 followers	FB/TW/IG 7/14/4	FB/TW/IG 4/8/2	FB/TW/IG 2/4/2	
Table at events to distribute materials/samples	✓	✓	✓	
First right of refusal to renew for second year with 10% discount	✓	✓	✓	

FAB Alliance is a 501(c)(3) charitable organization.