

# FAB FULTON FAB KIDS

## 2017 SPONSORSHIP

Seven Festivals and Concerts in May and June, plus a Halloween Festival, all at Putnam Triangle in partnership with over 60 partner organizations.





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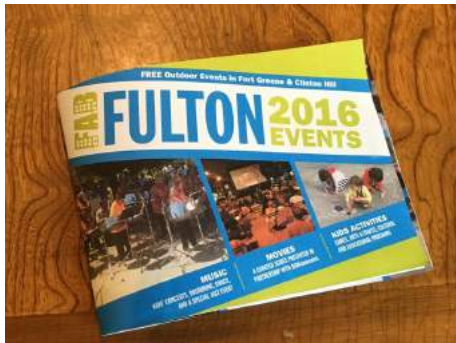
**Friday Concerts: May 19, June 2, 16, and 30, 2017**

**Weekend Festivals: May 20, June 24 and October 29, 2017**

**Sponsorship: \$3,500**

### Includes:

- Recognized as a Sponsor for all 7 FAB KIDS events
- 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
  - 7 Event Listings on FAB website
- Mentions of your company's support in FAB Social Media: 7 on Facebook, 14 on Twitter and 4 on Instagram
- Acknowledgement on 7 Facebook event listings
- Mention in press materials as a Sponsor:
  - Outreach to newspapers, magazines, radio and TV stations, websites and blogs
- Public Acknowledgement of your company at Events



Event Brochure



Sampling



Event Listings



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*
<b>SPONSORSHIP LEVELS / BENEFITS</b>	<b>\$3,500</b>	<b>\$3,500</b>	<b>\$3,000</b>	<b>\$1500/each</b>
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	
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	✓	✓	✓	



↑  
Branded Banners