

# 96th Annual Feast of San Gennaro

New York City's Little Italy

September 15 - 25, 2022

## Official Sponsorship Package

The **96th Annual Feast of San Gennaro**, one of New York City's most popular, beloved and well publicized public events, will be celebrated in September 2022. Approximately 1.5-million people are expected to attend this year's Feast in Little Italy, the historic neighborhood in lower Manhattan

Companies and corporations from the private and public sectors have a rare opportunity to become Official Sponsors of the **96th Annual Feast of San Gennaro**, the 11-day street party and celebration which begins on **Thursday, September 15 and continues through Sunday, September 25, 2022**. As in past years, the event will attract large crowds from the tri-state New York area, as well as tourists from across the United States, Canada and abroad.

The Feast normally receives wide media coverage that provides Official Sponsors with a unique opportunity to deliver their messages to a broad segment of the population under most favorable conditions. Plans include special appearances by well-known celebrities, free concert performances and two major parades and processions. By associating with the **Feast of San Gennaro**, sponsors derive benefits in many ways, ranging from good-will to enhancement of brand identification to delivering sales messages directly to 1.5 – 1.75 million people over an 11 day period.

The Feast of San Gennaro is one of the most popular tourist attractions each year for New York City and New York State. The demographics are impressive: Approximately half of the visitors each year come from the tri-state area – New York, New Jersey and Connecticut; one quarter of the attendees come from North America; and the remaining one-quarter come from numerous countries from across the globe.

Although the Feast of San Gennaro is the largest outdoor religious festival in America, and perhaps the world, most of the attendees come to enjoy the ambiance, the excitement and the fun elements of the Feast. There is something to do for all members of the family – from the young children to their parents and grandparents as well as to those who just wish to come and have a good time eating, playing, enjoying great music, walking the streets and soaking up the atmosphere of one of the most vital Italian-American communities in America.

What's more, the attendees come with dollars, Euros and other currencies in their pockets, ready to spend on food, drink, shopping and having a good time. It has been estimated that the average Feast attendee is between 17 and 55 years of age with disposable incomes, who are in the primes of their lives. About three quarters are young males and females who are employed, families with children looking for adventure and family fun, and tourists who have come to New York City to enjoy the Feast of San Gennaro and other activities that the Big Apple has to offer. They are the kind of active people who are upwardly mobile and move around the country a great deal.

In recent years, Grand Marshals for the Annual Grand Processions were the \*late former New York Governor Mario Cuomo and his wife Matilda; actors Tony Danza and Chazz Palminteri and singing legend Connie Francis – and the crowds are always huge! This year's Grand Marshal is former NASA Astronaut Michael J. Massimino.

New York City's **Feast of San Gennaro** has been produced annually since 1996 by **Figli di San Gennaro, Inc.** -- a not-for-profit volunteer organization composed of residents, business owners and community leaders in Little Italy -- which has since donated over **\$2,000,000** from Feast proceeds to more than 100 religious and nonsectarian schools and organizations providing services to children and the needy.

This year's multiple Sponsorship Packages available: **Gold (\$25,000); Silver (\$20,000); Bronze (\$15,000); Brass (\$10,000) and Supporter (\$7,500).**

## **GOLD SPONSOR (\$25,000)**

**Each of two Gold Sponsors will receive one of the following designations:**

- Sponsor One will be given the Performance Stage Name for all 11 days of the 2022 Feast.
- Sponsor Two shall have the exclusive right to schedule and host a series of tastings in local restaurants and/or cafes during the Feast.
- Each of the Gold Sponsors will have Category Exclusivity.
- Each of the Gold Sponsors will have its name featured at the bottom of most vertical banners that will be hung from the Feast decorative light poles that will line Mulberry Street between Canal and Houston Streets.

**We are also offering to sell the main stage (located on the corner of Grand and Mott Streets) for \$25,000:**

- All brand banners will remain on display throughout the duration of the Feast.
  - Brand will receive a mention every evening before the nightly duration.
  - Brand will have a full hour on the stage to promote their products once during the Feast.
1. Gold Sponsors shall have the right to bill themselves as "The Official ('Sponsor' Category)" of the 96<sup>th</sup> Annual Feast of San Gennaro through May 30, 2023.
  2. Gold Sponsors shall be given one free exhibit space (up to 10' x 20') in a prominent area of the Feast with high foot traffic.
  3. Gold Sponsors will have their name and logo at the front end of the Sponsor List in all on-site ads and promotions for the Feast, including official flyers and posters.
  4. Gold Sponsors will be prominently featured in all Special Newspaper and Magazine Special Supplements promoting the 96<sup>th</sup> Annual Feast of San Gennaro.
  5. Gold Sponsors shall be listed alphabetically ahead of all other sponsors in News Releases regarding the Feast distributed to print and broadcast media.
  6. Gold Sponsors' names and company logos to be featured ahead of all other sponsors on signage at the Feast.
  7. Gold Sponsors to receive prime web branding ahead of other sponsors on Feast website with link to their own websites.
  8. Feast will arrange for Gold Sponsors to be given free time on Stage as many as four times during the Feast where they can demonstrate their product or various uses of their product.
  9. Gold Sponsors' names and logos (other than tobacco or spirit companies) to be on bottom ten percent of vertical banners (number to be determined) that will be hung from overhead Feast lighting throughout the Feast.
  10. Gold Sponsors to be most prominently featured in Official Press materials distributed to visitors attending the Feast.
  11. Gold Sponsors shall have the right to publicize its association with 96<sup>th</sup> Annual Feast of San Gennaro through July 31, 2023.

## **SILVER SPONSOR (\$20,000)**

**Silver sponsors** will receive the following considerations:

1. Silver sponsor may have Category exclusivity, unless there is a direct conflict with one of the Gold Sponsors.
2. Silver Sponsor shall be given one (1) free 10' x 10' booth in a central location on site where it can distribute sales literature, flyers and promotional materials as well as enlist new clients and directly sell goods and services.
3. Silver Sponsor will have its name and logo ahead of all sponsors (except the Gold Sponsor) in on-site advertisements and promotions for the Feast, including official flyers and posters.
4. Silver Sponsor's name to be mentioned ahead of all sponsors (except Gold Sponsors) in all News Releases about the Feast distributed to the print and broadcast media.
5. Silver Sponsor to receive web branding ahead of all sponsors (except Gold Sponsors) on Feast of San Gennaro web site and will have a direct link to its own web site.
6. Feast will arrange for Silver Sponsor to be given free time on the performance stage as many as two times during the Feast where it can demonstrate its product or various uses of its product.
7. Silver Sponsor to receive public recognition for its support of the Feast at a Special Sponsor Appreciation Day when Sponsors and Supporters of the Feast will receive Awards of Appreciation from the Official Presenters of the Feast.
8. Silver Sponsor to have right to publicize and promote its association with the 96<sup>th</sup> Annual Feast of San Gennaro.

## **BRONZE SPONSOR (\$15,000)**

**Bronze Sponsors** will receive the following considerations:

1. Bronze Sponsor shall be given one (1) free 10' x 10' booth on site where it can distribute sales literature, flyers and promotional materials, as well as enlist new clients and directly sell goods.
2. Bronze Sponsor's name and logo to be included on all on-site advertisements and promotions for the Feast, including flyers and posters.
3. Bronze Sponsor will be mentioned in all Newspaper and Magazine Special Supplements promoting the 96<sup>th</sup> Annual Feast of San Gennaro.
4. Feast will arrange for Bronze Sponsor to be given free time on the performance stage at least two times where it can demonstrate its product or various uses of its product.
5. Bronze Sponsor's name to be included in all News Releases about the Feast distributed to the print and broadcast media.
6. Bronze Sponsor's name and logo to be included with other sponsors on signage at the Feast.
7. Bronze Sponsor to receive web branding on official Feast of San Gennaro web site and direct link to its own web site.
8. Bronze Sponsor to have the right to publicize and promote its association with the 96<sup>th</sup> Annual Feast of San Gennaro.

## **BRASS SPONSOR (\$10,000)**

**Brass Sponsors** will receive the following considerations:

1. Brass Sponsor shall be given one (1) free 10' x 10' booth on site where it can distribute sales literature, flyers and promotional materials, as well as enlist new clients and directly sell goods.
2. Brass Sponsor's name and logo to be included in all on-site advertisements and promotions for the Feast, including official flyers and posters, etc.
3. Brass Sponsor's name to be included in all News Releases about the Feast distributed to the print and broadcast media.
4. Brass Sponsor to receive web branding on the official Feast of San Gennaro web site plus linkage to its own web site.

5. Brass Sponsor will be mentioned in all Special Newspaper or Magazine Supplements promoting the 96<sup>th</sup> Annual Feast of San Gennaro.

## **SUPPORTER (\$7,500)**

**Supporters** will receive the following considerations:

1. Supporter's name and logo to be included in all on-site advertisements and promotions for the Feast, including official flyers and posters, etc.
2. Supporter's name to be included in all News Releases about the Feast distributed to the print and broadcast media.
3. Supporter to receive web branding on the official Feast of San Gennaro web site plus linkage to its own web site.
4. Supporter will be mentioned in all Special Newspaper or Magazine Supplements promoting the 96<sup>th</sup> Annual Feast of San Gennaro.