

94th Annual Feast of San Gennaro

New York City's Little Italy

September 16 - 26, 2021

Official Sponsorship Package

The **94th Annual Feast of San Gennaro**, one of New York City's most popular, beloved and well publicized public events, will be celebrated in September 2021. 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 **94th Annual Feast of San Gennaro**, the 11-day street party and celebration which begins on **Thursday, September 16 and continues through Sunday, September 26, 2021**. 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 buy cars, ride scooters, go on vacations, dine at restaurants and shop for clothing and the latest electronic devices.

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!

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 multiple Sponsorship Packages available: **Platinum (\$25,000)**, **Gold (\$20,000)**, **Silver (\$15,000)**, **Bronze (\$10,000)** and **Supporter (\$7,500)**.

There are only three (3) Platinum Sponsorships available!

PLATINUM SPONSOR (\$25,000)

Platinum Sponsors shall have the following considerations:

Each of the three (3) Platinum Sponsors will receive one of the following special designations, each of which has a real dollar value of \$10,000:

- Sponsor One will be given the Performance Stage Name for all 11 days of the 2021 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; and
- Sponsor Three 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. (Value: \$ 10,000)
- And all Platinum Sponsors to have Category Exclusivity. (Value: \$7,500)

1. Platinum Sponsors shall have the right to bill itself as “The Official (‘Sponsor’ Category) of 94th Annual Feast of San Gennaro through May 30, 2021 (Value: \$7,500).
2. Platinum Sponsors shall be given one free exhibit space (up to 10’ x 20’) in a prominent area of the Feast with high foot traffic, for its exhibit (Value: \$8,000).
3. Platinum Sponsors will have its 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 (Value: \$5,000).
4. Platinum Sponsors will be prominently featured in all Special Newspaper and Magazine

- Special Supplements promoting the 94th Annual Feast of San Gennaro (Value: \$3,500).
5. Platinum Sponsors shall be listed alphabetically ahead of all other sponsors in News Releases re Feast distributed to print and broadcast media (Value: \$3,500).
 6. Platinum Sponsors names and company logos to be featured ahead of all other sponsors on signage at the Feast (Value: \$3,500).
 7. Platinum Sponsors to receive prime web branding ahead of other sponsors on Feast website with link to its own websites (Value: \$ 5,000).
 8. Feast will arrange for Platinum Sponsors to be given free time on Stage as many as four times during the Feast where it can demonstrate its product or various uses of its product. (Value: \$8,000)
 9. Platinum Sponsors' names and logos (other than any 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 (Value: \$7,500).
 10. Platinum Sponsors to be most prominently featured in Official Press materials distributed to visitors attending the Feast (Value: \$5,000).
 11. Platinum Sponsors shall have the right to publicize its association with 94th Annual Feast of San Gennaro through July 31, 2021 (Value: Good Will).

PLATINUM SPONSOR OPTION 2 (\$25,000)

Platinum Sponsors shall have the following considerations:

***We are also offering to sell the main stage (located on the corner of Grand and Mott) 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 performance
- Brand and have a full hour on the stage to promote their product once during the feast

Gold Sponsorship Package (\$20,000)

Gold Sponsors will receive the following considerations with total value of **\$42,500:**

1. Gold Sponsor may have Category exclusivity, unless there is a direct conflict with one of the Platinum Sponsors (Value: \$7,500).
2. Gold 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 (Value: \$6,000).
3. Gold Sponsor will have its name and logo ahead of all sponsors (except the Platinum Sponsor) in on-site advertisements and promotions for the Feast, including official flyers and posters (Value: \$5,000).
4. Gold Sponsor's name to be mentioned (ahead of all sponsors except the Gold Sponsor) in all News Releases about the Feast distributed to the print and broadcast media (Value: \$3,000).
5. Gold Sponsor to receive web branding (ahead of all sponsors except the Platinum Sponsor) on Feast of San Gennaro web site and will have a direct link to its own website (Value: \$4,000)
6. Feast will arrange for Gold 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 (Value: \$4,000).
7. Gold 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 (Value: Good Will) .

8. Gold Sponsor to have right to publicize and promote its association with the 94th Annual Feast of San Gennaro (Value: Good Will).

Silver Sponsorship Package (\$15,000)

Silver Sponsors will receive the following considerations with total value of **\$23,500**

1. Silver 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 (Value: \$6,000).
2. Silver Sponsor's name and logo to be included in all on-site advertisements and promotions for the Feast, including official flyers and posters (Value: \$4,500) .
3. Silver Sponsor will be mentioned in all Newspaper and Magazine Special Supplements promoting the 94th Annual Feast of San Gennaro (Value: \$2,500).
4. Feast will arrange for Silver 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 (Value: \$2,000).
5. Silver Sponsor's name to be included in all News Releases about the Feast distributed to the print and broadcast media (Value: \$3,000).
6. Silver Sponsor's name and logo to be included with other sponsors on signage at the Feast (Value: \$2,500) .
7. Silver Sponsor to receive web branding on official Feast of San Gennaro web site and direct link to its own website (Value: \$ 3,000).
8. Silver Sponsor to have the right to publicize and promote its Association with the 94th Feast of San Gennaro (Value: Good Will).

Bronze Sponsorship Package (\$10,000)

Bronze Sponsors will receive the following considerations with total value of **\$12,500**

1. Bronze Sponsor's name and logo to be included in all on-site advertisements and promotions for the Feast, including official flyers and posters, etc. (Value: \$5,000)
2. Bronze Sponsor's name to be included in all News Releases about the Feast distributed to the print and broadcast media. (Value: \$3,000)
3. Bronze Sponsor to receive web branding on the official Feast of San Gennaro website plus link to its own website. (Value: \$ 3,000)
4. Bronze Sponsor will be mentioned in all Special Newspaper or Magazine Supplements promoting the 94th Annual Feast of San Gennaro.