

CLIFFHANGER PRODUCTIONS



Dear Prospective Sponsor:

The borough of Rutherford has again selected Cliffhanger Productions to produce the **44th Rutherford Labor Day Street Fair**. This festival, also known as the Rutherford Antiques Fair, is one of NJ's oldest and most well attended events in the state bringing in over 35,000 plus attendees, filling Park Avenue, the Williams Center, and Lincoln Park with over 150 antiques, crafts, and specialty vendors, rides, amusements, and entertainment for the children, as well as live bands playing throughout the day at the Lincoln Park Hutzel Memorial Bandshell. It is a wonderful celebration of the end of summer and a great family-oriented event. Here are some of the things you can expect at the fair:

- Over 150 antique, craft, and specialty vendors
- Concert featuring top entertainers on the Main Stage
- Children's Entertainment featuring choreographed costume character revue starring the most popular TV/Film characters. These characters will be strolling the street for "Meeting and Greeting" and taking pictures with the kids.
- DJ and giveaways
- Walkaround entertainment –Street Performers, Stiltwalkers and Jugglers, etc.
- Facepainters and tattoo artists
- Balloon Artists
- Fun Foods-Popcorn, Cotton Candy, Kettlecorn, Zeppoles, Funnel Cakes, etc.
- Rides and Amusements-Inflatables, Bungee Trampoline, Rock Climbing Wall, The Spinner, Trackless Train, Jurassic Zoo and much more
- Specialty food vendors (Sausage and Peppers, Barbeque, Gyros, Pizza, Philadelphia Cheese Steaks and more)
- Mechanical Bull
- Beer Garden sponsored by Rutherford-based non-profit organization

As you can see, this will be another memorable event that will give your business a great deal of recognition with a vast audience. This festival also attracts many political candidates who utilize this fair as a springboard to the upcoming November elections. It will provide you with an effective strategy to highlight your company and reach targeted audiences within our community. Additionally, new businesses can establish an

immediate presence and small, medium and large companies are provided an effective outlet to reach the community. Sponsorships send a clear message that your company is a leader and an active participant in meaningful community initiatives.

Many of you generously supported our wonderful event in past years and again, we thank you. We are hopeful that we will attract many more sponsors this year and those who supported us in the past will continue their generous assistance.

Our years of experience have proven that this event can attribute its success to the true collaboration among the borough officials, the business community and Cliffhanger Productions. We will work very hard to enhance and cultivate these relationships with professionalism and the utmost respect for all partners.

Attached, is information on available sponsorship opportunities. There are many sponsorship levels in which to participate and we know you will not want to miss out. Please do not hesitate to call us if you have any questions. Don't miss this event; we are looking forward to a great time!

Thank you for your support.

Joseph DeSalvo, Mayor
Borough of Rutherford

Cliff Witmyer, President
Cliffhanger Productions

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SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$10,000 - PLATINUM

- Corporate identity with all aspects of the Rutherford Labor Day Street Fair
- Sponsorship identification in all advertising, flyers & websites prior to and during the Street Fair.
- Sponsor's logo on a banner hung on Park Avenue prior to the event.
- Sponsor's logo on a banner hung on the Main stage.
- Verbal recognition throughout the event.
- Opportunity to have a vendor booth at the Street Festival, to allow sponsor to reach thousands of potential customers directly.
- Logo will be featured on billboard advertising the Street Fair.

CONCERT SPONSOR – MAIN STAGE – GOLD - \$7,500.00

- Corporate identity in all advertising prior to and during the Street Fair.
- Sponsorship identification in all advertising, flyers & web sites prior to and during the Street Fair.
- Sponsor's logo on a banner hung on the Main stage.
- Verbal recognition throughout the event.
- Opportunity to have a vendor booth at the Street Fair, to allow sponsor to reach thousands of potential customers directly.

CHILDREN'S STAGE/ENTERTAINMENT – SILVER - \$5,000.00

- Corporate identity in all advertising prior to and during the Street Fair
- Corporate logo at ride location.
- Verbal recognition throughout the event.
- Opportunity to have a booth at the street fair to reach thousands of potential customers directly.

CRAFT SPONSOR/WILLIAMS PLAZA - \$2,000.00

- Corporate identity in all advertising prior to and during the Street Fair.
- Recognition as supporter of event and signage at the event.
- Opportunity to have a booth at the street fair to reach thousands of potential customers directly.

RIDE/AMUSEMENT SPONSORS - \$750.00 (Bounce house) \$1,000.00 (Mechanical Ride)

- Corporate identity in all advertising prior to and during the Street Fair.
- Recognition as supporter of event and signage at the event.
- Opportunity to have a booth at the street fair to reach thousands of potential customers directly.

SUPPORTER SPONSOR - \$500.00

- Recognition as supporter of event and signage at the event.

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SPONSORSHIP CONTRIBUTION FORM

Please complete and return this form along with your check by August 1, 2019 to:
Cliffhanger Productions, 161 Park Avenue, Rutherford, NJ 07070

**PLEASE MAKE CHECK PAYABLE TO
CLIFFHANGER PRODUCTIONS, INC.**

Company Name: _____

Contact Person: _____

Phone: _____ **Fax:** _____

Email Address: _____ **Website:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

We agree to participate as:

_____ **Presenting Sponsor (1) - \$10,000.00**

_____ **Main Stage Sponsors (1) - \$7,500.00**

_____ **Children's Stage Sponsors (1) - \$5,000.00**

_____ **Craft Area Sponsors (1) - \$2,000.00**

_____ **Ride Sponsors (Bigger Rides) (1) - \$1,000.00 per ride**

_____ **Ride Sponsors (Bounce House & Kiddie Rides) (1) - \$750.00 per ride**

_____ **Information Booth Sponsors (1) - \$500.00**

**For Information or custom sponsorship level, Contact
Cliff Witmyer, Cliffhanger Productions**

Phone: 201-460-8335

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