

# THE SIXTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL SPONSORSHIP APPLICATION

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**SATURDAY, SEPTEMBER 13, 2014**

*BROUGHT TO YOU BY  
CARROLL GARDENS ASSOCIATION, INC.*

*A Not for Profit Organization*

*201 Columbia Street*

*Brooklyn, NY 11231*

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[www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)

[f on.fb.me/1gucGZB](https://www.facebook.com/1gucGZB) | [t @CGA\\_NPC](https://twitter.com/CGA_NPC)

## GENERAL INFORMATION

**The Sixth Annual Columbia Waterfront Fall Festival will be held on Saturday, September 13, 2014 from 12 PM – 5 PM on Columbia Street (between DeGraw and Union Street) & Union Street (between Columbia and Hicks Street).**

### ABOUT THE FALL FESTIVAL

The Columbia Waterfront Fall Festival is a family-friendly, annual festival held every second week of September in South Brooklyn's Columbia Waterfront neighborhood. For the past six years, we've attracted a diverse crowd by advertising and reaching out to online and print media to provide strong local coverage. Admission is always **FREE**. It is a day of fun for all with children's activities, entertainment, shopping, and more.

### ABOUT THE ORGANIZER

Carroll Gardens Association, Inc. (CGA) is a Neighborhood Preservation Company that has been serving the neighborhoods of Southwest Brooklyn for 43 years. CGA's mission is to foster a community where all residents, workers, and visitors of Southwest Brooklyn's neighborhoods, regardless of income-level, can live, work, and thrive. CGA began the annual Fall Festival in 2007 with the mission to produce a free, high-quality, annual festival that promotes the diversity, vibrancy, and life of the Columbia Waterfront neighborhood; to promote the businesses of Southwest Brooklyn to local and regional audiences; and to contribute to the overall quality of life for Southwest Brooklyn community members.

### OUR GOALS FOR 2014

This year CGA will organize and promote the festival with two primary goals:

**1. *To make the Sixth Annual Columbia Waterfront Fall Festival 100% local.***

Why are we doing this? Because we are proud of the incredible diversity of businesses and artists that come out of Southwest Brooklyn, and believe the Fall Festival is a wonderful opportunity to showcase the unique products and services of area businesses, entrepreneurs and artists. In doing so, a new outlet for goods and art made in Southwest Brooklyn will be provided, and the distinctiveness of the area will be shared and experienced by all who attend. We define "local" as a vendor being a resident or business operator of the Southwest Brooklyn neighborhoods, including the Columbia Waterfront District, Red Hook, Carroll Gardens, Cobble Hill, Gowanus, and Brooklyn Heights.

**2. *To increase visitorship.***

To expand visitorship and increase patronage and greater sales for vendors, CGA will inform the public of the Fall Festival by using a mixture of print and online media, to include:

- Print advertisements in flyers and in major and local newspapers that provide information.
- Website postings that provide a comprehensive overview of the event.
- Social networking to generate word of mouth.

We are confident that this event will provide you with a terrific marketing opportunity to highlight your business' products and services to thousands of prospective customers, as well as provide the opportunity to enhance the position of your business in the Southwest Brooklyn community and beyond.

## **SPONSORSHIP LEVELS**

### **Gold Sponsor - \$1500**

- ❖ Company logo or name will appear prominently on all event publications (mailings, press releases, posters, and flyers)
- ❖ Company banner displayed on stage during the event
- ❖ Website link on [www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)
- ❖ Receive continuous recognition by the Master of Ceremonies throughout the event
- ❖ Opportunity to speak on stage during the opening ceremonies of the event
- ❖ A dedicated 10'x10' vendor space at the event

### **Silver Sponsor - \$1000**

- ❖ Company logo or name will appear prominently on all event publications (mailings, press releases, posters, and flyers)
- ❖ Company banner displayed on stage during the event
- ❖ Website link on [www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)
- ❖ A dedicated 10'x10' vendor space at the event

### **Bronze Sponsor - \$500**

- ❖ Company logo or name will appear prominently on all event publications (mailings, press releases, posters, and flyers)
- ❖ Website link on [www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)
- ❖ A dedicated 10'x10' vendor space at the event

All donations are tax deductible.

**Please complete the attached sponsorship form and mail along with your payment by Wednesday, August 13, 2014 to:**

**Carroll Gardens Association, Inc.  
201 Columbia Street  
Brooklyn, NY 11231**

Once we receive your completed application, CGA will confirm your reservation via the phone number or email address provided on the sponsorship form.

**SIXTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL SPONSORSHIP FORM**  
**DUE BY: WEDNESDAY, AUGUST 13, 2014**

Please fill out the form below. All applicable fields are required to process the application.

**Company Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**Position Title:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Website:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**EIN#:** \_\_\_\_\_

Choose from the options below.

- I would like to sponsor the Sixth Annual Columbia Waterfront Fall Festival.
  - Gold Sponsor (\$1500)
  - Silver Sponsor (\$1000)
  - Bronze Sponsor (\$500)
- I would like an exhibitor space at the Fall Festival.
- I would like to make a donation to the Carroll Gardens Association in the amount of \$ \_\_\_\_\_
- I would like to donate an item to the Fall Festival raffle. Please feel free to contact me via the phone number or email address I have provided above to discuss the specificities.

Please submit your company logo and website link to be included along with your name on CGA's website and Columbia Waterfront Fall Festival promotional material to [info@carrollgardensassociation.com](mailto:info@carrollgardensassociation.com).

All donations are tax deductible. Hand-deliver or mail your completed application with payment (we accept **certified checks or money orders** payable to **Carroll Gardens Association, Inc.**) by **Wednesday, August 13, 2014** to:

**Carroll Gardens Association, Inc.**  
**201 Columbia Street**  
**Brooklyn, NY 11231**

\_\_\_\_\_  
**Signature** **Print Name** **Date**

FOR OFFICE USE ONLY	
Date received:	Received by:
Notes:	

If you have any questions, please feel free to contact us via phone (718-243-9301) or email ([info@carrollgardensassociation.com](mailto:info@carrollgardensassociation.com)). Thank you for your support and generosity!