

VILLAGE of
GREENWOOD
Lake
NEW YORK
INCORPORATED 1924



Greenwood Lake Winter Carnival!

**Food Trucks – Craft Vendors – Polar Plunge
Kids & Adult Games – Hockey & Ice Racing**

**President Day Weekend - February 18th, 19th & 20th 2022
Friday: 5PM – 11PM | Saturday & Sunday 11AM – 11PM**

**Thomas P. Morahan Waterfront Park
7 Windermere Avenue, Greenwood Lake, NY 10925**

**\$10.00 General Admission Daily
\$5.00 Discount for Kids under 13, Active Duty Military & Seniors
2 Day GA Pass (Sat & Sun Only) \$15.00 | 3 Day GA Pass \$25.00
VIP PASSES AVAILABLE!**

For Vendor/Sponsorship info contact festivalworksny@gmail.com or 973-270-6214
Hosted by Village of Greenwood Lake, NY & Festival Works

About The Event

Celebrating its 3rd year in 2022, the regionally loved "Greenwood Lake Winter Carnival" is going back to its roots to bring guests more entertainment, more vendors, more activities, and more "Frosty Fun" than ever before. Under the direction of The Village of Greenwood Lake, NY, this year's fest will showcase a revitalized and elevated experience as festival for all ages on Friday, February 18th through Sunday, February 20th, 2022, on Presidents Day Weekend. What makes Greenwood Lake Carnival special is not only its longstanding history as a community with astounding events, but the reach it has across generations of fest-goers with offerings for attendees of all ages. For the adults, Winter Carnival boasts one main stage with national act live performances, VIP tents and igloos, the Winter Classic Hockey Tournament, the American Motorcycle Association Ice Races, a Polar Plunge, all while serving up plenty of locally crafted, some imported and other domestics beers in all of the beer pavilions. New in 2022, get in the spirit at the food and craft vendor village heated tent, offering up some of Hudson Valley's & North Jersey's unique artists and businesses while enjoying the sounds of festive music throughout the day and night. Revelers young and old alike will enjoy a full entertainment lineup on the main stage on beautiful Greenwood Lake. For the kids, we have winter themed characters walking all around accompanied by none other than Winter Carnival's Frosty himself. The festival will feature a kids activity zone, a heated tent for kids activities, hot chocolate & s'mores bar, ice skating, snow tubing and sleigh riding (weather, ice and snow permitting), outdoor activities for all ages, along with games and prizes. Dress warm and let's get wild this winter!

We are pleased to invite you to join us at the Greenwood Lake Winter Carnival 2022! This is an amazing opportunity to gain valuable exposure to more than 20,000 residents and visitors who attend the event. To keep the event unique and traditional, accepted vendors will contribute to the overall theme of the event by showcasing seasonal festive-style craft pieces and amazing foods & snacks. Please contact us if you are a good fit for this event!



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Marketing Outline

THE 2022 GREENWOOD LAKE WINTER CARNIVAL WILL UTILIZE AN INTEGRATED MARKETING STRATEGY, WHICH WILL INCLUDE:

- Weekly Electronic Newsletters and Inclusions
 - 4 broadcasts total = 100,000 subscriber impressions
- Print, radio, and online advertising
 - Over 1,480,000 impressions estimated
 - 1500 posters and 15,000 postcards distributed to restaurants, retailers, coffee shops, wine bars, wineries, farmer's markets, and community events pre-event in Orange County & Passaic County
- Social media marketing and targeted advertising
- Print local ads
- Website banner ads
- Email newsletter inclusion
- Dedicated eblasts
- Radio promotions
- A revamped website, GWLWINTERCARNIVAL.com

Website Banner Ads

- Greenwood Lake Chamber of Commerce
- Warwick Chamber of Commerce
- Goshen Chamber of Commerce
- Chester Chamber of Commerce
- Orange County Chamber of Commerce
- Orange County Restaurant & Tavern Assoc.
- News 12 Hudson Valley
- New 12 New Jersey (North)
- WTBQ Radio
- WDHA Radio
- West Milford Chamber of Commerce
- North Jersey Media Group
- Steppin Out Magazine online
- Hudson Valley NY Magazine online

Print Local Ads

- Suburban Trends
- West Milford Messenger
- Warwick Advisor
- The Record
- Time-Herald
- Hudson Valley Magazine
- Time Out New York
- Village Voice

Radio Promotions

- WTBQ
- WDHA
- WPDH
- WRRV

Dedicated Eblasts

- Village of Greenwood Lake, NY
- Greenwood Lake Chamber of Commerce
- Warwick Chamber of Commerce
- Goshen Chamber of Commerce
- Chester Chamber of Commerce
- Orange County Chamber of Commerce
- Orange County Restaurant & Tavern Assoc.
- News 12 Hudson Valley
- New 12 New Jersey (North)
- WTBQ Radio

Social Media

- Facebook
- Instagram
- Twitter
- SnapChat

Public Relations

THE 2022 GREENWOOD LAKE WINTERCARNIVAL WILL UTILIZE CLOSE MARKET TIES WITH LOCAL REPORTERS AND NEWS STATIONS TO COORDINATE COVERAGE OF THE EVENT.

- Garnering local and national media coverage
 - Includes pre-coverage and day-of coverage on site.
- Pre-show coverage by Radio promotions
- Four press releases, two calendar notices, and ten media alerts
- Weekly Electronic Newsletters and Inclusions
 - 6 broadcasts total = 210,000 subscriber impressions
- Online articles and mentions
- Print newspaper and magazine articles and mentions
- Over 125 calendar listings
- Total estimated PR Impression = 5,172,420 +

Calendar Listings

- Village of Greenwood Lake, NY
- Greenwood Lake Chamber of Commerce
- Warwick Chamber of Commerce
- Goshen Chamber of Commerce
- Chester Chamber of Commerce
- Orange County Chamber of Commerce
- Orange County Restaurant & Tavern Assoc.
- News 12 Hudson Valley
- New 12 New Jersey (North)
- WTBQ Radio
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- Time-Herald
- Hudson Valley Magazine
- Time Out New York
- WDHA
- WRRV

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Partnership Benefits

ALL SPONSORS WILL RECEIVE AMAZING EXPOSURE THROUGH THE FOLLOWING BENEFITS:

Key Elements part of all packages

Designated as a sponsor of

The 2022 Greenwood Lake Winter Carnival

- Ability to shape consumer attitudes by educating, entertaining and engaging a captive audience
- Brand exposure and creative marketing through experiential activations that deliver relevance and value to the consumer
- Creative marketing through digital platforms and on-site activations
- Potential for on-going mutually beneficial relationship and partnership with The Village of Greenwood Lake, NY, The Township of West Milford, NJ & Festival Works, LLC.

Pre-event Exposure part of all packages

- First right of refusal to sponsor the 2023 Greenwood Lake Winter Carnival
- Company name/logo included on the event website
- In all releases and promotional communication including press releases, calendar notices, media alerts, eblasts, social media and all press kits
- In all advertisements including newspaper/magazine mentions
- On all print collateral materials including, but not limited to the following: Flyers - 15,000 | Posters - 1500 | Online Event Programs
- In an extensive social media campaign through the Greenwood Lake Winter Carnival accounts and partner platforms with opportunity for paid boosting
- The opportunity to have your product highlighted at the pre-event radio promotions at a Greenwood Lake venue
- Opportunity to place advertisement or coupon within the online event program
- Opportunity to have a banner ad on the event website
- Opportunity to have a banner ad in an e-blast to over 100,000 recipients promoting the event.

On-Site & Post-Event Exposure part of all packages

- Company name and logo featured on event signage
- Company name mentioned on stage at event

Getting Great Exposure

All sponsors are asked to promote the event through tools available to company, including but not limited to social media, eblasts, website, etc

Sponsor exposure level will vary based on level of commitment.

Packages

So, where do we go from here?

Need to customize a package? Let's talk.

These packages are just the starting point for our conversation! We are happy to design a custom package for you based on your company brand.

Contact festivalworksny@gmail.com to schedule a time to discuss the endless opportunities!

\$25,000 TITLE PARTNERSHIP

- Company logo incorporated into the event logo for 2022
- Recognition as Title Sponsor anywhere the event name/logo is used
- A minimum of 20 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to hang 15 branded event signage within venue (Sponsor to provide signage)
- 20 VIP passes giving front of the line privileges, complimentary drinks, parking and more
- 2 Main Entrance Displays (Vehicle, product, or any take-away items)
- two 10x10 booths or one 10x20 booth
- first right of refusal for 2023

\$15,000 +Wristbands for 21+ - 2 spots PRESENTING VIP PARTNERSHIP

- Your product(s) featured throughout the event in beverage gardens and general area as presenting sponsor
- A minimum of 15 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Tent Space for a 10x20 within the Winter Carnival VIP Areas (sponsor to provide tent)
- Opportunity to hang 10 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- 15 VIP tickets giving front of the line privileges, complimentary drinks, parking and more for each day
- Opportunity to distribute a branded take-away item

\$10,000 +merchandise bags - 2 spots MAIN STAGE PARTNERSHIP

- Recognition as the Main Stage Sponsor anywhere the Main Stage is mentioned
- A minimum of 10 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 10 VIP passes giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to hang 10 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the Main Stage signage as Main Stage Sponsor
- Complimentary 10x10 booth space
- Official Winter Carnival Merch sold will be placed in a branded shopping bag with your branded image

\$10,000 - 2 spots BEER PARTNERSHIP

- Designate your company as the Official 2022 Beer Sponsor for The Greenwood Lake Winter Carnival
- A minimum of 10 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 8 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Company brands featured at the Beer Truck Pavilions
- Opportunity to provide a brand representative to speak on stage both days
- Tent Space for a 10x10 within the Oktoberfest Vendor Village
- Opportunity to hang 5 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)

\$7,500 KIDS ACTIVITY PARTNERSHIP

- Recognition as the kids activities Sponsor anywhere the kids activities are mentioned
- A minimum of 6 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP passes giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the each activity signage as Kids activity Sponsor
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- Tent Space for a 10x10 within the Winter Carnival Vendor Village

\$7,500 ADULT ACTIVITIES PARTNERSHIP

- Recognition as the Adult activities Sponsor anywhere the adult activities are mentioned
- A minimum of 5 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 7 VIP passes giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the adult activities signage as the adult activities Sponsor
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- Tent Space for a 10x10 within the Winter Carnival Vendor Village

\$5,000-2spots SHUTTLE BUS PARTNERSHIP

- Recognition as the Shuttle Bus Sponsor anywhere the shuttle busses are mentioned
- Branded Magnet on all shuttles with you logo
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP passes giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- Tent Space for a 10x10 within the Winter Carnival Vendor Village

\$3,500-4spots VENDOR VILLAGE PARTNERSHIP

- Recognition in event promotions and on-site signage as one of the vendor village Sponsors
- A minimum of 3 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 4 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Company name/logo recognition on the Food Truck Alley signage as the area sponsor
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- Tent Space for a 10x10 within the Winter Carnival Vendor Village

\$3,500 COMMUNITY PARTNER PARTNERSHIP

- Recognition in event promotions and on-site signage as one of four Community Partner Sponsors
- A minimum of 3 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 4 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Company name/logo recognition on all other signage as the area sponsor
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- Tent Space for a 10x10 within the Winter Carnival Vendor Village

\$2,500 COMMUNITY PARTNER PARTNERSHIP

- Recognition in event promotions and on-site signage as a Community Partner
- 3 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)

\$1,000 COMMUNITY PARTNER PARTNERSHIP

- Recognition in event promotions and on-site signage as a Community Partner
- A minimum of 1 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to hang 4 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)
- 2 VIP passes giving front of the line privileges, complimentary drinks, parking and more

\$250 BANNER PARTNERSHIP

- Opportunity to hang 1 branded event signage within venue (Sponsor to provide signage, promoter to finalize locations)

\$100 GENERAL PARTNERSHIP

- Opportunity to be included in random social media posts
- Opportunity to hand out business cards or flyers at event



Sponsorship Registration

- Title Partnership - \$25,000**
- Presenting Partnership - \$15,000 + wristbands for 21+**
- Main Stage Partnership - \$10,000 + merchandise bags**
- BEER Partnership - \$10,000**
- Kid's Activity Partnership - \$7,500**
- Adult Activities Partnership - \$7,500**
- Shuttle Bus Partnership - \$5,000**
- Vendor Village Partnership - \$3,500 - 2 spots**
- Community Partner Partnership - \$3,500**
- Community Partner Partnership - \$2,500**
- Community Partner Partnership - \$1,000**
- Banner Partnership - \$250**
- General Partnership - \$100**

All terms and conditions accepted by the Partner:

Signature: _____ Date: _____

Please print name: _____

Company Name: _____ Title: _____

Phone: _____ Fax: _____

Email: _____ Twitter: _____

Instagram: _____ Facebook: _____

All terms and conditions accepted by Greenwood Lake Winter Carnival:

Signature: _____ Date: _____

Please print name: _____

Company Name: _____ Title: _____

Phone: _____ Fax: _____

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Full payment is due no later than February 6th, 2022. Checks to be made payable to Festival Works, LLC. and mailed to Festival Works, Attn: GWL Winter Carnival 2022, PO BOX 60, Sterling Forest, NY 10979. Credit cards are accepted for payment with a 3.5% processing fee.

Please send all logos in PDF, .AI, or Vector to "festivalworksny@gmail.com". If your logo or content needs to be re-created, there is a Graphic Design fee of \$150.00 per image recreation.

