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## **PORTFEST SPONSORSHIP & VENDOR INFORMATION**

### **Q: What is HEARTS?**

HEARTS is a grassroots community organization whose mission is: "To add meaningful value to children's lives and our community by supporting, promoting and enriching the performing and visual arts programs in Port Washington Public Schools".

### **Q: What is PortFest?**

PortFest will be a free, fun family festival featuring local artists and musicians of all ages. The event will serve to celebrate, strengthen and promote the unique culture, arts and community of Port Washington while raising funds for music and arts programs in Port Washington Public Schools.

PortFest will feature live performances by student music & theater groups, local teen and adult bands, as well as displayed and demonstrations by local students, teachers and artists. There will be interactive music & arts experiences for festival participants to enjoy to be hosted by each school in the district. There will also be local vendors, concessions and community organizations exhibiting in support of our incredible community.

### **Q: How can we support HEARTS and get involved with PortFest?**

The following opportunities are available for you and your company to support the HEARTS cause while promoting your business in a positive way in the highly sought Port Washington area market:

1. **PortFest Partnerships (\$2,500-\$10,000)** - Partner benefit levels include (1) overall event underwriting & signage (2) stage or activity underwriting with exclusive signage (4) public recognition at PortFest (5) full page ad with prime position in PortFest programs, (6) featured recognition and logo on HEARTS' website (7) priority placement in PortFest marketing materials (8) 15' x 15' PortFest event display area.
2. **PortFest Sponsorships (\$1,000-\$2,000)** – Sponsor benefit levels include (1) half page ad in PortFest programs, (2) recognition and logo on HEARTS' website (3) placement in PortFest marketing materials (4) 10' x 10' PortFest event display area.
3. **PortFest Participating Vendors (\$500)** – Participating Vendor benefits include (1) ¼ page ad in PortFest programs, (2) recognition and logo on HEARTS' website (3) placement in PortFest marketing materials (4) 10' x 10' PortFest event display & sales area.
4. **PortFest Supporters (\$50-\$500)** – Supporter benefit levels include (1) 1/4 page, 1/8 page advertisement or listing in PortFest programs, (2) recognition on HEARTS' website

Businesses partners, sponsors and vendors benefit not only from exposure at the PortFest event but also from HEARTS' highly targeted and consistent multi-tiered marketing platform to help promote your business to over 2,000 of your potential customers who support the HEARTS cause!

### **Q: How do we get started?**

Businesses that are interested in participating at PortFest have the following three (3) options:

- 1) Complete the attached response form with payment to HEARTS at our address listed on the form, or...
- 2) E-mail HEARTS' sponsorship chair Victor Germain ([victorgermain19@hotmail.com](mailto:victorgermain19@hotmail.com)) or merchant coordinator Peter Cafaro ([pto23@optonline.net](mailto:pto23@optonline.net)) to discuss which options may be of interest to you, or...
- 3) Visit our website to make your contribution by credit card or PayPal at <http://www.heartspw.org/contribute.html>

This is an excellent opportunity for you and your organization to benefit from improved visibility and increased goodwill in the community while supporting quality creative arts education for the children in Port Washington public schools.

We look forward to working with you and providing the public recognition you deserve for your valued support!



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## **PORTFEST SPONSORSHIP & VENDOR APPLICATION**

**YES!** *Sign me up to support HEARTS and/or participate in PortFest 2012 at the following level:*

- Diamond Presenting Partnership**      **\$10,000**
  - ★ Exclusive Diamond Partner benefit level includes (1) Exclusive primary event underwriting & signage (2) Exclusive performance stage 'headline' signage (4) Primary public recognition/announcement at PortFest (5) One full-page ad outside rear cover in PortFest programs, (6) Exclusive 'top-billing' featured recognition and logo on HEARTS' website for one year (7) Exclusive 'top-billing' featured recognition and logo placement in PortFest marketing materials (8) Exclusive 15' x 15' PortFest event priority placement display area (9) Right of first refusal for Diamond Partnership for PortFest 2013
- Platinum Partnership**      **\$ 5,000**
  - ★ Platinum Partner benefit level includes (1) Exclusive performance stage underwriting with individual stage signage (2) Public recognition/announcement at PortFest (3) One full-page ad inside front or rear cover in PortFest programs, (4) Tier-2 'top billing' featured recognition and logo on HEARTS' website for one year (5) Featured recognition and logo placement in PortFest marketing materials (6) 15' x 15' PortFest event priority placement display area (7) Right of first refusal for Platinum Partnership for PortFest 2013
- Gold Partnership**      **\$ 2,500**
  - ★ Gold Partner benefit level includes (1) Exclusive interactive art/music activity underwriting with exclusive individual signage (2) Public recognition/announcement at PortFest (3) One full-page ad with prime position in PortFest programs, (4) Featured recognition and logo on HEARTS' website for one year (5) Recognition and logo placement in PortFest marketing materials (6) one 10' x 10' PortFest event display area (7) Right of first refusal for Gold Partnership for PortFest 2013
- Platinum Sponsorship**      **\$ 1,500**
  - ★ Platinum Sponsor benefit level includes (1) 10' x 10' PortFest event display area (*optional*) (2) One full-page ad with priority placement in PortFest programs, (3) Priority recognition and logo on HEARTS' website for one year (4) Recognition and logo placement in PortFest marketing materials
- Gold Sponsorship**      **\$ 1,000**
  - ★ Gold Sponsor benefit level includes (1) 10' x 10' PortFest event display area (*optional*) (2) One full-page ad in PortFest programs, (3) Recognition and logo on HEARTS' website for one year (4) Recognition and logo placement in PortFest marketing materials
- Participating Vendor**      **\$ 500**
  - ★ Participating Vendor benefits include (1) 10' x 10' PortFest event display & sales area. (2) One half (1/2) page ad with priority placement in PortFest programs, (3) Recognition on HEARTS' website (4) Recognition in PortFest marketing materials
- Platinum Supporter**      **\$ 500**
  - ★ Platinum Supporter benefit level includes (1) One half (1/2) page ad in PortFest programs, (2) Recognition on HEARTS' website (3) Recognition in PortFest marketing materials
- Gold Supporter**      **\$ 250**
  - ★ Gold Supporter benefit level includes (1) One quarter (1/4) page ad in PortFest programs, (2) Recognition on HEARTS' website (3) Recognition in PortFest marketing materials
- Silver Supporter**      **\$ 125**
  - ★ Silver Supporter benefit level includes (1) One eighth (1/8) page 'business card' sized ad in PortFest programs, (2) Recognition on HEARTS' website (3) Recognition in PortFest marketing materials
- Bronze Supporter**      **\$ 50**
  - ★ Bronze Supporter benefit level include (1) Listing in PortFest programs, (2) Recognition on HEARTS' website
- Student Supporter**      **\$ 25**
  - ★ Student Supporter benefit level includes (1) Listing in PortFest programs, (2) Recognition on HEARTS' website

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Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Work Tel: \_\_\_\_\_ Cell Tel: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

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