

The Falls Festival

PO Box 47

Rensselaer Falls, NY 13680

April 1, 2024

We hope this letter finds you well. We are excited to announce our upcoming Falls Festival - 2024, which promises to be a wonderful celebration of community and culture. As we plan for this event, we are reaching out to businesses like yours for support.

Our festival's mission is to generate an atmosphere of fun and excitement through family values and strong community spirit. We believe that by bringing people together, we can create a positive impact on our community. Furthermore, we aim to support the growth and development of local businesses, community committees, and local non-profits.

By sponsoring Falls Festival - 2024, you will not only be supporting our mission, but you will also gain significant exposure and visibility. The festival attracts hundreds of visitors annually, providing businesses with an excellent opportunity to promote their products and services. Your sponsorship will also be recognized on our website, social media platforms, and other promotional materials.

We offer several levels of sponsorship, each with its unique benefits. We would happily work with you to customize a package that meets your specific needs and budget. Our team can answer any questions and provide additional information about the festival.

Thank you for considering our sponsorship request. We look forward to the possibility of working with you and creating a successful and memorable Falls Festival - 2024.

Sincerely,

Jolene LaSiege & Michael S. Hammond

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The Committee is working with the following schedule for the Fall Festival:

Friday, September 6th

5pm - 11pm: Craft & Food Vendors

5pm - 11pm: LIVE Music

Family Fun Events & More

**** Bounce Houses &**

Kid Games Both Days **

Saturday, September 7th

8am: Kids Fishing Derby

11am - 8pm: Craft & Food Vendors

11am - 11pm: Family Fun, LIVE Music & More

Fireworks @ Dusk

Falls Festival ~ Levels of Sponsorship

Diamond (\$2500) Sponsorship

Includes:

Exclusive sponsorship of a musical act, the Fireworks or our Kids Fishing Tournament. Extensive media coverage on radio, paper, social media, and our website. Voucher for a free meal and two free beverages. Yard sign placement for your business. Your business name is prominently displayed along Main Street. LIVE shout-out on Yes FM! 96.7. Announcements before, during, and after the LIVE musical performances. Sponsorship name featured on the back of our Falls Festival Merchandise. VIP seating for 4.

Gold (\$1000) Sponsorship

Includes:

Voucher for a free meal and two free beverages, your choices will be available when confirming with the committee. Also included at this level are a yard sign for a member of your business, your business name along Main Street, a LIVE shout-out on Yes FM! 96.7, and announcements before/during & after the LIVE musical performances. One Falls Fest t-shirt and Koozy.

Silver (\$500) Sponsorship

Includes:

LIVE shout out on Yes FM! 96.7 and announced before/during & after the LIVE musical performances and sponsorship name placed on the back of our Falls Festival Merchandise—yard sign along Main Street. One Falls Fest t-shirt and Koozy.

Bronz (\$100) Sponsorship

Includes:

Business name announced before/during & after the LIVE musical performances.

If you are interested in being a sponsor for this event, please fill out the information below and mail this form, along with a check **made payable to The Falls Festival Committee**, and received before **August 1st** to be eligible for a spot on our t-shirt.

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Business Name: _____

Phone Number: _____

Business Address: _____

Level of Sponsorship (circle one): 1 2 3 \$ _____

Once your form and payment are received, one of our Falls Festival Committee Members will contact your organization to confirm all details and answer any questions you might have and provide you with your festival vouchers.

If you have any questions or concerns, please feel free to contact one of our Falls Festival Committee Members:

>> Michael Hammond, 315-276-0189

>> Stacy Gushea, 315-869-1745

>> Connie McAllister, 315-323-4697

>> Shelly Sanderson, 315-528-2469

>> Jolene LaSiege, 315-869-8681

We thank you in advance for your support and generosity,

Regards,

Jolene LaSiege & Michael S. Hammond

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PO Box 47, Rensselaer Falls, NY 13680

Committee Co-Chairs

www.villageofrensselaerfallsny.com/falls-festival---2024.html