



Dear Sponsor,

We are pleased to submit for your review,

GIO-ART PROMOTIONS CORPORATE SPONSORSHIP PROPOSAL

GIO-ART PROMOTIONS is the innovator and the No. 1 production company specializing in the placement of corporate displays and or sampling opportunities in New York City Street Fair venues. There is no, more efficient way to promote your product, program or brand, than by bringing it directly to the public. For the past 40 years, **Gio-Art** has been guiding people just like you.

Gio-Art is the official corporate promotion and development firm for all of *Mardi Gras Festival Productions* events, as well as many other NYC events. **Gio-Art** currently maintains **exclusive sponsorship rights** to more than 90 of New York City’s largest, most famous, and best attended Street Fairs located in Manhattan.

From **The Seaport District**, to **The Financial District**, to **Midtown** (the location of the world’s most prestigious hotels and theaters) to **Times Square** (The Center of the Universe); **Gio-Art** has it covered. **Gio-Art** takes your message directly to the people, who after all, are or will be the loyal consumer of your products.

These day-long celebrations (**exclusive to Gio-Art Promotions**), provide a wonderful source of corporate brand exposure to hundreds of thousands of spectators at each event. Your logo identified banners, inflatable’s, stages with entertainment and branded corporate display booths (for product sampling/demonstration) are strategically placed throughout the event area. As an **“OFFICIAL SPONSOR”**, your promotional displays can be featured throughout any event!

Up to **500 exhibitors** from across the country will be participating in each event, including some of New York’s finest and most popular restaurants. They will feature a variety of truly **authentic** international and **ethnic foods**. Entertainment will be the highlight at each of these events. Large, elevated and logo identified stages with non-stop, lively entertainment will be featured in each event.

Listings as **“OFFICIAL SPONSOR”** in each of our 90 plus spectacular events are granted on appropriateness of product and on an **early-book basis**.

Please review the attached proposal and call to discuss the possibility of becoming part of these major NEW YORK CITY annual events.

Sincerely,

Joseph Giovanni

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CORPORATE SPONSORSHIP PROPOSAL

Corporate Sponsorships may be available at each of the attached list of **FESTIVALS AND SPECIAL EVENTS**, on an individual or on a multi-event package basis.

Sponsorships are divided into Four (4) main categories. They are as follows:

I. TITLE SPONSORSHIP

*Title Sponsorship is available to only one main sponsor at the event. It provides for your corporate or **product name and branding** to be used on all advertising, banners, press releases, signs, stages, flyers and posters anytime the name of the event is used. All festival activities will be **unified into one colorfully themed area** (usually in your corporate colors), which lends itself to distinct and **highly visible brand identification**. Your Title Sponsorship package will include:*

1. The elevated main stage of the festival. **Six (6) hours of professional, live entertainment** will consist of a variety of music and/or comedy, dance and attractions (as per your approval) with a unified theme of your choosing.
2. Your elevated stage will be **decorated in you colors** and will include your corporate or product name and **branding** across the front and top of the stage.
3. Vertical banners will be strategically place throughout the festival and will designate your **official status**, including your logo.
4. A professional emcee will be provided to coordinate the show and will **announce your corporation's sponsorship** to the festival audience, every 15 minutes.
5. A professional sound system will be provided on your stage and upon your request, may be used for speeches and/or presentations.
6. Two corporate display spaces will be provided, **with color coordinated display booths**, to either sample or sell merchandise, new products, coupon discounts, information, etc.

TOTAL TITLE SPONSORSHIP FEE:

(Quoted on request depending on location and availability)

II. CORPORATE DISPLAY SPACE

A 10 foot by 10 foot (10' x 10') corporate display space will be provided for your use within the event area. This **premium location** space may be colorfully decorated with your own branded display booth, the perfect solution for your stationary needs or product demonstrations.

TOTAL CORPORATE DISPLAY SPACE FEE:

(Quoted on request depending on location and availability)

*** Available with a ten foot (10') canopy display booth for an additional minimal fee ***

III. "GORILLA MARKETING STYLE" SAMPLING PROGRAM

Gorilla marketers and their clients will be severely dealt with this year by the N.Y.P.D. and other city agencies. With **Gio-Art**, you will be legally identified and allowed to roam our event with 2 samplers handing out info or product. No stationary setup is required.

TOTAL GORILLA STYLE SAMPLING FEE:

(Quoted on request depending on location and availability)

IV. ENTERTAINMENT SPONSORSHIP PROGRAM

As an **Entertainment Sponsor**, your corporation may sponsor one of several stages of entertainment in the festival area. Your sponsorship program **includes the following:**

1. An elevated stage with **five (5) hours of live entertainment** consisting of a variety of music, comedy, dance and/or attractions will be provided for you. As per your approval, entertainment will be presented in one of the following **unified themes:**

- (A) SWING/JAZZ
- (B) CONTEMPORARY TOP 40
- (C) RHYTHM & BLUES (R & B)
- (D) OPERA/BALLET
- (E) BIG BAND SOUND
- (F) ETHNIC
- (G) OLDIES 50's & 60's
- (H) SPORT EXHIBITIONS

2. A professional emcee will be provided, to coordinate the show and will **announce your corporation's sponsorship** to the festival audience, every 15 minutes.

3. Your stage will be **colorfully decorated and will display your corporate banner** across the stage.

TOTAL ENTERTAINMENT SPONSORSHIP FEE:

(Quoted on request depending on location and availability)

2019 FESTIVALS AND SPECIAL EVENTS SCHEDULE

FRIDAY	APRIL 26 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	APRIL 27 TH	COLUMBUS CIRCLE SPRINGFEST (ON BROADWAY from 60TH - 61ST ST.)
FRIDAY	MAY 3 RD	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	MAY 4 TH	EARTH AWARENESS DAY FAIR AT HERALD SQUARE (ON BROADWAY from 35TH - 40TH ST.)
SUNDAY	MAY 5 TH	UNION SQUARE SPRING BLOCK PARTY (ON 17TH STREET from BROADWAY - PARK AVENUE SOUTH.)
SUNDAY	MAY 5 TH	JACKSON HEIGHTS SPRING BLOCK PARTY (ON JUNCTION BOULEVARD from ROOSEVELT - 37TH AVE.)
THURSDAY	MAY 9 TH	COURT SQUARE FOOD FAIR (ON 45TH AVENUE from JACKSON AVE. - 23RD ST.)
FRIDAY	MAY 10 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	MAY 11 TH	TIMES SQUARE SPRING EXPO (ON BROADWAY from 47TH - 57TH ST.)
SUNDAY	MAY 12 TH MOTHER'S DAY	BRYANT PARK COMMUNITY FAIR (ON 41ST STREET from 6TH - 7TH AVE.)
FRIDAY	MAY 17 TH	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41ST STREET from 3RD - LEXINGTON AVE.)
SATURDAY	MAY 18 TH	ROMANIA DAY FESTIVAL (ON BROADWAY from LIBERTY ST. - BATTERY PL.)
SUNDAY	MAY 19 TH	STONEWALL VETERANS FAIR (ON UNIVERSITY PLACE from WAVERLY PL. - 14TH ST.)
THURSDAY	MAY 23 RD	UPPER EAST SPRING FOOD FAIR (ON 54TH STREET from 3RD - LEXINGTON AVE.)

FRIDAY	MAY 24 TH	MIDTOWN EAST FOOD SPRING FESTIVAL (ON 52ND STREET from 3RD - LEXINGTON AVE.)
SATURDAY	MAY 25 TH	MIDTOWN WEST SPRING FAIR (ON 8TH AVENUE from 42ND - 50TH ST.)
SUNDAY	MAY 26 TH	LEXINGTON AVENUE SPRING FESTIVAL (ON LEXINGTON AVENUE from 42ND - 57TH ST.)
MONDAY	MAY 27 TH MEMORIAL DAY	WORLD TRADE CENTER COMMUNITY FAIR (ON BROADWAY from LIBERTY - WALL ST.)
FRIDAY	MAY 31 ST	FULTON MALL/METRO TECH FAIR (ON WILLOUGHBY STREET from JAY - PEARL ST.)
SATURDAY	JUNE 1 ST	SIXTH AVENUE SHOPPING SPECTACULAR (ON 6TH AVENUE from 42ND - 55TH ST.)
SUNDAY	JUNE 2 ND	SIXTH AVENUE SPRINGFEST (ON 6TH AVENUE from 34TH - 42ND ST.)
FRIDAY	JUNE 7 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	JUNE 8 TH	FIRST AVENUE SPRING FESTIVAL (ON 1ST AVENUE from 68TH - 79TH ST.)
SUNDAY	JUNE 9 TH	NEW YORK CITY EXPO (ON 3RD AVENUE from 23RD - 34TH ST.)
FRIDAY	JUNE 14 TH	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41ST STREET from 3RD - LEXINGTON AVE.)
SATURDAY	JUNE 15 TH	P.A.L. FESTIVAL (ON UNIVERSITY PLACE from WAVERLY PL - 14TH ST.)
SUNDAY	JUNE 16 TH FATHER'S DAY	AVENUE OF THE AMERICAS SPRING FAIR (ON 6TH AVENUE from 42ND - 56TH ST.)
THURSDAY	JUNE 20 TH	EAST SIDE CRAFT FOOD FAIR (ON 52ND STREET from 3RD - LEXINGTON AVE.)
FRIDAY	JUNE 21 ST	NYC POLICE MUSEUM FAIR (ON LIBERTY STREET from BROADWAY - TRINITY PL.)

SATURDAY	JUNE 22 ND	TURTLE BAY FESTIVAL (ON LEXINGTON AVENUE from 42ND - 54TH ST.)
SUNDAY	JUNE 23 RD	LOWER SECOND AVENUE SUMMER FESTIVAL (ON 2ND AVENUE from 6TH - 14TH ST.)
THURSDAY	JUNE 27 TH	LONG ISLAND CITY EXPO (ON 45TH AVENUE from JACKSON AVE. - 23RD ST.)
FRIDAY	JUNE 28 TH	UPPER EAST SIDE FOOD FAIR (ON 54TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	JUNE 29 TH	MADISON AVENUE SUMMER FAIR (ON MADISON AVENUE from 42ND - 52ND ST.)
SUNDAY	JUNE 30 TH	FOREST HILLS SUMMER FEST (ON QUEENS BOULEVARD from YELLOWSTONE BLVD. - 70TH RD.)
THURSDAY	JULY 4 TH INDEPENDENCE DAY	THE GREAT JULY 4 TH FESTIVAL (ON FULTON STREET from WATER - GOLD ST.)
SATURDAY	JULY 6 TH	HELL'S KITCHEN COMMUNITY SUMMER FESTIVAL (ON 8TH AVENUE from 42ND - 57TH ST.)
SUNDAY	JULY 7 TH	LEXINGTON AVENUE MERCHANDISE FAIR (ON LEXINGTON AVENUE from 34TH - 42ND ST.)
THURSDAY	JULY 11 TH	LIBERTY STREET COMMUNITY FAIR (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
FRIDAY	JULY 12 TH	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	JULY 13 TH	AVENUE OF THE AMERICAS EXPO (ON 6TH AVENUE from 42ND - 54TH ST.)
SUNDAY	JULY 14 TH	PRIDE ON ASTOR FAIR (ON ASTOR PLACE from BROADWAY - LAFAYETTE ST.)
WEDNESDAY	JULY 17 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
FRIDAY	JULY 19 TH	FULTON MALL/METRO TECH AREA FAIR (ON WILLOUGHBY STREET from JAY - PEARL ST.)

SATURDAY	JULY 20 TH	TIMES SQUARE SUMMER FAIR (ON BROADWAY from 47TH - 57TH ST.)
SUNDAY	JULY 21 ST	SIXTH AVENUE SUMMER FAIR (ON 6TH AVENUE from 34TH - 42ND ST.)
FRIDAY	JULY 26 TH	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41ST STREET from 3RD - LEXINGTON AVE.)
SATURDAY	JULY 27 TH	FESTIVAL OF THE AMERICAS (ON 6TH AVENUE from 42ND - 56TH ST.)
SUNDAY	JULY 28 TH	BRYANT PARK AREA FAIR (ON 41ST STREET from 6TH AVE. - BROADWAY)
FRIDAY	AUGUST 2 ND	FINANCIAL COMMUNITY FAIR (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
SATURDAY	AUGUST 3 RD	TIMES SQUARE WEST SPECTACULAR (ON 8TH AVENUE from 42ND - 54TH ST.)
SUNDAY	AUGUST 4 TH	LEXINGTON AVENUE SUMMERFEST (ON LEXINGTON AVENUE from 42ND - 57TH ST.)
FRIDAY	AUGUST 9 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	AUGUST 10 TH	COLUMBUS CIRCLE FAIR (ON BROADWAY FROM 60TH - 61ST ST.)
SUNDAY	AUGUST 11 TH	COLUMBUS AVENUE FAIR (ON COLUMBUS AVENUE from 96TH - 106TH ST.)
FRIDAY	AUGUST 16 TH	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	AUGUST 17 TH	THE GREAT IRISH FESTIVAL (ON 6TH AVENUE from 42ND - 56TH ST.)
SUNDAY	AUGUST 18 TH	SWING STREET BLOCK PARTY (ON 52ND STREET from 5TH - 6TH AVE.)
FRIDAY	AUGUST 23 RD	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41ST STREET from 3RD - LEXINGTON AVE.)

SATURDAY	AUGUST 24 TH	EIGHTH AVENUE FESTIVAL (ON 8TH AVENUE from 42ND - 57TH ST.)
SUNDAY	AUGUST 25 TH	A.D.A.'S MADISON AVENUE FAIR (ON MADISON AVENUE from 42ND - 56TH ST.)
FRIDAY	AUGUST 30 TH	MIDTOWN EAST SUMMER FAIR (ON 40TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	AUGUST 31 ST	TIMES SQUARE SUMMER EXPO (ON BROADWAY from 47TH - 57TH ST.)
SUNDAY	SEPTEMBER 1 ST	THE 35 TH ANNUAL BRAZILIAN DAY FESTIVAL (ON 6TH AVENUE from 46TH - 56TH ST.)
THURSDAY	SEPTEMBER 5 TH	WORLD TRADE CENTER FESTIVAL (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
FRIDAY	SEPTEMBER 6 TH	GRAND CENTRAL FOOD FESTIVAL SERIES (ON 45TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	SEPTEMBER 7 TH	BROADWAY VILLAGE FAIR (ON BROADWAY from WAVERLY PL. - 14TH ST.)
SUNDAY	SEPTEMBER 8 TH	MEATPACKING DISTRICT FAIR (ON 9TH AVENUE from 15TH - 16TH ST.)
FRIDAY	SEPTEMBER 13 TH	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41ST STREET from 3RD - LEXINGTON AVE.)
SATURDAY	SEPTEMBER 14 TH	COLUMBUS CIRCLE/BROADWAY FAIR (ON BROADWAY FROM 60TH - 61ST ST.)
SUNDAY	SEPTEMBER 15 TH	MADISON AVENUE MERCHANDISE FAIR (ON MADISON AVENUE from 34TH - 40TH ST.)
FRIDAY	SEPTEMBER 20 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	SEPTEMBER 21 ST	THE SEAPORT FESTIVAL (ON BROADWAY from LIBERTY - RECTOR ST.)
SUNDAY	SEPTEMBER 22 ND	WASHINGTON SQUARE ARCH FAIR (ON WASHINGTON SQ. NORTH from 5TH AVE - UNIVERSITY PL.)

FRIDAY	SEPTEMBER 27 TH	METRO TECH AREA FAIR (ON WILLOUGHBY STREET from JAY - PEARL ST.)
SATURDAY	SEPTEMBER 28 TH	SIXTH AVENUE AUTUMN FAIR (ON 6TH AVENUE from 42ND - 56TH ST.)
THURSDAY	OCTOBER 3 RD	FULTON MALL/METRO TECH FALL FAIR (ON WILLOUGHBY STREET from JAY - PEARL ST.)
FRIDAY	OCTOBER 4 TH	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	OCTOBER 5 TH	NYC OKTOBERFEST (ON LEXINGTON AVENUE from 42ND - 57TH ST.)
SUNDAY	OCTOBER 6 TH	THIRD AVENUE AUTUMN FAIR (ON 3RD AVENUE from 42ND - 51ST ST.)
FRIDAY	OCTOBER 11 TH	GRAND CENTRAL FOOD BLOCK PARTY SERIES (ON 41ST STREET from 3RD - LEXINGTON AVE.)
SATURDAY	OCTOBER 12 TH	TIMES SQUARE EXPO (ON BROADWAY from 47TH - 57TH ST.)
SUNDAY	OCTOBER 13 TH	WORLD TRADE CENTER BLOCK PARTY (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
SUNDAY	OCTOBER 13 TH	JACKSON HEIGHTS JUBILEE (ON JUNCTION BOULEVARD from ROOSEVELT - 37TH AVE.)
MONDAY	OCTOBER 14 TH COLUMBUS DAY	COLUMBUS DAY FESTIVAL (ON BROADWAY from LIBERTY ST. - BATTERY PL.)
THURSDAY	OCTOBER 17 TH	FINANCIAL COMMUNITY LUNCHFEST (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
FRIDAY	OCTOBER 18 TH	MIDTOWN EAST FOOD FAIR (ON 54TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	OCTOBER 19 TH	USO - AVENUE OF THE AMERICAS AUTUMNFEST (ON 6TH AVENUE from 42ND - 56TH ST.)
SUNDAY	OCTOBER 20 TH	LOWER BROADWAY FAIR (ON BROADWAY from LIBERTY - RECTOR ST.)

THURSDAY	OCTOBER 24 TH	FULTON MALL/METRO TECH WEEKDAY FAIR (ON WILLOUGHBY STREET from JAY - PEARL ST.)
FRIDAY	OCTOBER 25 TH	MIDTOWN EAST FOOD BLOCK PARTY (ON 52ND STREET from 3RD - LEXINGTON AVE.)
SATURDAY	OCTOBER 26 TH	EIGHTH AVENUE FALL FAIR (ON 8TH AVENUE from 42ND - 52ND ST.)
SUNDAY	OCTOBER 27 TH	LEXINGTON AVENUE FALL FESTIVAL (ON LEXINGTON AVENUE from 42ND - 57TH ST.)
FRIDAY	NOVEMBER 1 ST	BOWLING GREEN PARK FAIR (AT BROADWAY - WHITEHALL ST.)
SATURDAY	NOVEMBER 2 ND	UNION SQUARE AUTUMN FAIR (ON BROADWAY from 17TH - 23RD ST.)
FRIDAY	NOVEMBER 8 TH	MIDTOWN EAST FALL FAIR (ON 45TH STREET from 3RD - LEXINGTON AVE.)
SATURDAY	NOVEMBER 9 TH	CENTRAL PARK COMMUNITY BLOCK PARTY (ON 60TH STREET from 5TH - MADISON AVE.)
SATURDAY	NOVEMBER 9 TH	NYC TOURIST DAY (ON 50TH STREET from 6TH - 7TH AVE.)
SUNDAY	NOVEMBER 10 TH	UNION SQUARE AUTUMN BLOCK PARTY (ON 17TH STREET from BROADWAY - PARK AVENUE SOUTH.)
MONDAY	NOVEMBER 11 TH VETERANS DAY	VETERANS DAY FESTIVAL (ON BROADWAY from LIBERTY ST. - BATTERY PL.)
MONDAY	NOVEMBER 11 TH VETERANS DAY	VETERANS DAY PARADE BLOCK PARTY (ON 48TH STREET from 6TH - MADISON AVE.)
FRIDAY	NOVEMBER 15 TH	FINANCIAL COMMUNITY FALL FAIR (ON LIBERTY STREET from BROADWAY - TRINITY PL.)
SATURDAY	NOVEMBER 16 TH	UNIVERSITY PLACE FAIR (ON UNIVERSITY PLACE from 8TH - 14TH ST.)
SUNDAY	NOVEMBER 17 TH	MURRAY HILL COMMUNITY EXPO (ON LEXINGTON AVENUE from 34TH - 42ND ST.)



FRIDAY

DECEMBER 6TH

BOWLING GREEN PARK FAIR
(AT BROADWAY - WHITEHALL ST.)

EVENTS, DATES AND/OR LOCATIONS - SUBJECT TO CHANGE. 4/4/19 11:40 AM