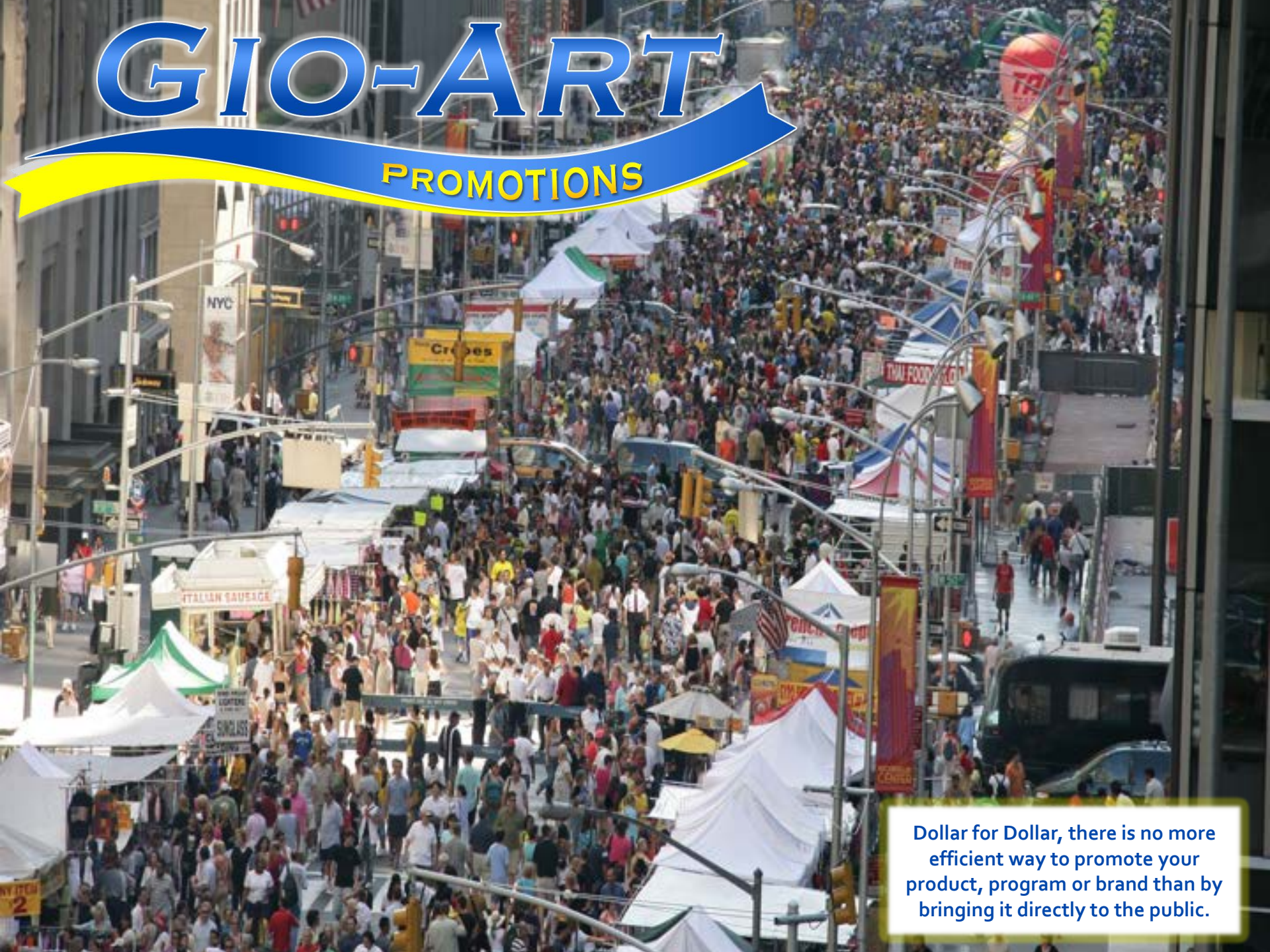


GIO-ART

PROMOTIONS



Dollar for Dollar, there is no more efficient way to promote your product, program or brand than by bringing it directly to the public.

WHO ARE WE?

GIO-ART PROMOTIONS is the innovator and the **#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.

Who Doesn't Like to Receive a **Free Sample**?

Product sampling gives consumers the opportunity to try new products **risk-free**. It is one of the *best* ways to create **brand awareness** and **generate sales**.

It's all about **exposure**-getting product into the **hands of consumers**.

A survey carried out by the **Product Sampling Council** found that a whopping **92%** of consumers said they would **buy a new product** if they liked it **after receiving a sample**.

For the past 40 years, **GIO-ART** has been helping the biggest corporate names **spread their message** and **strengthen their brands**.

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**.

LOCATION, LOCATION, LOCATION'

WHETHER YOU ARE LOOKING FOR:

- Corporate Product Launches
- Mobile Marketing Tours
- Product Sampling
- Pop-Up Stores
- Central Park Permits
- Times Square Permits
- Union Square Permits
- Placement/Permits for Mobile Environments
- Permits for Specific Locations City-Wide

OR

- Participation in an existing NYC Street Fair

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.



STREET FAIRS

- ▶ Participating in an already **existing event (Street Fair)**, is by far, the **most cost-effective** way to put your message, product or brand in front of the public.
- ▶ **Avoid extra costs** for Permits, Location Fees, Event Producers, Security Staff, etc., which can *easily* add up to **\$50,000 + for a 1 day event** and **avoid** the hassle of dealing with various city agencies which will add Ten's of Thousands of Dollars and Hundreds of Anguishing hours of back and forth.



- ▶ 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. Up to **500 exhibitors** from across the country will be participating in each event.

STREET FAIRS



- ▶ As an **"OFFICIAL CORPORATE SPONSOR"**, your promotional displays can be **featured** throughout any event! Your logo-identified banners, inflatables, stages with **entertainment** and branded corporate display booths (for product sampling/demonstration) will be **strategically** placed throughout the event area. 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 CORPORATE SPONSOR"** in each of **GIO-ART's** 90 plus spectacular events are granted on appropriateness of product and on an **early-book basis**.

STREET FAIRS

CORPORATE SPONSORSHIP PROPOSAL



CORPORATE SPONSORSHIPS are available at each of the attached list of *STREET FAIRS AND SPECIAL EVENTS*.

Sponsorships are divided into three (3) main categories.
They are as follows:

I. CORPORATE DISPLAY SPACE

II. "GUERILLA MARKETING STYLE" SAMPLING PROGRAM

III. TITLE SPONSORSHIP

STREET FAIRS

I. CORPORATE DISPLAY SPACE

- A 10' x 10' **Premium Location** will be provided at the **most visible** area of the event. This is a **perfect** solution for your **Stationary Display Needs**.
- **Corporate Display Spaces** can range from a 10'x10' tent setup to a 60'x10' mobile environment or **LARGER**.



TOTAL CORPORATE DISPLAY SPACE FEE:

(Quoted on request depending on location and availability)

* Available with a 10' canopy display booth for an additional minimal fee *

STREET FAIRS

II. "GUERRILLA MARKETING STYLE" SAMPLING PROGRAM

Guerrilla 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 two (2) samplers handing out info or product. **No** stationary **setup** is required.



TOTAL GUERRILLA STYLE SAMPLING FEE:

(Quoted on request depending on location and availability)

STREET FAIRS

III. TITLE SPONSORSHIP

Title Sponsorship is available to only one **Title Sponsor** at each event. Your corporate or product name and branding will 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. 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 your colors** and will include your **corporate** or **product name** and **branding** across the front and top of the stage.

STREET FAIRS

III. TITLE SPONSORSHIP

3. **Vertical banners** will be **strategically** placed 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 as **Title Sponsor** to the festival audience, every 15 minutes.
5. A professional **sound system** will be provided and upon your request, it may be used for **speeches** and/or **presentations**.
6. **Two** corporate display **spaces** will be provided, with **color coordinated** display booths.
You may **sample, sell, display, etc...**



TOTAL TITLE SPONSORSHIP FEE:

(Quoted on request depending on location and availability)

POP-UP SHOPS

A **pop-up shop** is a **short term** or **temporary store** used by companies to build **brand awareness**, launch a new product, test a consumer market or targeted retail location, including **experiential marketing**.

We provide **turnkey solutions** for brands that require **pop-up activations** and **brand marketing** at **heavy footfall prime real estate**.

Pop-up shops or **pop-up retail space** allows a company to create a unique environment that **engages** their customers and generates a feeling of **relevance** and **interactivity**.

Brands like **Target**, **Gucci**, **Louis Vuitton** etc., have also developed **pop-up shops** as part of their marketing campaigns.

GIO-ART currently maintains **exclusive sponsorship rights** at **The Herald Square District Shopping Court**.



TIMES SQUARE

Pop Up

Host a pop-up promotion in the Heart of Times Square

The Center of the Universe!

Promote or Sample your product the easy way.

NO PERMITS – NO PROBLEMS YOUR CLIENT WILL LOVE IT!



**On Broadway between 47th & 48th St.
July 3rd thru July 29th, 2023**

Each exhibitor will be provided an 8'x8' store with electricity, Wi-Fi, security, bathroom access and LED lighting.

Open Daily: 11AM – 12AM

NEARBY SUBWAY STOPS

1,2,3,7,S,A,C,E,N,Q,R,W Train @ Times Square – 42nd St. Station

204,017 per weekday / 240,645 people per weekend

N,W,R Train @ 49th St. Station

25,911 people per weekday / 33,001 people per weekend

Neighbors

M&M's World, TKTS Ticket Booth, Times Square's Red Stars, Lunt-Fontanne Theatre, Big Bus Tours NY, Hershey's Chocolate World



Host a pop-up promotion in the Heart of Times Square

The Center of the Universe!

Promote or Sample your product the easy way.

NO PERMITS – NO PROBLEMS YOUR CLIENT WILL LOVE IT!



On Broadway between 47th & 48th St.

November 24th thru December 19th, 2023

Each exhibitor will be provided an 8'x8' store with electricity, Wi-Fi, security, bathroom access and LED lighting.

Open Daily: 11AM – 12AM

NEARBY SUBWAY STOPS

1,2,3,7,S,A,C,E,N,Q,R,W Train @ Times Square – 42nd St. Station

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PAST & PRESENT CORPORATE CLIENTS



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CONTACT US



Thank you for reviewing our proposal.

We look forward to **hearing from you**.

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