



March 2019

Dear Friend of the Geneva BID,

I am writing to ask for your consideration of sponsorship support for the Geneva Business Improvement District's 20th Annual Cruisin' Night & Block Party event. This year, it will be held **Friday, July 26, 2019**, in beautiful Downtown Geneva. There will be fun and activities for all ages. This event will line Seneca, Exchange, Castle, and Linden Streets with classic cars, trucks, and motorcycles. There will be live music in three different locations, a dedicated Kid's Corner, food and retail vendors, as well as wine and beer available for purchase. Each year, we ask our community partners for support to aid in offsetting the cost of an event that has become a local tradition. We continue to set our fundraising goals high so that our beautification efforts and streetscape projects can be funded appropriately. It is with your help that we are able to keep our streets clean and beautiful for community members and visitors alike.

Please consider supporting this event, which draws over 5,000 people and 200 classic car owners and enthusiasts to the heart of Downtown Geneva.

I have attached details of sponsorship packages for your review. If you don't see a sponsorship package that appeals to your business needs, we are dedicated to creating one that will be mutually beneficial or may be combined with other event efforts. Your generous support will make all the difference in helping us reach our goal of a successful fundraising event, and to keep Downtown Geneva an enjoyable place to live, work, and play.

Should you have any questions, please do not hesitate to contact me at (315) 789-0102 or [pely@genevanybid.com](mailto:pely@genevanybid.com). Thank you for your kind consideration of this request and your continued support of the Geneva Business Improvement District.

Respectfully,

**Patti**

Patti Ely  
Geneva BID  
BID Coordinator



# GENEVA BID'S 20TH ANNUAL CRUISIN' NIGHT & BLOCK PARTY 2019 SPONSORSHIP OPPORTUNITIES



Please indicate which level of sponsorship you would like, fill in the appropriate information below, and return to the Geneva BID Office.

## Cruisin' Night Main Sponsor—\$2,500

Main event sponsor of Cruisin' Night. Sponsorship package level includes:

- All 2019 Posters & Media/Print Ads • 2019 T-shirts—A large company logo will appear on all
- Advertising on all BID Social Media platforms • Sponsor table in food court for advertising
- Banner on Seneca Street Stage in main Food Court • Dedicated press release and additional radio advertising

## Cruisin' Night Entertainment Sponsor—\$1,500 / MAIN STAGE \$500 OR \$750 / EXCHANGE OR CASTLE ST. STAGE

Entertainment Sponsor Package includes company logo on Stage banner:

- Logo on 2019 Posters & Media / Print Ads • 2019 T-shirts—A large company logo will appear
- Your banner on the front of selected stage • Advertising on all BID Social Media platforms

### Seneca Street Stage Sponsor

Featuring 1 band:  
6:00 PM - 10:00 PM

### Exchange Street Stage Sponsor

Featuring 2 Bands:  
5:00 - 7:00 PM & 8:00 -10:00 PM

### Castle Street Stage Sponsor

Featuring 2 bands:  
5:00 - 7:00 PM & 8:00 -10:00 PM

## Cruisin' Night Classic Car Sponsor—\$500

Classic Car sponsorship package includes:

- Logo on 2019 Posters & Media / Print Ads • 2019 T-shirts - A company logo will appear on all Ts
- Logo on 2019 Classic Car Sponsor Banner • Advertising on all BID Social Media platforms

## Cruisin' Night Commemorative T-shirt Sponsor—\$150

All T-Shirt sponsors of Cruisin' Night will have:

- Logo will appear on back of all 2019 T-Shirts

### Finger Lakes Times Tab Sponsorship Opportunity

Please indicate if you are interested in advertising in the Cruisin' Night Tab produced by the Finger Lakes Times.

### Cruisin' Night General Sponsor

**\$25 - \$149** Please indicate below amount you would like to sponsor. Business Name Text will be printed on all 2019 T-shirts.

### Please Indicate Sponsorship Level:

- MAIN SPONSOR **\$2,500**   
  ENTERTAINMENT SPONSOR **\$1,500 \$750 \$500**   
  CLASSIC CAR SPONSOR **\$500**  
 T-SHIRT SPONSOR **\$150**   
  FL TIMES TAB OPPORTUNITY   
  GENERAL SPONSOR / AMOUNT: \$\_\_\_\_\_
- Check / Money Order enclosed   
  Check / Credit/Debit Card to follow   
  Send Invoice

Business name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Return with payment to: **Geneva BID, One Franklin Square, Suite 211, Geneva, NY 14456**

Please make check / money order payable to Geneva Business Improvement District. Debit / Credit Card will be accepted for payment. *Please Email high resolution logos to [info@genevanybid.com](mailto:info@genevanybid.com).* Don't see an option you like? The BID is dedicated to working with sponsors and businesses to create a package that makes your investment worthwhile. Additional vendor opportunities, community involvement, and advertising needs can be discussed. Contact the BID Office.

To secure your spot on promotional materials please respond **NO LATER than Friday, June 21st.**

#### Office Use Only:

Date Rec'd: \_\_\_\_\_ Ck #: \_\_\_\_\_ Amt.: \_\_\_\_\_