

Northwell
Health presents

18th ANNUAL
PLEASANTVILLE
MUSIC FESTIVAL
20
24

PARKWAY FIELD • PLEASANTVILLE, NY • JULY 13, 2024



Allman-Betts Band • PMF 2023 © Jonathan Cunningham

2024 SPONSORSHIP
OPPORTUNITIES

NEW YORK'S BACKYARD JAM

Thank you for taking the time to review this sponsorship proposal for the 18th annual Pleasantville Music Festival.

Every summer since 2005, the Pleasantville Music Festival has brought world-famous artists and breaking national acts together with local up-and-comers to an audience of thousands of people in the tri-state area. Coming off 2023's successful and well-attended event, the

Pleasantville Music Festival continues to be known as a must-attend summer event for friends and family, food & drink, a warm positive vibe, and of course, world-class rock.

We are New York's Backyard Jam.

Sponsoring the Festival gives your organization the opportunity to:

- **Get your name in front of tens of thousands of people;**
- **Be associated with good times and great music;**
- **Be known for helping bring the summer's best event to New York's Backyard.**

PleasantvilleMusicFestival.com

Brandi of **Brandi & the Alexanders**
PMF 2023 © Vladimir Kolesnikov



ABOUT THE FESTIVAL

What started as a tiny notion has become one of the biggest music events in Westchester County. Now, in its 18th year, it continues to grow. Our 2024 festival will again feature three stages. Our Main Stage for national and regional headliners. Our Party Stage with its younger, edgier vibe. And our Chill Tent Stage for less-intense fare in the cool shade.

The Pleasantville Music Festival is New York's Backyard Jam in the center of Westchester, a county with a population and domestic product the size of many large states. Where people take their weekend recreation as seriously as the weekday rat race. And not just anywhere in Westchester, but in Pleasantville—the County's geographical and arts center—where thousands of people from all over the region flock each week for our nationally-known independent film center, live theater, outstanding restaurants, the area's largest farmers market, and of course, a thriving music scene.

It's a music fest with a distinctly suburban backyard feel. It's a major musical event without the major hassles of other festivals.

- **Big-name artists and small-town friendliness.**
- **A pop-up Tent City**, where folks stage an ad hoc block party.

- Our extremely popular **Beer & Wine Garden** for adults.
- A fun, safe **activity area for kids.**
- Our **Vendor Village** with crafts, and services.
- Our expanded **Food Court** that is a destination itself.
- A commitment to shine a light on worthy **nonprofits making a difference** here and around the region.
- All run by over 200 committed, experienced and **community-minded volunteers**, tasked with making sure everyone is having a great time.
- Our **multi-tiered marketing campaign** will include both traditional and digital platforms with messaging that significantly acknowledges the participation of our sponsors.

Previous Festival Acts: They Might Be Giants, Blues Traveler, The Allman Betts Band, X Ambassadors, Everclear, The Psychedelic Furs, Gin Blossoms, Living Colour, Soul Asylum, Aimee Mann, Jakob Dylan, The Revivalists, The Smithereens, KT Tunstall, Guster, Robert Randolph & the Family Band, Joan Osborne, Paula Cole, Ripe, Sophie B. Hawkins, Marshall Crenshaw and many more.

WHAT'S IN IT FOR OUR SPONSORS?

Plenty. The Pleasantville Music Festival offers a plethora of benefits to sponsors. They can include:

- **Having a space on the festival's coveted Sponsor Row**, allowing you to introduce yourself to thousands of attendees on the day of the festival
- **Naming rights to any of the three festival stages** or other areas on the festival grounds
- **Sponsorship of specific performances**
- **Hanging of banners** on the festival grounds
- **Acknowledgment in the Festival's multi-tiered marketing campaign**
- **Your organization's logo included in our print ads, posters, program and web site.** (We advertise in publications like *Westchester Magazine* and *The Examiner News*, and our web site receives over 20,000 visitors per month.)
- **Mentions in the festival's extensive social media campaign.** (We have over 8,000 followers with a reach of up to 50,000 per post.)
- **Some of our promotional packages include mentions in our extensive local radio advertising.**



WHO IS OUR AUDIENCE?

For the past few years we have averaged between 5,000 and 7,000 in attendance on our field. Here is what we have learned about them:

There is an even split of male and female attendees.

The average age of our ticket buyer is approximately 48 years old.

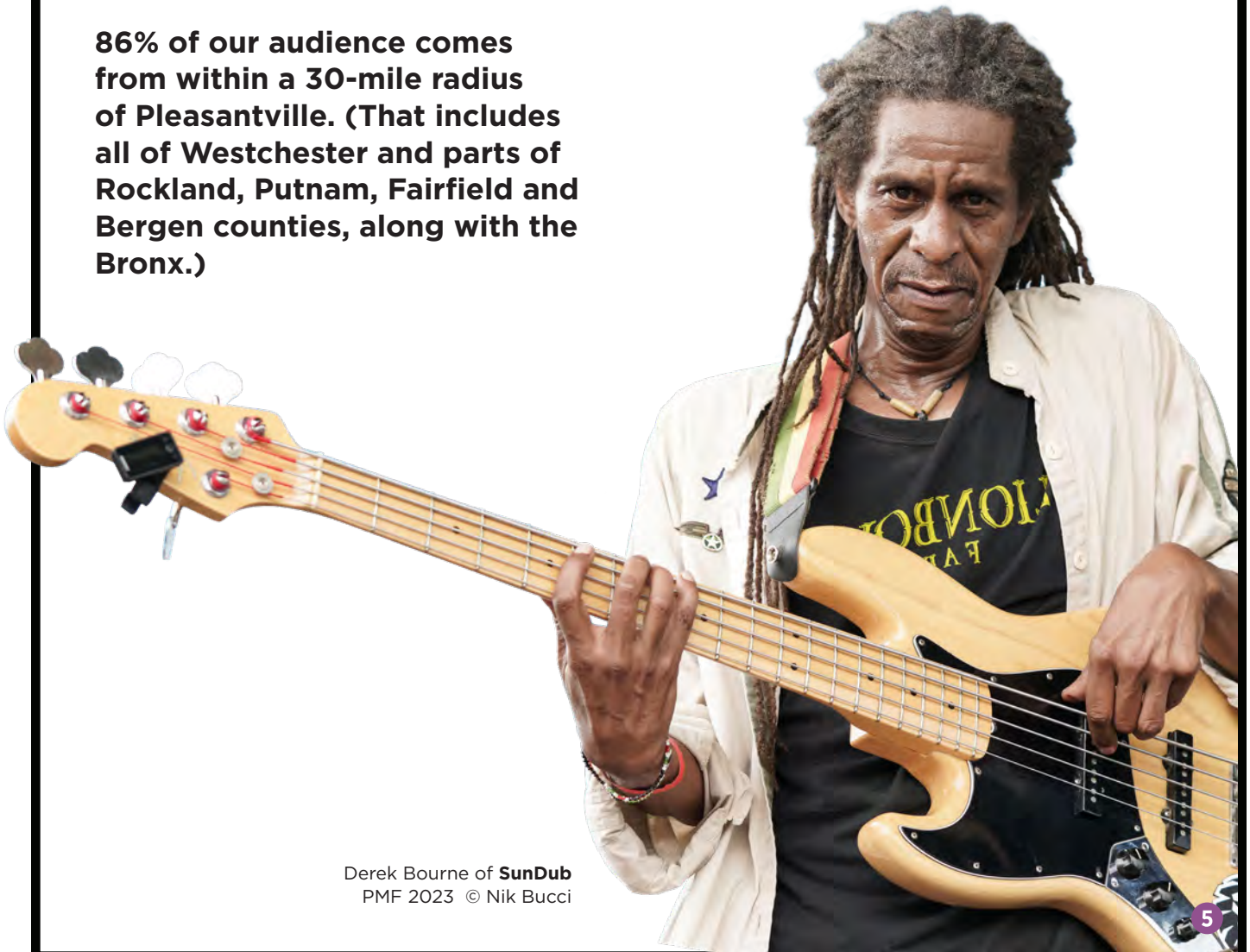
31% of our audience attends with their children.

86% of our audience comes from within a 30-mile radius of Pleasantville. (That includes all of Westchester and parts of Rockland, Putnam, Fairfield and Bergen counties, along with the Bronx.)

57% of our audience comes from the central part of Westchester.

Our marketing area includes all of Westchester, Rockland and Putnam counties and the Bronx in New York State; Eastern Fairfield County in Connecticut; and Bergen County in New Jersey.

The population in our marketing region exceeds 2 million people.



Derek Bourne of SunDub
PMF 2023 © Nik Bucci



SPONSORSHIP OPPORTUNITIES

As the Festival has grown, so has our need for support from key leaders in the business community. Sponsoring the Festival allows us to bring in the high-demand talent that brings in the crowds—while providing you with valuable promotional and on-site exposure.

EXCLUSIVE PRESENTING SPONSOR

- Representation as the “Pleasantville Music Festival, brought to you by “<YOUR BRAND>” in logos and/or text in all Festival marketing and collateral material, with Festival exclusivity for your industry
- 25 Festival adult tickets
- 3 on-site parking passes
- Sponsor banner placement on the Main Stage and other on-field sites
- Inclusion in 100% of radio and/or TV ads (broadcast and/or web-based)
- Assigned tent space on Parkway Field’s Sponsor Row
- Media presence with corporate acknowledgment in all Festival print marketing materials, including print advertising, posters, event banners and staff shirts
- Corporate logo on the Festival e-mail blasts
- Corporate logo on the Festival Sponsorship page with link to sponsor website
- Festival social media mentions
- Festival program print ad and listing

PREMIERE: \$20,000

- Main Stage naming rights with Festival exclusivity for your industry
- 18 Festival adult tickets
- 3 Sponsor-provided banners placed in a high-visibility location to be chosen by Festival staff
- 2 on-site parking passes
- Inclusion in 50% of radio and/or TV ads (broadcast and/or web-based)
- Assigned tent space on Parkway Field’s Sponsor Row
- Media presence with corporate acknowledgment in all print marketing materials for the Festival including print advertising, posters, event banners and staff shirts
- Corporate logo on the Festival e-mail blast
- Corporate logo on the Festival Sponsorship page linking to sponsor website
- Festival social media mentions
- Festival program print ad and listing

PLATINUM: \$7,500

- 15 Festival adult tickets
- 1 on-site parking pass
- 2 Sponsor-provided banners placed in a high-visibility location to be chosen by Festival staff
- Assigned tent space on Parkway Field's Sponsor Row
- Media presence with corporate acknowledgment in all print marketing materials for the Festival including print advertising, posters, event banners and staff shirts
- Corporate logo on the Festival e-mail blast
- Corporate logo on the Festival Sponsorship page linking to sponsor website
- PMF program listing
- PMF social media mentions

GOLD: \$5,000

- 10 Festival adult tickets
- 1 on-site parking pass
- Assigned tent space on Parkway Field's Sponsor Row
- 2 Sponsor-provided banners placed in a high-visibility location to be chosen by Festival staff
- Corporate logo on the Festival e-mail blast
- Corporate logo on the Festival Sponsorship page linking to sponsor website

SILVER: \$2,500

- 8 Festival adult tickets
- 2 Sponsor-provided banners placed in a high-visibility location to be chosen by Festival staff
- Corporate logo on the Festival e-mail blast
- Corporate logo on the Festival Sponsorship page linking to sponsor website
- Festival program listing
- Festival social media mentions

BRONZE: \$1,000

- 4 Festival adult tickets
- Sponsor-provided banner placement in a high-visibility location to be chosen by Festival staff
- Corporate logo on Festival Sponsor page
- Festival program listing
- Festival social media mentions
- Festival social media mentions



Rah Taylor of **Blac Rabbit** • PMF 2023
© Vladimir Kolesnikov

ADDITIONAL SPONSOR OPPORTUNITIES

ASSIGNED TENT SITE ON SPONSOR ROW \$2,500 PER SITE

Includes 10' x 10' tent site for meeting potential customers, handing out samples and/or literature. Includes recognition in Festival program and web site. Up to 4 admission bracelets given to those working the tent. (Sponsor to supply tent, table and chairs.) Includes recognition in Festival program and website.

SPONSOR NAMING RIGHTS

Your organization's name on specific areas of the Festival with these amazing branding opportunities:

- **Main Stage Naming:** \$15,000
- **Chill Tent Stage or Party Stage Naming:** \$7,500
- **Food Court, Vendor Village, Kids Zone, Shade Tent, or Tent City Naming:** \$3,000
- **Individual sponsorship opportunities** are available for performance underwriting, on-field signage, radio mentions, social media/website mentions, etc.

Please contact your Festival representative for more details.



PARTNERSHIP PROGRAMS

The Pleasantville Music Festival offers sponsors unique opportunities to customize their interaction with attendees and the surrounding communities. Corporate sponsors can tailor their participation to increase visibility and spotlight their brand.

Sample partnership programs:

- Product sampling
- Sponsor cross-promotion opportunities
- Exposure through additional Festival events
- Additional exposure through marketing phase leading to the Festival: Pleasantville Farmer's Market, Pleasantville Day, and other promotional opportunities

For information or additional branding opportunities, contact your PMF representative.

For further information or to customize a plan that works for you, contact:

Andy Sullivan, Director of Sponsorship
(646) 302-1996
sponsors@pleasantvillemusicfestival.com



Allison Ponthier
PMF 2023 © Nik Buccì



SPONSORSHIP AGREEMENT

(PAGE 1 OF 3)

SPONSOR ORGANIZATION _____

CONTACT NAME _____

BUSINESS ADDRESS _____

CITY _____

STATE _____

ZIP CODE _____

PHONE _____

FAX _____

E-MAIL _____

WEBSITE _____

DAY OF EVENT CONTACT _____

DAY OF EVENT PHONE _____

DAY OF EVENT E-MAIL _____

SPONSORSHIP PACKAGES

- Exclusive Presenting** Sponsor
- \$20,000 **Premiere** Sponsor
- \$7,500 **Platinum** Sponsor
- \$5,000 **Gold** Sponsor
- \$2,500 **Silver** Sponsor
- \$1,000 **Bronze** Sponsor

A LA CARTE SPONSORSHIPS

- \$15,000 Naming Sponsor for **Main Stage**
- \$7,500 Naming Sponsor for **Party Stage or Chill Tent Stage**
- \$3,000 Naming Sponsor for **Food Court, Vendor Village, Kids Zone, On-Field Shade Tent, or Tent City** (*circle choice*)
- \$2,500 Assigned Tent Site on Sponsor Row
- Performance or Other Sponsorships (*specify below*)

PAYMENT

- Check Visa MasterCard

CREDIT CARD # _____

NAME ON CARD _____

EXP. _____

CREDIT CARD SIGNATURE _____

Payment due with signed contract. Make check payable to "Village of Pleasantville" (Memo line: PMF 2024)

MAIL FORMS + CHECK TO:

Village of Pleasantville
80 Wheeler Avenue
Pleasantville, NY 10570
Attn: PMF Sponsorship

E-MAIL LOGO ART TO:

sponsors@pleasantvillemusicfestival.com
Logo art should be in *hi-res vector format*
(such as .ai or .pdf) so that we can scale
your logo across all appropriate media.

PLEASE READ, SIGN,
AND SEND **ALL THREE**
PAGES OF THIS
AGREEMENT ALONG
WITH PAYMENT

For further information, please contact *Andy Sullivan, Director of Sponsorship*, at (646) 302-1996 or sponsors@pleasantvillemusicfestival.com, to customize a plan that works for you.

SPONSORSHIP AGREEMENT (PAGE 2 OF 3)

Pursuant to the terms described below, you (“you” or “Sponsor”) agree to enter into a sponsorship agreement with the Village of Pleasantville (“VoP”) for the July 13, 2024 Pleasantville Music Festival (“PMF”).

In consideration of the agreements, representations and obligations stated here, including those in the PMF sponsorship opportunities brochure, which is part of this agreement, (collectively the “Sponsorship Agreement”)—and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged—each of us, intending to be legally bound, have entered into this Sponsorship Agreement,

1. TERM: The term of the Sponsorship Agreement commences on the date signed by Sponsor (the “effective date”) and shall expire on July 14, 2024 (the “Term”).

2. SPONSORSHIP FEE: As a PMF sponsor, the Sponsor shall pay to the VoP the non-refundable sponsorship fee outlined on page 1 of this Agreement. This fee is due within thirty (30) days of the effective date of the Agreement. Payments shall be made in US dollars, by check made payable to the “Village of Pleasantville” or by credit card (information supplied on signed “Sponsorship Agreement”) and mailed or delivered to 80 Wheeler Avenue, Pleasantville, NY 10570.

3. ADVERTISING AND SPONSORSHIP BENEFITS: The Sponsor will receive the benefits associated with the chosen sponsorship level, as set forth in the attached 2024 sponsorship brochure, unless those benefits are modified as described below:



4. SIGNAGE: Except as otherwise agreed by the parties, Sponsor shall be responsible for any and all expenses, including those directly or indirectly related to the installation, fabrication, erection, development and/or installation of any signage at the PMF. The VoP may reject, in its reasonable discretion, any signage or element thereof that it deems unsuitable in content or format for the space designated to Sponsor.

5. SPONSOR MATERIALS: Sponsor is responsible, at its sole cost and expense, for securing any consents, licenses, waivers, or any other third-party copyrights, trademarks, service marks, publicity, or privacy rights in connection with any images, art files, music, video or other materials used or provided by Sponsor in connection with this Sponsorship Agreement (e.g., any signage, logos, web site branding, etc.).

6. SPONSOR PERSONNEL: Sponsor shall ensure that all sponsor personnel will follow the rules and instructions provided by representatives of the VoP, on site at the PMF or

otherwise, in connection with this Sponsorship Agreement (e.g., safety, ingress and egress, scheduling, etc.).

7. FORCE MAJEURE: Sponsor acknowledges and agrees that the PMF is subject to cancellation in the event of inclement weather, or other *force majeure* event, as determined in the reasonable discretion of the VoP. Accordingly, any sponsorship benefits to be provided on the day of the PMF may be withdrawn in the event that the PMF is canceled. VoP shall have no liability to Sponsor in the event of such cancellation of PMF, and **no portion of the Sponsorship Fee shall be refunded.**

8. INDEMNIFICATION: Sponsor agrees to indemnify, defend and hold harmless the VoP and its directors, officers, employees, agents and representatives from and against any claim, suit or proceeding arising from following: (A) Any breach or alleged breach of this Agreement by Sponsor; (B) Any personal injuries or property damage caused or allegedly caused by the negligence or intentional acts of the Sponsor, its personnel or persons under their control; and (C) Any alleged or actual false advertising, fraud, misrepresentation, libel or slander; illegal competition or trade practice; infringement of trademarks, trade names or titles; violations of rights of privacy or publicity; or infringement of copyrights or proprietary and intellectual property rights arising in connection with the use or display of any sponsor materials or signage.

Sponsor further agrees to reimburse any VoP indemnitee for any and all losses, damages, liabilities, costs or expenses (including reasonable attorneys’ and professionals’ fees and disbursements) incurred in connection with investigating, preparing, pursuing or defending any third-party action, claim, suit, investigation or proceeding arising from any of the above (whether or not pending or threatened, and whether or not any VoP Indemnitee is a party).

9. INSURANCE: [Applies ONLY to sponsors that will have a display or booth at the Festival site. Cross this section out if it does not apply.] Sponsor warrants and represents that it has (or will secure prior to the PMF) and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term:

(a) Workers’ compensation insurance in compliance with statutory laws.

(b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate.

(c) Umbrella liability insurance, in excess of (b) above, with minimum limits of: \$2 million per occurrence and \$2 million general aggregate.

10. MISCELLANEOUS. In case any provision contained in this Agreement, or any application thereof, shall be deemed invalid, illegal or unenforceable, the affected provisions shall be construed and deemed rewritten so as to be enforceable to the maximum extent permitted by law, thereby implementing to the maximum extent possible the intent of the parties hereto. The validity, legality and enforceability of the remaining provisions contained in this Agreement shall not in any way be affected or impaired thereby.

(continued on next page)

SPONSORSHIP AGREEMENT (PAGE 3 OF 3)

(continued from previous page)

This Agreement constitutes the entire agreement and understanding between the parties hereto and supersedes all prior agreements and understandings, both written and oral, of the parties hereto regarding the subject matter of this Agreement. The parties agree that all indemnities, representations and warranties contained in this Agreement will survive the termination and/or expiration of this Agreement.

This Agreement may be executed in one or more counterparts, and by the different parties in separate counterparts. When executed, each counterpart will be an original and taken together will constitute one and the same agreement. This Agreement may be executed and delivered via e-mail or fax, which shall be deemed for all purposes as an original.

ACCEPTED FOR THE SPONSOR

Signature _____

Name _____

Title _____

Date _____

FOR THE VILLAGE OF PLEASANTVILLE

Signature _____

Name _____

Title _____

Date _____

Your PMF representative...

Andy Sullivan
Sponsorship Department

(646) 302-1996
sponsors@pleasantvillemusicfestival.com

