

City of Amsterdam Tourism and Recreation

2019 Sponsor Registration Form

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|----------------------------------|--------------|-----------------|---------------|
| Business/Organization: | | Contact: | |
| Email Address (Required): | | | Phone: |
| Street: | City: | State: | Zip: |

2019 Sponsorship Opportunities

Major Title Gold Event Sponsorship - \$2,000

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| <ul style="list-style-type: none"> * Major Title Sponsorship of an event of your choice <li style="padding-left: 20px;">* Your company name in the event title * Sponsorship of ALL 25+ other events/ activities, ALL year long * Sponsor placement on all marketing and event materials for all 25+ events in print, web, and social media <li style="padding-left: 20px;">* Sponsor name on any applicable title event giveaways <li style="padding-left: 20px;">* Placement of your company banner at title events/programs | <ul style="list-style-type: none"> * PA sponsor announcement at all applicable events/programs <li style="padding-left: 20px;">* Title event webpage linked to your business website <li style="padding-left: 20px;">* Amsterdam Sponsorship website linked to your website <li style="padding-left: 20px;">* Free Youth Recreation Basketball Team sponsorship * 10 X10 booth space for your business at Major Title event <ul style="list-style-type: none"> * If secured by 1/30 listed in 15k copies of 2019 Amsterdam Map and Brochure |
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Silver Event Sponsorship

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| <ul style="list-style-type: none"> * 10 x 10 booth space for selected event(s) * PA sponsor announcement at all applicable events/programs * Sponsor name on social media, email, print, and website marketing for selected event(s) <li style="padding-left: 20px;">* If secured by 1/30 listed in 15k copies of 2019 Amsterdam Map and Brochure | <ul style="list-style-type: none"> * 1 Event - \$250 * 2 Events - \$450 * 3 Events - \$650 * 4 Events - \$850 * 5 Events - \$1,000 <p style="text-align: center;"><i>Please select events below</i></p> |
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Exclusive Sponsorship Opportunities

\$5,000 - Firework Sponsor of the YEAR

\$2,500 - Amusement Ride Sponsor of the YEAR

Information

- 1. Major Title Sponsorships on first come, first serve basis.*
- 2. Past Major Title Sponsors will receive preference if contract is signed and returned by January 30th.*
- 3. If Major Title Gold and Silver Sponsorships are confirmed by 1/30, business names will be included in the 2019 Amsterdam Map and Brochures. 15k copies are distributed throughout the area. Get your sponsorships in as soon as possible!*

Select Sponsorship Level

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| 1. Major Title Gold Sponsorship Title Event Selected: _____ |
| 2. Silver Sponsorship Events _____ Cost: \$ _____ |
| 3. Exclusive Sponsorship Selection: _____ Cost: \$ _____ |

Select Events

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|---|--|
| _____ January 26th - 1st Annual SoupFest | _____ August 3rd - RiverFest |
| _____ March 16th - St. Paddy's Day Pub Fest | _____ August 6th - National Night Out |
| _____ April 20th - 1st Annual WingFest | _____ August 16th - Craft Beer Festival |
| _____ May 18th - Spring Fling Festival | _____ September 7th - ItaliaFest |
| _____ Saturdays July & August - Sunset Festivals | _____ October 5th - OktoberFest |
| _____ July 6th - Independence Day Festival | _____ October 31st - Trick or Treat on the MVGO |
| _____ July 8th - August 16th - Summer Camp | _____ Nov. 2019 - Feb. 2020 Youth Rec. Basketball League |
| _____ July and August - Free Movies in the Park | _____ November 29th - Tree Lighting Festival |
| _____ July (Dates TBA) - Free Learn to Swim Program | _____ December 31st - New Year's Eve Festival |

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| _____ I have submitted payment with form | _____ Please send invoice to: _____ |
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Mail to Amsterdam City Hall - 61 Church St. - Amsterdam, NY 12010 - mpawlik@amsterdamny.gov - 518-841-4307

*Office Use Only - Received ____ Paid ____ Entered ____