



The Merchants of Third Avenue *with* Senator Golden and Councilman Gentile present....

Officers:

- Robert Howe, President
Law Office
251 – 86TH Street
- Jay Sessa, 1ST Vice Pres.
McLaughlin Funeral Home
9620 Third Avenue
- Lloyd Berg, Secy.
Verrazano Vision
8421 Third Avenue
- Charles Otey, Exec. Secy.
718-836-6700
- Rhea McCone, Corr. Secy.
Harbour Abstract
7617 Third Avenue
- Catherine DiTirro,
Treasurer
Capital One Bank
9502 Third Avenue
- Wade Jabour, 2ND V.P.
Jabour Realty
8704 Third Avenue
- Leigh Holliday, Rec. Secy.
The Art Room
8710 Third Avenue
- Bina Valenzano, Mktg Dir.
The Bookmark Shoppe
8415 Third Avenue

SUMMER STROLL *on Third Avenue*

2013

On the evenings of July 19th, July 26th, August 9th and August 16th; the Merchants of 3rd Avenue are creating a strolling pedestrian plaza similar to an Italian piazza. 69th Street to 80th and 80th to 90th Street will be closed off to street traffic and the avenue transformed into a summer evening piazza filled with musicians, performers, art exhibits and our local merchants.

EVENT DATES

80th Street – 90th Street on **July 19th and July 26th**
69th Street – 80th Street on **August 9th and August 16th**

TIME: 6:00 – 10:30 pm

We are offering sponsorship opportunities.

SPONSORSHIP LEVELS

- \$500.00 for Gold*
- \$250.00 for Silver*
- \$100.00 for Bronze*
- Below \$100.00 Honorable Mention*

Zone Coordinator

- Zone A – 65TH to 75TH St.*
Arlene Rutuelo
6906 3rd Ave
- Zone B – 75TH to 86TH St.*
Sheila Brody/Green Spa
and Wellness Center
8421 Third Avenue
- Zone C – 86TH to 101ST St.*
Steve Oliver/Gerry Morris
Chadwick's
8822 Third Avenue

Sponsorship entitles your business to be highlighted on all promotional materials for **Summer Stroll on 3rd** including posters, ads, postcards, website and social media. We anticipate attendance of 1,500 to 2,000 people each evening.

With the success of last year's Summer Stroll, let's continue the momentum and work together to create wonderful event that will be talked about for many years to come!

Please contact:

- Marc Hibscher, 347-860-0508, mhibsher@homereporter.com
- Lori Pedone, lorip626@yahoo.com, 347-225-3657
- Chuck Otey, 718.836.6700
- Bina Valenzano, bina@bookmarkshoppe.com, 718.833.5115

Marketing Director & Festival Chairmar

Charles F. Otey
366 – 72ND Street

Please contact us if you are interested in performing, exhibiting or would like to participate in this year's event!



Sponsorship Breakdown:

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\$500.00 GOLD:

- Light's Sponsorship Mention
- Included as a Gold Sponsor on 3rd Ave Summer Stroll Website, with logo, contact info, and 250 word description of company.
- Mentioned on all Social Media, including Facebook and Twitter
- Included in all ads with a logo (not sponsored by Newspapers)
- Included in Postcards 5,000 distributed
- Included in ValPak, distributed to 50,000 households in Brooklyn
- Included in Posters (displayed in businesses all along 3rd Ave)
- Included in Program each evening, Prominent Spacing

\$250.00 SILVER:

- Included in Postcards 5,000 distributed
- Included in ValPak, distributed to 50,000 households in Brooklyn
- Included in Posters, (displayed in businesses all along 3rd Ave)
- Included in evening program
- Included as a Silver Sponsor on 3rd Ave Summer Stroll Website, with logo, contact info, and 100 word description of company.

\$100.00 BRONZE:

- Listed on Poster
- Included in ValPak, distributed to 50,000 households in Brooklyn
- Included in evening program
- Included as a Bronze Sponsor on 3rd Ave Summer Stroll Website, with logo, and contact info

Honorable Mention Below \$100.00

- Listed on Program
- Included as an Honorable Mention on 3rd Ave Summer Stroll Website with logo, and contact info