



THIRD AVENUE • BAY RIDGE

*Home of the Annual Summer Stroll on 3rd,
Pioneers Cocktail Reception & Third Avenue Festival*

2016-2017 OFFICERS

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The Art Room
8710 Third Avenue

PIONEER COMMITTEE

Charles Otey, Chair
718-836-6700

Lori Pedone, Co-Chair
347-225-3657

Marc Hibsher, Co-Chair
347-580-0825

The Merchants of Third Avenue *with* Senator Golden and Councilman Gentile *present the* **2017 SUMMER STROLL ON 3RD**

Event Dates:

July 14 and Aug. 4 from 80th Street to 90th Street
July 21 and Aug. 11 from 68th Street to 80th Street

Time:

6:00 p.m. to 10:30 p.m.



On the evenings of July 14th, July 21nd, August 4th and August 11th, the Merchants of Third Avenue will once again be creating a strolling pedestrian plaza along Third Avenue. The avenue will be closed off to street traffic from 68th Street to 80th Street and 80th Street to 90th Street, as the avenue is transformed into a summer evening piazza filled with food, musicians, performers, art exhibits and local merchants.

Become a Sponsor

Be Recognized and Stand Out at All 4 Strolls

Sponsorship Levels:

\$1,500 for Premier

\$1,000 for Gold

\$500 for Silver

\$250 for Bronze

\$100 for Friend

For more information on sponsorship opportunities, please contact: Patrick Gilbride at 646-342-9040 or Brian Chin at 718-833-1081

Please contact Ilene Sacco at ilenesacco@gmail.com if you are interested in performing, exhibiting or participating in this year's event

Sponsorship entitles your business to be highlighted on all promotional materials for Summer Stroll on 3rd, including posters, ads, postcards, website and social media. An attendance of more than 3,000 people is anticipated for each stroll. Let's continue and build on the momentum of last year's stroll and work together to create wonderful events that will be talked about for many years to come. *See reverse for details.*

SPONSORSHIP BREAKDOWN

\$1,500 PREMIER

- A prime avenue location for all 4 evenings
- Included as Premier Sponsor on www.summerstrollon3rd.com, with logo, contact info and 300-word description
- All of the below mentions

\$1,000 GOLD

- Exhibition space on the avenue for all 4 evenings
- Included as Gold Sponsor on www.summerstrollon3rd.com, with logo, contact info and 200-word description
- 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 Third Avenue)
- Included in program each evening, prominent spacing

\$500 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 Third Avenue)
- Included in evening program, exhibition space for 2 nights
- Included as Silver Sponsor on www.summerstrollon3rd.com, with logo, contact info and 100-word description

\$250 Bronze

- Listed on poster
- Included in ValPak (distributed to 50,000 households in Brooklyn)
- Included in evening program
- Included as Bronze Sponsor on www.summerstrollon3rd.com, with logo and contact info

\$100 Friend

- Listed on program
- Included as a Friend on www.summerstrollon3rd.com, with contact info

SPONSORSHIP OPPORTUNITIES

\$1,500 for Premier

\$500 for Silver

\$100 for Friend

\$1,000 for Gold

\$250 for Bronze

Business Name: _____ **Contact Name:** _____

Street Address: _____ **Phone #:** _____

Email: _____ **Website:** _____

Please Charge Credit Card

Check Enclosed

Cardholder Name: _____

Card #: _____ **Expiration Date:** _____

Signature: _____

Check payable to: Merchants of 3rd Ave. **Mailed to:** Merchants of Third Avenue, c/o Patrick Gilbride, Edward Jones, 8909 Third Ave., Brooklyn, NY 11209
Contact: Patrick Gilbride — 646-342-9040; patrick.gilbride@edwardjones.com or Brian Chin — 718-833-1081; bchin@enorthfield.com

The Association is a 501(c)(3) Not-for-Profit Organization