



# MERCHANTS OF THIRD AVENUE CIVIC IMPROVEMENT ASSOCIATION, INC.

*Established 1933*

OFFICERS 2017-2018

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McLaughlin Funeral Home  
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**Brian Chin, Co-Treasurer**  
Northfield Bank  
8512 Third Avenue

**JoAnn Libretti, Co-Treasurer**  
Empire State Bank  
8701 Third Avenue

**Rhea McCone, Corresponding Secretary**  
Harbour Abstract Agency Limited  
7617 Third Avenue

**Leigh Holliday, Recording Secretary**  
The Art Room  
8710 Third Avenue

 /ThirdAvenueBayRidge  
/SummerStrollon3rd  
merchantsofthirdave.com

## The Merchants of Third Avenue *with* Senator Golden and Councilman Brannan *present the* **2018 SUMMER STROLL ON 3RD**

### Event Dates:

July 13 and Aug. 3 from 68th Street to 80th Street  
July 20 and Aug. 10 from 80th Street to 90th Street



### Time:

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



On the evenings of July 13th, July 20th, August 3rd and August 10th, 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](mailto: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](http://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](http://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 ValPak (distributed to 50,000 households in Brooklyn)
- Included in posters (displayed in businesses all along Third Avenue)

## **\$500 SILVER**

- Exhibition space for 2 evenings
- Included in ValPak (distributed to 50,000 households in Brooklyn)
- Included in posters (displayed in businesses all along Third Avenue)
- Included as Silver Sponsor on [www.summerstrollon3rd.com](http://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 as Bronze Sponsor on [www.summerstrollon3rd.com](http://www.summerstrollon3rd.com), with logo and contact info

## **\$100 FRIEND**

- Listed on program
- Included as a Friend on [www.summerstrollon3rd.com](http://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](mailto:patrick.gilbride@edwardjones.com) or Brian Chin — 718-833-1081; [bchin@enorthfield.com](mailto:bchin@enorthfield.com)