



## MERCHANTS OF THIRD AVENUE CIVIC IMPROVEMENT ASSOCIATION, INC.

9728 THIRD AVENUE, SUITE # 502  
BAY RIDGE BROOKLYN, NEW YORK 11209  
[FACEBOOK.COM/THIRDAVENUEBAYRIDGE](https://www.facebook.com/thirdavenuebayridge)



*From the Desk of the Summer Stroll Coordinator*

Dear Summer Stroll Participants:

The Merchants of Third Avenue Civic Improvement Association, Inc., together with Councilman Justin Brannan and Bliss Entertainment, is so glad to once again be hosting the annual Summer Stroll on 3rd program — a neighborhood tradition since 2012!

As Summer Stroll Coordinator, I am excited to be able to expand upon this program's mission of transforming Third Avenue in Bay Ridge into a pedestrian mall — no cars allowed — for four Friday nights in July and August! Visitors can enjoy live entertainment, hunt for bargains and enjoy a number of exclusive shopping options at a leisurely pace and sip cappuccinos in outdoor cafes! Event dates are July 8<sup>th</sup> and August 5<sup>th</sup> (68<sup>th</sup> Street to 83<sup>rd</sup> Street), and July 22<sup>nd</sup> and August 19<sup>th</sup> (83<sup>rd</sup> Street to Marine Avenue).

Attached please find our official Summer Stroll on 3rd Application. Please read the application carefully, as there have been some changes, and please return it as soon as possible to guarantee your reservation for this year's program. Completed applications can be mailed to 9728 Third Avenue, Suite #502, Brooklyn, New York 11209 or emailed to [summerstrollon3rd@gmail.com](mailto:summerstrollon3rd@gmail.com).

I am pleased to announce that there are several exciting sponsorship opportunities available for this year's events, each with benefits designed to maximize exposure for your business or organization. In addition to recognition at each of these four events from the event's official Main Stage, all sponsors will receive social media promotion via the Merchants and Summer Stroll on 3rd channels and be highlighted on all printed promotional materials for the event. Please review the enclosed sponsorship information sheet for details. Please also be advised of the attached Summer Stroll Guidelines, Rules and Procedures. If you are interested in participating or performing in this year's events, please contact me directly at the number below. The deadline to participate is June 25<sup>th</sup>, 2022.

As always, thousands of people will be in attendance, providing an immediate boost to participating businesses of all kinds. I am so genuinely excited to help bring Bay Ridge the biggest and best edition of Summer Stroll on 3rd yet! Come be a part of this exciting event! Shop, dine and stroll Bay Ridge's historic Third Avenue and always remember to Think Third! I look forward to seeing you all on the avenue!

Sincerely,

*David Annarummo*

David Annarummo  
Summer Stroll Coordinator  
[Blissentertainmentnyc1@gmail.com](mailto:Blissentertainmentnyc1@gmail.com)  
347.219.2153

SHOP, DINE & STROLL THIRD AVENUE!  
ESTABLISHED 1933



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### 2022 Summer Stroll on 3rd Open Streets Guidelines

*Open Streets* will be held on Third Avenue on the following dates:

**JULY 8<sup>TH</sup> & AUGUST 5<sup>TH</sup> — 68<sup>TH</sup> STREET to 83<sup>RD</sup> STREET**  
**JULY 22<sup>ND</sup> & AUGUST 19<sup>TH</sup> — 83<sup>RD</sup> STREET to MARINE AVENUE**

***Event hours are 6:00pm to 10:00pm (Streets close at 5:00pm for setup)***

Businesses eligible for this program include:

- 1- Food service establishments that are a ground-floor restaurant or bar with a valid DOHMH permit
- 2- Ground-floor storefront businesses involved in the sale of goods or services directly to the public
- 3- Businesses engaged in retail trade, repair stores, personal care services, and dry-cleaning and laundry services

Roadway seating may extend from the curb to 8 feet from the center line (allowing a mandatory 15-foot fire lane) and may be the full width of the establishment. The perimeter of the extended area must be roped off. Fire hydrants must be kept clear by 15 feet.

Collapsible tents and umbrellas must be noted on your application and must be weighted on all bases.

The use of any amplified sound must be pre-approved and all sound must end by 10:00pm.

There is no city sanitation so each business is responsible for maintaining their area and broom sweeping at the close of the event.

**ALL EXTENDED SEATING AND DISPLAYS MUST BE COMPLETELY REMOVED  
FROM THE BLACKTOP BY 10:30PM. POLICE BARRICADES WILL BE  
REMOVED AT 10:30PM TO ALLOW FOR BUSES AND STREET TRAFFIC.**



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**2022 Summer Stroll on 3rd *Open Streets* Application**

**JULY 8<sup>TH</sup> & AUGUST 5<sup>TH</sup> — 68<sup>TH</sup> STREET to 83<sup>RD</sup> STREET  
JULY 22<sup>ND</sup> & AUGUST 19<sup>TH</sup> — 83<sup>RD</sup> STREET to MARINE AVENUE**

**NAME OF BUSINESS/ORGANIZATION:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**TELEPHONE #:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**THE BELOW INFORMATION IS REQUIRED BY NYC. YOU WILL NOT BE ABLE TO PARTICIPATE IF WE DO NOT HAVE THIS INFO:**

**IF YOU HAVE A CONSUMER AFFAIRS LICENSE WE NEED THAT NUMBER AND THE EXPIRATION DATE:**

\_\_\_\_\_  
**CONSUMER AFFAIRS LICENSE #**

\_\_\_\_\_  
**EXPIRATION DATE**

**IF YOU DO NOT HAVE A CONSUMER AFFAIRS LICENSE, WE WILL NEED YOUR EIN NUMBER:**

\_\_\_\_\_  
**EIN #**

**IF YOU ARE A NOT-FOR-PROFIT ORGANIZATION, WE WILL NEED YOUR TAX EXEMPT NUMBER:**

\_\_\_\_\_  
**TAX EXEMPT #**

**\_\_\_\_ YES WE WISH TO PARTICIPATE IN SUMMER STROLL ON 3<sup>RD</sup> ON THESE DATES:** \_\_\_\_\_

**BRIEF DESCRIPTION OF ACTIVITY** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE RETURN THIS FORM BY 06/25/2022 TO SUMMER STROLL COORDINATOR, DAVID ANNARUMMO:  
9728 THIRD AVENUE, SUITE #502 — BROOKLYN, NEW YORK 11209**

**[SUMMERSTROLLON3RD@GMAIL.COM](mailto:SUMMERSTROLLON3RD@GMAIL.COM) | 347.219.2153**

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ESTABLISHED 1933**



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FACEBOOK.COM/THIRDAVENUEBAYRIDGE



## The Merchants of Third Avenue Civic Improvement Association, Inc.

*presents the*

# 2022 SUMMER STROLL ON 3RD!



### Event Dates:

*July 8 and August 5 from 68th Street to 83rd Street!*

*July 22 and August 19 from 83rd Street to Marine Avenue!*



### Time:

*6:00pm to 10:00pm!*



On the evenings of July 8th & 22nd and August 5th & 19th, 2022, the Merchants of Third Avenue Civic Improvement Association, Inc. will once again be hosting a strolling pedestrian plaza along Bay Ridge's historic Third Avenue known as Summer Stroll! The avenue will be closed off to street traffic from 68th Street to 83rd Street and 83rd Street to Marine Avenue, as the avenue is transformed into an open street summer evening extravaganza filled with the best food, spirits, entertainment and local merchants!

## BECOME A SPONSOR!

*Receive special recognition  
on all 4 Stroll dates!*

### Sponsorship Levels:

**\$1,500.00 Premier**

**\$1,000.00 Gold**

**\$500.00 Silver**

**\$300.00 Bronze**

**\$200.00 Friend**

For more  
information about  
sponsorship opportunities  
please contact  
Stroll Coordinator  
David Annarummo @  
blissentertainmentnyc1@gmail.com  
or 347.219.2153!

Please contact  
Stroll Coordinator  
David Annarummo @  
blissentertainmentnyc1@gmail.com  
or 347.219.2153  
if you are interested  
in performing, exhibiting  
or participating  
in this year's  
Summer Stroll!

Sponsorship entitles your business or organization to be highlighted on all promotional materials for *Summer Stroll*, including selected printed material, media and digital advertisements and social media! An attendance of 3,000-plus visitors is anticipated each year, so come be a part of this exciting event! Shop, dine and stroll Bay Ridge's historic Third Avenue and always remember to *Think Third!*

# SPONSORSHIP OPPORTUNITIES

## **\$1,500.00 PREMIER**

- Exhibition space on the avenue (prime location) for all 4 evenings
- Included on Program, Poster, Stage Banner and in local printed and digital media
- Included as *Premier Sponsor* on social media channels with contact info, company/organization logo and company/organization description
- Special recognition at the event

## **\$1,000.00 GOLD**

- Exhibition space on the avenue for 2 evenings
- Included on Program, Poster and Stage Banner
- Included as *Gold Sponsor* on social media channels with contact info and company/organization logo

## **\$500.00 SILVER**

- Exhibition space on the avenue for 1 evening
- Included on Stage Banner
- Included as *Silver Sponsor* on social media channels with company/organization logo

## **\$300.00 BRONZE**

- Included on Poster
- Included as *Bronze Sponsor* on social media channels with contact info

## **\$200.00 FRIEND**

- Included on Program
- Included as a *Friend* on social media channels

## **PLEASE COMPLETE:**

☐ \$1,500.00 Premier

☐ \$500.00 Silver

☐ \$200.00 Friend

☐ \$1,000.00 Gold

☐ \$300.00 Bronze

**Business Name:** \_\_\_\_\_ **Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **Phone #:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

☐ **Please Charge Credit Card**

☐ **Check Enclosed**

**Cardholder Name:** \_\_\_\_\_

**Card #:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Please make all checks payable to: ***Merchants of Third Avenue*** and mail to:

9728 Third Avenue, Suite 502 — Brooklyn, New York 11209

Your contributions are tax deductible to the fullest extent provided by law.

All proceeds will benefit the Merchants of Third Avenue Civic Improvement Association, Inc.

# *The Merchants of Third Avenue*

## *Civic Improvement Association Inc.*



EG: H C I H



# SUMMER STROLL

## *on Third Avenue*

**BAY RIDGE • BROOKLYN**

**2022**

### ..... **EVENT DATES & ROUTES** .....

07/08 and 08/05 | 68th St.–83rd St. | 6:00pm-10:00pm

07/22 and 08/19 | 83rd St.–Marine Ave. | 6:00pm-10:00pm

..... **RAIN OR SHINE!** .....

On the evenings of July 8th & 22nd and August 5th & 19th, 2022, the Merchants of Third Avenue Civic Improvement Association, Inc. will once again be hosting a strolling pedestrian plaza along Bay Ridge's historic Third Avenue known as Summer Stroll! The avenue will be closed off to street traffic from 68th Street to 83rd Street and 83rd Street to Marine Avenue, as the avenue is transformed into an open street summer evening extravaganza filled with the best food, spirits, entertainment and local merchants! Come be a part of this exciting event! Shop, dine and stroll Bay Ridge's historic Third Avenue and always remember to Think Third!



Follow Us on Social Media: [!\[\]\(aab88c0d099e5d18d6533a97b13ec28d\_img.jpg\) /summerstrollon3rd](#); [!\[\]\(30511f8b621e91d2a09037fa36f8d30d\_img.jpg\) /summerstrollon3rd](#); [!\[\]\(96ad08d878e2a593ad5eef40b7dbe02c\_img.jpg\) /summerstroll3rd](#)

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