



# Porch Stomp 2022

Saturday, June 18th, 11am-6pm  
Governors Island

[MMNYPORCHSTOMP@GMAIL.COM](mailto:MMNYPORCHSTOMP@GMAIL.COM)

# PORCH STOMP IS A FOLK MUSIC CELEBRATION UNLIKE ANY OTHER.



Set on the beautiful greenery of Governors Island, Porch Stomp invites over 250 bands, artists, and performing arts organizations to use the historic porches of Nolan Park and Colonel's Row as a platform for performance and education, engaging an audience of music lovers from New York City and far beyond. Now in its ninth year, Porch Stomp offers more unique opportunities than ever before with increased performance locations and workshops, plus food and drink vending!





**PORCH STOMP WILL FEATURE  
MUSICAL PERFORMANCES, FOOD &  
DRINK, OPEN WORKSHOPS, FAMILY  
ACTIVITIES, AND OPEN JAMS FOR ALL  
LEVELS OF MUSICIAN**

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**Performances**

Bluegrass  
Americana  
Irish  
Blues  
Jazz

**Education**

Music Workshops  
Dance workshops

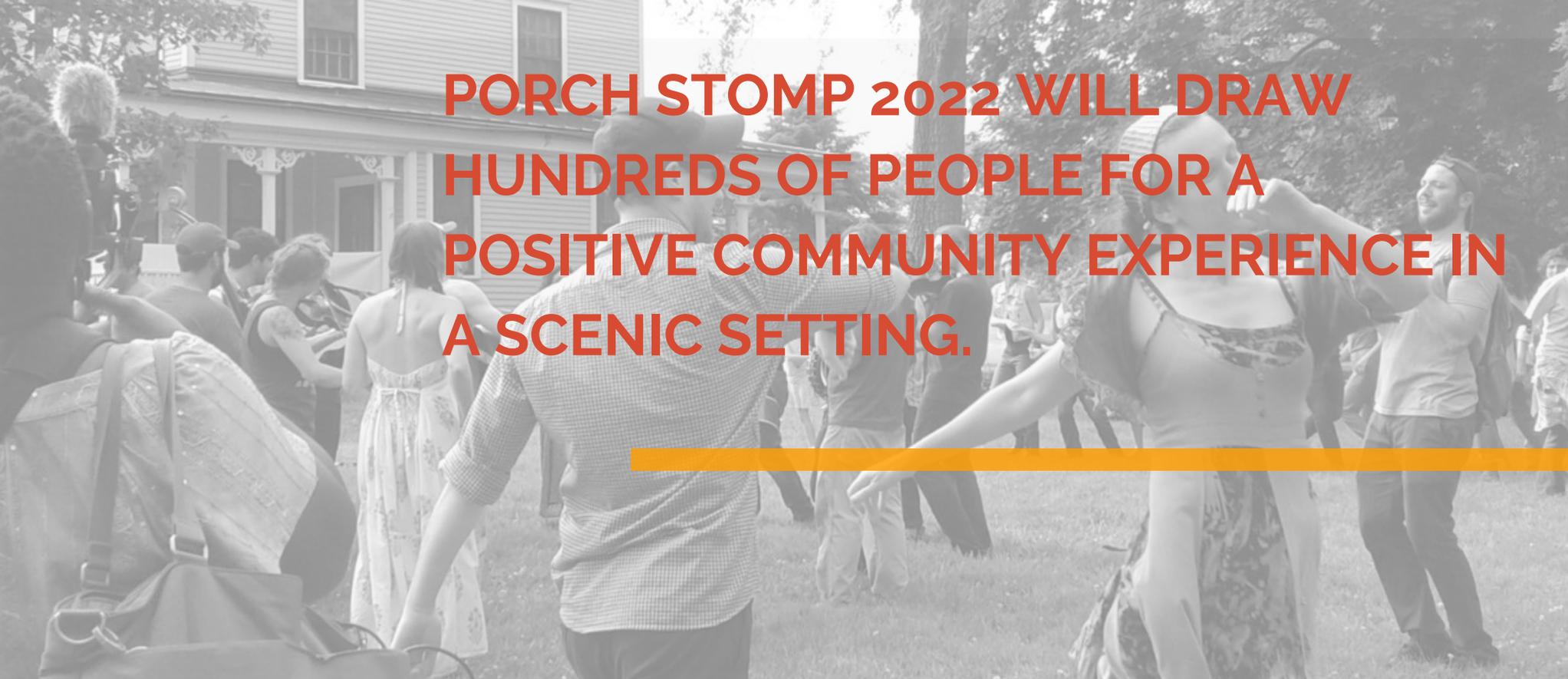
**Participation**

Square dances on the hour  
Banjo Parade  
Open jams for all levels  
Family-friendly and Kids Activities

## **FEEL GOOD ABOUT SUPPORTING LOCAL ARTS AND HERITAGE WHILE ENJOYING A TRULY UNFORGETTABLE WEEKEND!**

**Porch Stomp reaches a leisure-seeking, community-minded audience and provides a fun, entertaining, and engaging way for your company to earn top-of-mind awareness and instant name recognition.**





**PORCH STOMP 2022 WILL DRAW  
HUNDREDS OF PEOPLE FOR A  
POSITIVE COMMUNITY EXPERIENCE IN  
A SCENIC SETTING.**

**Statistics & Demographics:**

\* This year, Porch Stomp expects over 300 artists and additional 1000-1500 additional spectators, plus additional traffic from other Governors Island programming and tourism! In 2019, GI saw more than 1 million visitors to the Island on summer weekends, a number which they expect to surpass in 2022

\* Young professionals, artists, families, retired hobbyists and music lovers

\* A captive audience will be exposed to your logo hundreds of times during the day

\* Attendees stay an average of 4 hours for great entertainment and outstanding local food & drink offerings

. In 2022 Governors Island will be even more accessible, with 2 new routes via NYC Ferry connecting passengers from Long Island City, Queens, Bay Ridge, Brooklyn and beyond, and a new passenger ferry that will carry to 1,000 passengers to the Island per hour with service every 20 minutes.

# MEDIA REACH

A photograph of a diverse group of people playing various instruments like ukuleles, guitars, and a banjo in an outdoor setting. A solid yellow horizontal bar is superimposed over the middle of the image.

- \* Weekly sponsored social media posts will reach many thousands of viewers for 3 months leading up to the festival
- \* Daily non-sponsored posts reach 3500 Facebook and Instagram followers on the Porch Stomp pages. Additionally, weekly partner posts from Make Music New York reach more than 17,000 followers across all platforms
- Weekly e-blasts to more than 1000 subscribers
- \* More than 1000 posters distributed throughout Brooklyn and Manhattan
- \* Postcards on Governors Island Ferry from May 1st -June 18th, reaching 1000s of ferry riders each day
- \* Physical signage: large banner at Manhattan and Brooklyn Ferry Landings, banners at each of featured stages
- \* Porch Stomp is featured in Make Music New York's printed programs, 10,000 distributed throughout all 5 boroughs
- \* All digital assets will contain links to the festival website, which will feature sponsors and their logos

## PORCH STOMP IS ALSO PROMOTED AS PART OF MAKE MUSIC NEW YORK, A CITY-WIDE CELEBRATION OF OUTDOOR MUSIC IN LATE JUNE.

MMNY's additional promotion increases awareness about Porch Stomp tenfold:

Mailing list has 10,000 members

17,000 followers on FB, Twitter, Instagram

10,000 printed programs distributed throughout all 5 boroughs





# Beverage Sponsorship Packages

A unique opportunity to reach a sophisticated, captive audience at a family-friendly event



# Bronze Level Beverage Sponsorship

*Help bring the Porch Stomp experience to life by supporting the Porch Stomp artist tent!  
(\$4000 or combination of cash/in-kind minimum \$2500 cash)*

## **In-Kind Donation:**

- Co-branded t-shirt printing qty 288
- Product for Performers qty 400 servings (single serve or bulk)
- Custom-printed incidentals/ giveaways (cups, napkins, openers, koozies, printed banners, etc)

**Cash Donation:** \$2500

## **What You Get:**

- Branded "Performer's Porch"-area for artists to relax and regroup before and after performances
- Exclusive beverage at "Performer's Porch"
- Your company logo included on official Porch Stomp event poster, and other merchandise
- 3 Social Media Shout Outs across all platforms
- Dedicated newsblast acknowledging sponsorship with logo and featured text



# Silver Level Beverage Sponsorship

*Help bring the Porch Stomp experience to life by supporting the Porch Stomp artist tent!*  
*(\$6000 or combination of cash/in-kind minimum \$4000 cash)*

## **In-Kind Donation:**

Co-branded t-shirt printing qty 350

Product for Performers qty 600 servings (single serve or bulk)

Custom-printed incidentals/giveaways (cups, napkins, openers, koozies, banners, etc)

**Cash Donation:** \$4000

## **What You Get:**

- All Bronze Level Sponsorship items
- Your company logo included on the Porch Stomp official t-shirt



# Gold Level Beverage Sponsorship

*Help bring the Porch Stomp experience to life by supporting the Porch Stomp artist tent!*  
*(\$8000 or combination of cash/in-kind minimum \$6000 cash)*

## **In-Kind Donation:**

- Co-branded t-shirt printing qty 350
- Product for Performers qty 600 servings (single serve or bulk)
- Custom printed incidentals/giveaways (cups, napkins, openers, koozies, banners, etc) include quantities

**Cash Donation:** \$6000

## **What You Get:**

- All Silver Level Sponsorship items
- Your company logo on all Porch Stomp Event signage -- includes signage for each stage (15+), and large signage at Manhattan and Brooklyn ferry landings



# Platinum Level Beverage Sponsorship

*Help bring the Porch Stomp experience to life by supporting the Porch Stomp artist tent!*

*(\$10,000 or combination of cash/in-kind minimum \$8000 cash)*

## **In-Kind Donation:**

- Co-branded t-shirt printing qty 350
- Product for Performers qty 600 servings (single serve or keg)
- Custom-printed incidentals/ giveaways (cups, napkins, openers, koozies, banners, etc) include quantities

**Cash Donation:** \$8000

## **What You Get:**

- All Gold Level Sponsorship items
- Exclusive beverage for entire festival -- performers porch and beverage porch
- A free public or private concert featuring select Porch Stomp artists, available at a date after the festival (details to be negotiated)

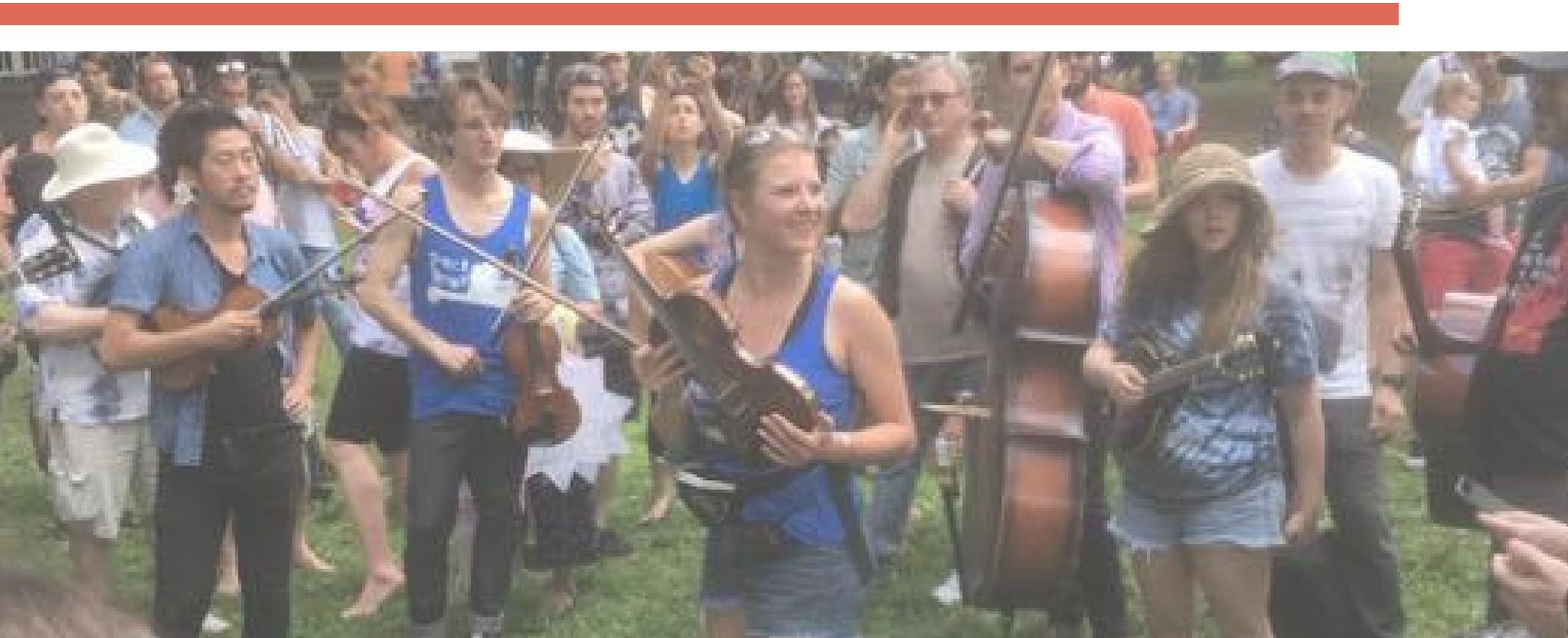
## OTHER NEGOTIABLE ADD-ONS

- **Video Production:** branded videos featuring Porch Stomp artists produced by Beehive Productions (best known for their work with NPR Folk Alley) to highlight Porch Stomp artists and document the festival experience. Branded videos include: title slide featuring your logo, closing slide featuring your logo, shots of attendees enjoying your product of choice
- **Dance/ Music Lessons:** Dance lessons with Porch Stomp flatfooting or Irish dancers, or music lessons on an instrument of your choice, with members of the Porch Stomp crew



## **YOUR SPONSORSHIP SUPPORTS:**

- Venue fees
- Insurance costs
- Table and tent rental
- Artist and curator fees
- Video production
- Poster design and production
- Merchandise production
- City-wide digital and print marketing campaign
- ...and much more!!





# THANK YOU!

[www.porchstomp.com](http://www.porchstomp.com)



<https://www.facebook.com/PorchStomp/>



@porchstomp

Press Contact:

Theo Boguszewski

[mmnyporchstomp@gmail.com](mailto:mmnyporchstomp@gmail.com)