



### Porch Stomp 2020

Saturday, June 20th, 11am-5pm Nolan Park, Governors Island



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 200 bands, artists, and performing arts organizations to use the historic porches of Nolan Park as a platform for performance and education. Now in its sixth year, Porch Stomp offers more unique opportunities than ever before with increased performance locations and workshops, plus food and drink vending!





#### **Performances**

Bluegrass Americana Folk Irish

#### **Education**

Music Workshops Dance workshops

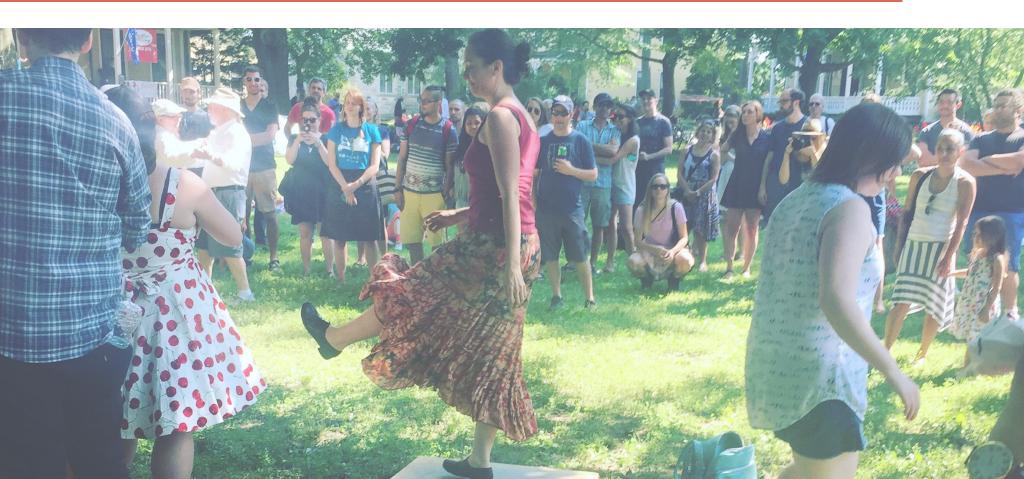
#### **Participation**

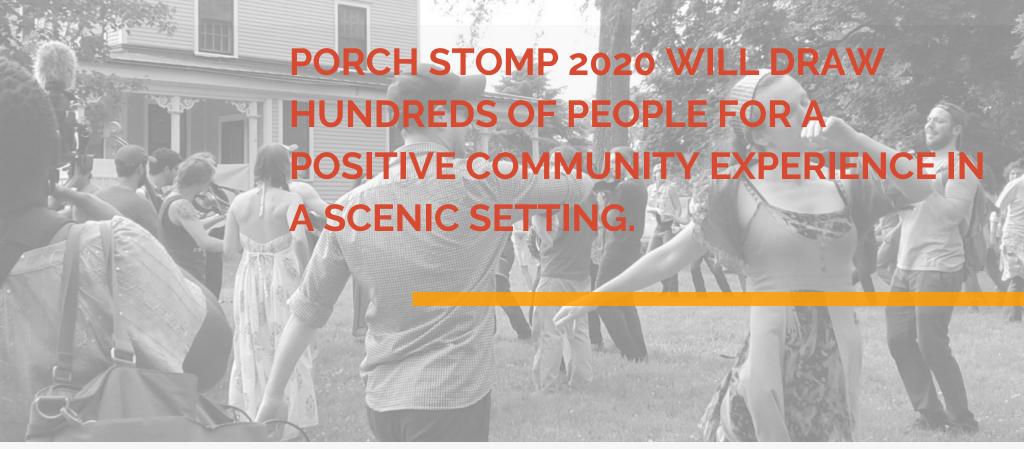
Square dances on the hour Banjo Parade Open jams for all levels

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



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





#### **Statistics & Demographics:**

- \* Attendance is expected to be between 600 and 1000 people
- \* 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



- \* Weekly sponsored social media posts will reach many thousands of viewers for 2 months leading up to the festival
- \* Daily non-sponsored posts reach over 2000 Facebook, Instagram and Twitter followers
- \* More than 500 posters distributed throughout Brooklyn and Manhattan
- \* Postcards on Governors Island Ferry from May 1st -June 20th, reaching 100s of ferry riders each day
- \* Physical signage: large banner at Ferry Landing, banners at each of featured stages
- \* All digital assets will contain links to the festival website, which will display sponsor 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

15,000 followers on FB, Twitter, Instagram

10,000 printed programs distributed throughout all 5 boroughs







# Sponsorship Packages

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







#### \$2500 Star Promenade Package (Limit 2):

\*Your logo displayed prominently on banner at Ferry Landing, reaching all visitors to Governors Island (~5,000/weekend day)

\*Your logo displayed prominently on banner at Event Headquarters ( ~500 visitors)

\* Large 2-3 inch logo on all printed promotional materials and t-shirts ( 200 t-shirts, 2,000 postcards, 500 posters)

\* Logo in print advertising, social media, and website

\* Private concert from Porch Stomp artist of your choice at your home or business (chose from a list!)

\*40 drink tickets (\$200 value)

\*20 food tickets (\$200 value)





## \$1000 Star Family Package (Limit 10):

- \* Logo printed on one of 10 "Featured Stage" banners
- \* 1-2 inch logo on all printed promotional materials and t-shirts ( 200 t-shirts, 2,000 postcards, 500 posters)
- \* Logo in print advertising, social media, and website
- \*10 drink tickets (\$100 value)
- \*10 food tickets (\$100 value)





### \$250 Do-si-do Package (Limit 100):

- \*Mention on website ("friends and family" wall)
- \*Mention on event postcard
- \*10 drink tickets (\$100 value)



# THANK YOU!

- - Press Contact:
    Theo Boguszewski
    mmnyporchstomp@gmail.com