



# Porch Stomp 2024

Saturday, June 15th, 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 eleventh 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**

**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 DAY!**

**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 2024 WILL DRAW THOUSANDS OF PEOPLE FOR A POSITIVE COMMUNITY EXPERIENCE IN A SCENIC SETTING.**

**Statistics & Demographics:**

- \* This year, Porch Stomp expects over 300 artists and additional 3000-4000 spectators, plus additional traffic from other Governors Island programming and tourism!
  - \* 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 2024 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 5000 Facebook and Instagram followers on the Porch Stomp pages. Additionally, weekly partner posts from Make Music New York reach more than 20,000 followers across all platforms

Weekly e-blasts to more than 1500 subscribers (60% open rate)

- \* More than 1000 posters distributed throughout Brooklyn and Manhattan

- \* Postcards on Governors Island Ferry from May 1st -June 17th, 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 11,000 members

20,000 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





# Platinum Level Title Sponsorship

*Help bring the Porch Stomp experience to life!*

**Contribution Level:** \$15,000

## **What You Get:**

- Title sponsorship
- Logo in title location on official Porch Stomp tee shirt, worn by all musicians
- Logo in title location on all marketing materials
- Logo in title location on all event signage
- Artist tent, branded with your logo
- Opportunity to table at the event
- 5 Social Media Shout Outs across all platforms
- 2 Eblast mentions acknowledging sponsorship with logo and featured text



# Gold Level Sponsorship

*Help bring the Porch Stomp experience to life!*

## Contribution Level:

\$10,000

### What You Get:

- Logo on official Porch Stomp tee shirt, worn by all musicians
- Logo on all marketing materials
- Logo on all event signage
- Opportunity to table at the event
- 3 Social Media Shout Outs across all platforms
- Eblast mention acknowledging sponsorship with logo and featured text

# Silver Level Sponsorship

*Help bring the Porch Stomp experience to life!*

**Contribution Level: \$8,000**

## **What You Get:**

- Logo on official Porch Stomp tee shirt, worn by all musicians
- Logo on all marketing materials
- Opportunity to table at the event
- 2 Social Media Shout Outs across all platforms
- Eblast mention acknowledging sponsorship with logo and featured text





# Bronze Level Sponsorship

*Help bring the Porch Stomp experience to life!*

## **Contribution Level:**

\$5,000

## **What You Get:**

- Logo on official Porch Stomp tee shirt, worn by all musicians
- Logo on all marketing materials
- 2 Social Media Shout Outs across all platforms
- Eblast mention acknowledging sponsorship with logo and featured text



# Community Partnership

*Help bring the Porch Stomp experience to life!*

**Contribution Level: \$2,000**

## **What You Get:**

- A Social Media Shout Out across all platforms
- Eblast mention acknowledging sponsorship with logo and featured text
- Event signage indicating your contribution

## **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:

Theodora Boguszewski

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