



CITY OF DUNKIRK

Department of Planning & Development

City Hall, Dunkirk, New York 14048

www.cityofdunkirk.com

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January 2024

Dear Community Partner:

Happy 2024! The City of Dunkirk Festivals and Special Events is excited to announce its 2024 event schedule including our Solar Eclipse Celebration, Music on the Pier Concert Series, Fired Up For Summer Kickoff, Dunkirk Walleye Festival, Annual 4th of July Celebration, Music at the Point Sunset Series, Fair in the Square Vendor Market, Beach Bash, Back to School Bash, Street Feast, Christmas on Central Small Business Saturday Holiday Market and the Dunkirk Holiday Parade. Stay tuned for our exciting music lineup announcement.

Support from businesses and local organizations such as yours make these events possible and we're asking for your support. Dunkirk Festivals continues to be a great opportunity for your organization to gain positive media coverage and show your commitment to community development. These events attract an estimated 100,000+ visitors from all over the Western New York region and beyond.

We appreciate your participation as a sponsor and we are grateful for any support you may be able to provide. Enclosed you will find a sponsorship package for your review. As you know, some sponsorship levels are limited so please respond to reserve your spot quickly.

We're excited about 2024 in Dunkirk, New York – "Our Little City on the Lake." We hope you can be a part of the fun!

Sincerely,

Ryan Hall

Dunkirk Festivals/Special Events Coordinator

338 Central Avenue (Suite 210), Dunkirk, NY 14048

(716) 366-9886

rhall@cityofdunkirk.com

DUNKIRK FESTIVALS & SPECIAL EVENTS

2024 YEAR-ROUND SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVELS/BENEFITS	Presenting Sponsor \$15,000	Festival Sponsor \$10,000	Stage Sponsor \$7,500	Event Sponsor \$5,000	Music on the Pier Sponsor \$2,500	Maroon Sponsor \$1,000	White Sponsor \$500	Turquoise Sponsor \$250	Aqua Sponsor \$100
Summer 2024 Title Sponsor	X								
Select Event Sponsor	X	X	X	X	X	X	X	X	X
Brand Inclusion	X	X	X	X					
Social Media	X	X	X	X	X	X	X	X	X
Event Brochure	X	X	X	X	X	X	X		
Stage Banner	X	X	X	X	X				
Event Yard Sign	X	X	X	X	X	X	X	X	
E-mail Blast	X	X	X	X	X	X	X	X	
Press Release	X	X	X	X	X	X	X		
Print Advertising	X	X							
City Website	X	X	X	X	X	X			
Boardwalk Digital Sign	X	X							
On Stage Announcements	X	X			X	X			
Personalized Drink Coozies	X				X				
VIP Tent (with snacks/drinks)	X				X				
Vendor Booth Spot	X	X		X		X			
Event Activity Sponsor						X	X	X	X
<i>Updated: 1/16/2024</i>									

CONTACT: Ryan Hall, Festivals/Special Events Coordinator | (716) 366-9886 | rhall@cityofdunkirk.com

Note: Other sponsorship opportunities can also be discussed.



2024 Dunkirk Festivals Sponsorship Form

Organization: _____

Contact Person: _____ **Title** _____

Address: _____

Phone: **Work:** (____) _____ **Cell:** (____) _____

Email: _____

Website: _____

We wish to donate \$_____ for the 2024 Dunkirk Festival Season

Please make checks payable to Dunkirk Festivals and mail to:

City of Dunkirk Festivals & Special Events – Suite 210, 338 Central Avenue, Dunkirk, NY 14048

~ Please circle desired sponsorship category below ~

- Presenting Sponsor – Overall Summer Festival Sponsorship** \$15,000
- April 8 – August 31, 2024 (All Events)
- Festivals Sponsor** \$10,000
- April 8 – December 6, 2024 (circle 3 events from the choice list below)
- Stage Sponsor** \$7,500
- Music on the Pier Thursdays (June 6 – August 22, 2024)
- Event Sponsor** \$5,000
- April 8 – December 6, 2024 (circle 1 event from the choice list below)
- Music Sponsor** (circle Music on the Pier or entire Music at the Point) \$2,500
- Music on the Pier (12-week Thursdays, June 8 – August 24, 2024, your date will be selected)
 - Music at the Point (8-week Weds., July 10, 17, 24, 31 & August 7, 14, 21, 28, 2024)
- Maroon Sponsor** (April 8 – December 6, 2024) \$1,000 per event
- White Sponsor** (April 8 – December 6, 2024) \$500 per event
- Turquoise Sponsor** (April 8 – December 6, 2024) \$250 per event
- Aqua Sponsor** (April 8 – December 6, 2024) \$100 per event

Note: Please chose one event from the list below

Event Sponsorship Choices:

- | | |
|--|--|
| April 8 – Eclipse Fest | August 17 - Beach Bash |
| May 27 - Memorial Day Parade | August 28 - Back To School Bash |
| May 31 – June 2 - Dunkirk Walleye Festival | August 31 - Dunkirk Heritage Festival |
| June 6 – 8 - Fired Up For Summer Kickoff | November 30 – Christmas on Central Small Business Saturday |
| July 3 – 5 - Fourth of July Celebration | December 6 – Dunkirk Holiday Parade |
| July 13 – Fair in the Square Vendor Market | |

Other Monetary Donations – please list amount on line above. After receiving this completed form, an invoice and sponsor agreement will be emailed to you. Thanks for your continued support!