



ANCIENT ORDER
OF
HIBERNIANS
IN AMERICA

"Hooley on the Hudson™" Sponsorship Summary

We are in the process of recruiting sponsors to help cover the entertainment costs for the Hooley on the Hudson™ Irish festival being presented by the City of Kingston and the Ancient Order of Hibernians Ulster County Division 1. The event will take place in the TR Gallo Park on the lower Broadway waterfront in Kingston, NY on Sunday, September 5, 2021 from 11:30 AM until 9:00 PM. 20 years of Irish Culture.

Our festival does not charge the public any admission fee. Our goal is to provide a high quality, low cost day of family entertainment of Irish music, dancing, and fun. Last year's festival was a great success, it was estimated that over 20,000 people attended, on a sunny Labor Day Weekend Sunday. The vendors that attended reported substantial profits.

Our *Corporate Sponsors* felt that radio, poster, and banner ads well represented their businesses. One Corporate sponsor reported that clients and prospects from the greater New York area, Albany, Catskill, Kingston, Rhinebeck, Poughkeepsie, Goshen and eastern Connecticut heard the radio ads over the 3-week advertising period. The Kingston Police Department commended the festival as one of smoothest events they have attended. It has been estimated this year's festival may have higher attendance due to its growing popularity.

On a local basis, our aim is for 25-30 Corporate sponsors. We are currently looking for new business areas to sponsor us-including law firms, accountants, car dealers, contractors, and other businesses that would like to increase their visibility in a positive way.

Local Sponsors receive the following promotional advertisements/endorsements:

3 weeks of radio advertising on 5 local stations- including 24 or more ads/week of drive time coverage- This will be heard by tens of thousands of consumers.

Poster/Banner Ads with our major and local sponsors will be conspicuously displayed on major venues in Kingston-for weeks in advance- as well as on the stage background- for the hordes of consumers to see from 10AM--9PM the day of the festival.

Festival Schedule Handouts will also detail our major and local sponsors. These will be handed out before and during the festival.

Our local AOH chapter is 400+ members strong. Consisting largely of local families, small business owners, their employees, civil servants, etc. They will see the names of our sponsors in their monthly newsletter, recommending they do business with our sponsors.

WE TRULY APPRECIATE YOUR SPONSORSHIP- Your local sponsorship contacts are:

President Jim Carey- 338-6622

Kevin Ginty CFP - 594-3801 email-gintykb@aol.com

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