

# 2022 Presenting Sponsor

Proposal





**Thank you for your interest to partner with us for our  
2022 Virtual Village Show!**

We have some great opportunities to connect nationalgrid with  
our audience throughout South Nassau Long Island



## ABOUT

Garden City New York Media In collaboration with The Garden City Hotel presents The Virtual Village Show. A free family-friendly award show streaming live on YouTube December 16, 2022 at 8pm. The show features dance and musical performances, contest, and giveaways.



**GARDEN CITY NEW YORK MEDIA**

bringing the community to you



THE GARDEN CITY HOTEL



## MISSION

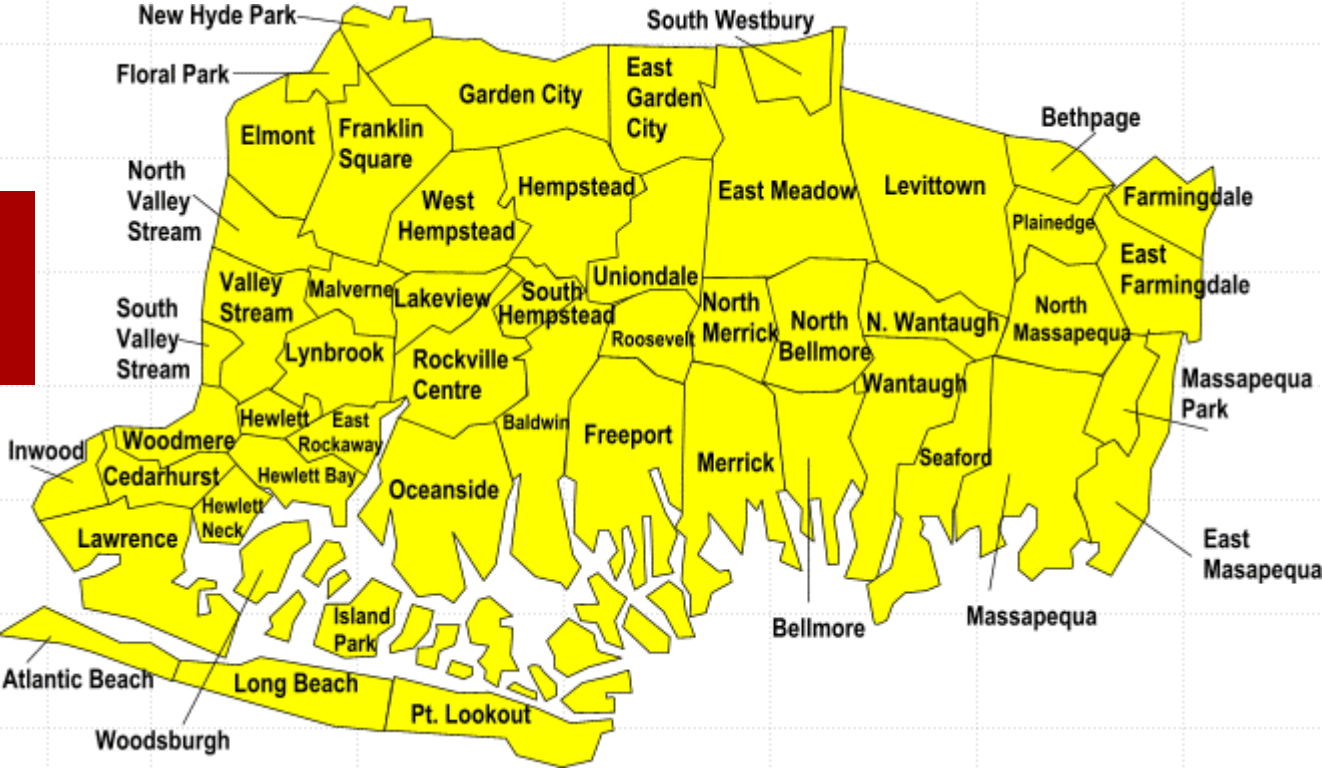
Our mission is to connect families virtually through the power of video, technology and a little creative thinking and to bring awareness to the economic impact of the pandemic on local Long Island businesses.

During the show we honor three deserving individuals with our **First Responder Award, Essential Worker Award and Hometown Hero Award.**

By sponsoring the Virtual Village Show you will champion our cause to bring awareness to individuals, small local businesses and organizations impacted by the COVID-19 pandemic.

On behalf of the Virtual Village Committee, we thank you for your support and encourage all to support the cause by sponsoring the Virtual Village Show!

# Marketing Reach: South Nassau



## Participating Towns & Villages

- |                        |                           |
|------------------------|---------------------------|
| Atlantic Beach         | Inwood                    |
| Baldwin                | Island Park               |
| Bellmore               | <b>Lakeview/Lakeville</b> |
| Bellrose               | Lawrence                  |
| Bethpage*              | Levittown                 |
| Cedarhurst             | Lido Beach                |
| East Meadow            | Long Beach                |
| East Rockaway          | <b>Lynbrook</b>           |
| Elmont                 | Malverne                  |
| Farmingdale            | Massapequa                |
| <b>Floral Park</b>     | Massapequa Park           |
| <b>Franklin Square</b> | Merrick                   |
| Freeport               | <b>New Hyde Park</b>      |
| <b>Garden City</b>     | North Woodmere            |
| <b>Hempstead</b>       | <b>Oceanside</b>          |
| <b>Hewlett</b>         | Point Lookout             |
|                        | <b>Rockville Centre</b>   |
|                        | Roosevelt                 |
|                        | Seaford                   |
|                        | Stewart Manor             |
|                        | <b>Uniondale</b>          |
|                        | <b>Valley Stream</b>      |
|                        | Wantagh                   |
|                        | West Hempstead            |
|                        | Woodmere                  |



## OUR AUDIENCE

### PREVIOUS VIEWER DEMOGRAPHICS\*

#### GENDER:

- 52.22% Female | 47.78% Male

#### AGE:

- 6.2% Under 5 years
- 8.6% 5 to 17
- 11.6% 18 to 24
- 6.1% 25 to 34
- 25.6 % 35 to 54
- 14.3% 55 to 64
- 17.7% 65 Years & Older

#### RACE & ETHNIC DIVERSITY:

92.11% White | 3.08% Asian 3.06% Other Race| 1.75% African American

\*2020 Virtual Village Show



## VIEWERS INTEREST

- Family
- Education
- Shopping
- Business Owners
- Travel
- Community Volunteerism



Presenting  
Sponsor  
30 Second Video  
Commercial





Essential Worker Award Recipient



First Responder Award Recipients



Hometown Hero Award Recipients

## e-JOURNAL BOOKLET

An interactive, page-turning digital journal Graphic Ad & Hyperlink to company's website. This virtual journal can be shared with your guest through email & social media.

### Journal Sponsored Advertising Opportunity

- Back Cover
- Inside Cover
- Half Page
- Full Page
- 2-Page



Graphic Ad Submission Deadline: 11/04/2022

## MERCHANT ENGAGEMENT

### Friends of Sponsor -VIP Access Passes & Giveaways

#### VIP Access Passes

At your local participating merchants (see list).

#### Merchant Greeting...

"Visit our store to pick-up your Virtual Village Show Giveaways and receive 10% off your order. Enjoy the show!"



#### VIP Access Passes & Giveaway Headquarters

Garden City New York Media Studios

739 Franklin Avenue

Garden City, NY 11530

516-373-1515

# Sponsorship Benefit Packages

Presenting Sponsorship Corporations, Franchises	Merchant Sponsorship Local Businesses	Individual Sponsorship Families, Groups
<ul style="list-style-type: none"> <li>• Name on all Promotions</li> <li>• (4) 30-Second commercial blocks               <ul style="list-style-type: none"> <li>• during the show run</li> </ul> </li> <li>• Logo and acknowledgement in our 30-Sec               <ul style="list-style-type: none"> <li>• TV Commercial</li> <li>• Recorded Special Message from                   <ul style="list-style-type: none"> <li>• corporate representative</li> </ul> </li> </ul> </li> <li>• Verbal-Acknowledgement during the show</li> <li>• Acknowledgment on our official Website               <ul style="list-style-type: none"> <li>• Logo on Step &amp; Repeat (Press Day)                   <ul style="list-style-type: none"> <li>• Virtual Program</li> </ul> </li> <li>• 2 Page Ad in e-Journal Booklet                   <ul style="list-style-type: none"> <li>• Hyperlink Website Ad</li> </ul> </li> </ul> </li> <li>• Acknowledgement on our social media handles               <ul style="list-style-type: none"> <li>• Pre-Event Advertising</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• In-Show Video Greeting</li> <li>• Website Promotion               <ul style="list-style-type: none"> <li>• Virtual Program</li> </ul> </li> <li>• 1 Page Ad in e-Journal Booklet               <ul style="list-style-type: none"> <li>• Hyperlink Website Ad</li> <li>• Social Media Promotion</li> <li>• Pre-Event Advertising</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Website Promotion</li> <li>• 1/2 Page Ad in e-Journal Booklet</li> </ul>
\$20,000	\$5,000	\$1,000
Payment Plan: 10, 000 At Signing 5,000 BY 11/20/2022 5,000 BY 12/1/2022	Payment Plan: 2, 500 At Signing 2,000 BY 11/20/2022 500 BY 12/1/2022	Payment Plan: 800 At Signing 200 BY 12/1/2022

Decision Deadline by: 6/03/2022

Note: Sponsorship fee is net of all taxes and fees. Any additional taxes and fees need to be paid by the sponsor

**SOUTH NASSAU**

*Virtual Village Show*

**WINTER WONDERLAND**

Please make sponsorship checks payable to  
"Garden City NY Media, Inc." & send to Eric Stern, Virtual Village  
Show Director

**Garden City New York Media**

739 Franklin Avenue

Garden City, NY 11530

Tel: (516) 373-1515

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