



Dear Advertiser/Sponsor/ Promoter

Brazilian Day Newark is back on August 31st and Septembers 1st, 2024, Saturday and Sunday of the Labor Day Weekend. It is a cultural event that primarily celebrates the Brazilian Independence Day, it is a free open-air event for everyone, regardless of age, background and language, with all the positive things that comes to mind when you think about the Brazilian culture, great music, great food and drinks, fun dances. Brazilians barely needs any excuse to start a party and that's what attracts everyone to this event.

Celebrated since 1993, the event receives 50,000 visitors per day. People come as far as New York, Washington DC, Massachusetts, Connecticut and Pennsylvania. The event starts at noon (12 PM) and goes to to midnight (12 AM). Early during the day there will be children activities, carnival rides and great live music and DJs on the stage. This is the perfect event to expose your brand or make sales.

To advertise, sponsor or have a booth in the event contact Omar Melo by email smartlinkmarketing3@gmail.com or ommelo@gmail.com or cel phone 973-951-9500.



Advertising and Sponsorship Opportunities

- **Both/tent space** \$1,000.00

A space of 10 x 10 to build your promotion or sales both. Tent if not included, Location subject to availability. For both days. No single day accepted.

- **Electronic billboard on the stage** \$2,000.00 for both days. Center stage. Digital billboard rotating with other advertisers, 8 second JPG image. No moving videos.

- **Logo on T-shirt** \$1,000.00 One small logo under the main sponsor and event logo. 2,000 shirts will be printed for VIP participants, staff workers and shits that will be thrown or given to the public.

- **Street Billboard** is available on Ferry Street corner of Chambers Street. \$1,000 for one month rotating with limited advertisers.

Note: All advertisers will have their logo printed on the newspaper ads 15 days prior to the event. **VIP tickets** cost \$200 each and includes food and drinks service in a secure area closer to the stage.

- **Bronze Package** \$5,000.00 Includes both space up to 10x20, stage billboard center, small logo on t-shirts (2,000 prints), Street Billboard for 2 months and 10 VIP tickets.

- **Silver Package** \$20,000.00 Includes the Bronze package plus advertising on side stage billboard with limited sponsors (more visibility). Large logo on t-shirt, opportunity to announce your product on the stage. Your product won't have competitors in the event. Subject to availability.

- **Gold Package** \$75,000.00 Includes the Silver package plus exclusive top of the stage billboard, names and decorates the entire event, you will be the only advertiser on TV campaign to run 15 days prior to the event.





Brazilian Day Newark



Center stage billboard \$2,000.00 for both days of the event, side billboard with limited space for Silver Sponsors and top banner exclusive for Gold Sponsor.



Street billboard available all year long. \$1,000.00 per month. Located on 266 Ferry Street, Newark, NJ 07105.



Carnival rides are kids attraction and available all day and night. Event goes from noon to midnight. Rides are paid.

