

MOUNT VERNON CITYFEST



SPONSORSHIP KIT 2019

Saturday, September 14, 2019 | Rain date: Sunday, September 15, 2019



MOUNT VERNON CITYFEST

PROPRIETARY INFORMATION CLAUSE

This document contains proprietary information, please take appropriate action to ensure the confidentiality of its content.

Please do not distribute, publish, provide, transmit, or otherwise disclose it, in whole or in part to anyone other than employees who are a part of the proposal's evaluation.

MOUNT VERNON CITYFEST

Mount Vernon CityFest is a free, family-friendly outdoor event in the City of Mount Vernon. MVCF features a variety of music, art, culture, sports, and family activities, as well as health awareness and great food.

Gifted entertainers and businesses from around Mount Vernon, Westchester County and the tri-state area will have an opportunity to engage with a diverse audience and have a great time.

Opportunities are available for vendors, media, sponsors, performers and volunteers.

MVCF Facts 2019

Coverage Area: five city blocks

Time: 2pm – 9pm

Est. Attendance: 15,000+

Vendors: 100+

2019 ACTIVITIES

- Variety of Vendors
- Mount Vernon's Got Talent
- Celebrity Headliner Performances
- Children's Lane ("Kids-Only" area)
- Sports Lane (Drills, Wrestling & Fitness Booths)
- Health & Wellness Pavilion
- Police & Fire Safety Drills
- **Family Fun For Everyone!**



Join us in the City of Mount Vernon on September 14, 2019 as we expand our most anticipated annual festival celebrating music, art, culture and **sooo much more!**

Located on Gramatan Avenue between Lincoln Avenue & Sidney Avenue



Richard Thomas, Mayor

MOUNT VERNON MOUNT VERNON MOUNT VERNON CITYFEST CITYFEST CITYFEST



OO = 2 RESTROOMS W = 1 WASH STATION

NO PARKING CRARY AVE NO PARKING

E LINCOLN AVE

OAKLEY AVE

HARTLEY PARK



ENTRANCE



ENTRANCE

SECOND
STAGE



BOUNCY
HOUSE #1



BOUNCY
HOUSE #2



BOUNCY
HOUSE #3



FIRE
SAFETY
TRAILER

FIRE



CHILDREN'S
LANE



MAIN
STAGE



FACING



ENTRANCE



OAKLEY AVE

HEALTH

GRAMATAN AVE

MOUNT VERNON CITYFEST



- More Security
- Large Attractions
- Maximum Exposure
- New Connections
- More Smiles



DEMOGRAPHICS

POPULATION

Est. 68,344

AGE

- 24% 12-25
- 23% 26-34
- 39% 35-49
- 14% 50 and over

GENDER

- 43% Male
- 57% Female

ETHNICITY

- 24% Caucasian/White
- 63% African American/Black
- 10% Hispanic/Latino
- 1.8% Asian
- 2% Other



MOUNT VERNON CITYFEST

MOUNT VERNON CITYFEST



GROW MOUNT VERNON



SEPT 2016

@MAYORRICHTHOMAS
@MAYORRICHTHOMAS
914.665.2360
Mayor's Office Infographic



ROADS

THE CITY THAT POWERS CITIES.

20 MINUTES
TO
LGA, NYC, STAMFORD

BY CAR, BUS & RAIL
4 SQUARE MILES / 100 LANE MILES
45 MINUTES FROM
PORT OF NEWARK & JFK

WORLD ECONOMIC FORUM PREDICTS



BRIDGES

11 MTA
BRIDGES

123 YEARS OLD
<http://cbsloc.al/2c5BwQa>
2 MINUTE WALK TO
MASS TRANSIT

MOUNT VERNON WILL LEAP FROG REGION.

UNPARALLELED TRANSIT

56% OF MNR PASSENGERS

3+2=5+9+6 MAJOR HIGHWAYS

METRO NORTH STATIONS MTA SUBWAY STOPS TOTAL TRAIN LINES BUS LINES

195, 187, BX RVR, SPRAIN CROSS COUNTY, HUTCH

FASTEST ROUTE TO JOBS CREATION IS THROUGH

#CONNECTMV

MOVING THE REGIONAL ECONOMY FORWARD

FOR INFRASTRUCTURE INVESTMENT OPPORTUNITIES <http://bit.ly/2cmF217>

REGIONAL DEMOGRAPHICS

TOTAL RESIDENT POPULATION within 60 minutes:

The total resident population within an approximate one-hour drive from the center of the city is estimated to be

16,307,700
(estimated from the 2010 Census)

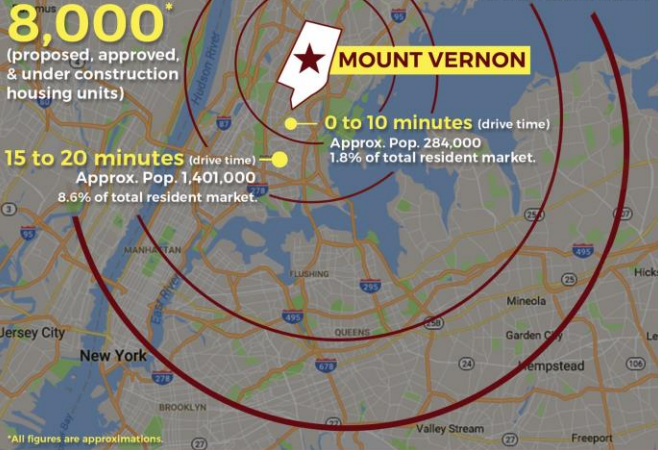
8,000*
(proposed, approved, & under construction housing units)

15 to 20 minutes (drive time)
Approx. Pop. 1,401,000
8.6% of total resident market.

20 to 30 minutes (drive time)
Approx. Pop. 4,063,400
25% of total resident market.

10 to 15 minutes (drive time)
Approx. Pop. 722,000
4.5% of total resident market.

0 to 10 minutes (drive time)
Approx. Pop. 284,000
1.8% of total resident market.



MOUNT VERNON JOBS COUNT: 22,047 (ALL SECTORS)

CONSTRUCTION: 3,467 • HEALTH CARE & SOCIAL ASSISTANCE: 2,826 • RETAIL TRADE: 2,324
EDUCATIONAL SERVICES: 2,266 • MANUFACTURING: 2,115 • WHOLESALE TRADE: 1,251
ADMINISTRATION & SUPPORT, WASTE MANAGEMENT AND REMEDIATION: 1,967
TRANSPORTATION & WAREHOUSING: 1,214 • PUBLIC ADMINISTRATION: 1,037

MOUNT VERNON: THE KEY TO THE CITY



MOUNT VERNON AND NYC BUSINESS TAX RATES

NYC 8.85% BUSINESS CORPORATION TAX RATE FOR QUALIFIED MANUFACTURING CORPORATIONS	0% BUSINESS CORPORATION TAX RATE
9.0% BANKING CORPORATION TAX RATE OF ENTIRE NET INCOME	0% BANKING CORPORATION TAX RATE
\$1,000 A YEAR FOR MEDALLION TAXIS COMMERCIAL MOTOR VEHICLE TAX RATE	0% COMMERCIAL MOTOR VEHICLE TAX RATE
8.85% OR 0.15% OF ENTIRE NET INCOME OF BUSINESS & INVESTMENT CAPITAL ALLOCATED TO NYC GENERAL CORPORATION TAX RATE	0% GENERAL CORPORATION TAX RATE
2.35% OF ENTIRE GROSS INCOME UTILITY TAX RATE BUSINESS TYPE	0% UTILITY TAX RATE
4.0% ON PASS THROUGH ENTITIES & SOLE PROPRIETORSHIPS UNINCORPORATED BUSINESS TAX RATE BUSINESS TYPE	0% UNINCORPORATED BUSINESS TAX RATE
5.875% HOTEL ROOM OCCUPANCY TAX RATE	0% HOTEL ROOM OCCUPANCY TAX RATE

WHICH CITY WOULD YOU DO BUSINESS IN?

FB.COM/MAYORRICHARDTHOMAS @MAYORRICHTHOMAS MAYORTHOMAS@CMVNY.COM



THE MOUNT VERNON POLICE DEPARTMENT & MAYOR RICHARD THOMAS PRESENT

OVERALL CRIME IS DOWN 32% SINCE 2011

CATEGORY	2011	2017	CHANGE
MURDER	6	7	
RAPE	19	11	
ROBBERY	259	125	
AGG. ASSAULT	358	250	
BURGLARY	301	160	
GRAND LARCENY	264	250	
GTA	143	116	
TOTAL	1350	919	32%

MAYOR RICHARD THOMAS PRESENTS

MOUNT VERNON: OPEN FOR BUSINESS

5

"Since taking office in January, one of my key initiatives has been to transform the old Mount Vernon Industrial Development Agency into a forward-thinking entity that grows the city, creates a new quality of life, and sustains the economic growth that the people deserve." MAYOR RICHARD THOMAS

1. CHANGING THE WAY WE DO BUSINESS

We welcome and look forward to providing a supportive environment for your business to flourish. We are moving past the days of endless PILOT agreements to low-end developers who want to make a quick buck on the backs of Mount Vernon taxpayers. We are open for business, but the right kind of business. If you want to invest in Mount Vernon, we welcome you.



2. PARTNERING WITH PROFESSIONALS

Our IDA is a professional agency with higher standards. We have formal partnerships with the world renowned human resources firm Paychex; we have professional planners and financial experts lending their voices and most importantly we have hired a top-ranked law firm & are now prepared to be a qualified partner in business and economic growth.



3. BEEHIVE INCUBATOR INITIATIVE

The Beehive will take the best practices of business incubators in the region and across the country and put them into play for Mount Vernon. The IDA's role is to put our strength and expertise behind existing businesses, as well as new start-ups, and help them grow and flourish. Mount Vernon is creating a level-playing field for businesses to access capital, ideas, and a network of talent. This is the recipe to create jobs, economic progress and growth for a prosperous future.



SEE WHAT THE EXPERTS ARE SAYING ↗

WSJ Westchester Cities Team Up for Fast-Broadband Push
<http://on.wsj.com/2dyG3xu>

 Mount Vernon is Working Its Way Back
<http://bit.ly/2fnnv2ix>

CONTACT US ↗

 @MAYORRICHARDTHOMAS

 @MAYORRICHTHOMAS

 914-840-4015 (MVIDA)



MOUNT VERNON CITYFEST

VENDOR OPPORTUNITIES



This event is a great opportunity to promote your business by featuring your goods or services to over 15,000 people.

If this sounds like it fits for your company, we'd like to hear from you.

Contact Tamarris Lewis at
(914) 665-2871 or tlewis@cmvny.com.

Event: Saturday, September 14, 2019
Rain date: Sunday, September 15, 2019

Vendor Responsibilities:

- Set up is at 8:30am – 12pm
- Bring your own display
- Bring your own tent
- Bring your own table and chairs

MEDIA PARTNERSHIP

This is an opportunity to be part of a grand annual event in Westchester County.

Given the location, we expect over **5,000** new visitors in Westchester. Media partners will have an opportunity to promote and expose their brands, products and services to the large number of visitors at this unique event at a relatively low cost compared to other events.

We will ensure that all our media partners get the maximum value out of their contribution to CityFest. In return, we want to have the maximum promotion and coverage of our event through you.



Responsibilities of the Media Partners

The following are our minimum expectations from our media partners:

Online media:

- Place a MVCF banner on their website with the link to MVCF website
- Cover the news/articles leading up to the festival
- Coverage of MVCF after festival

Print media:

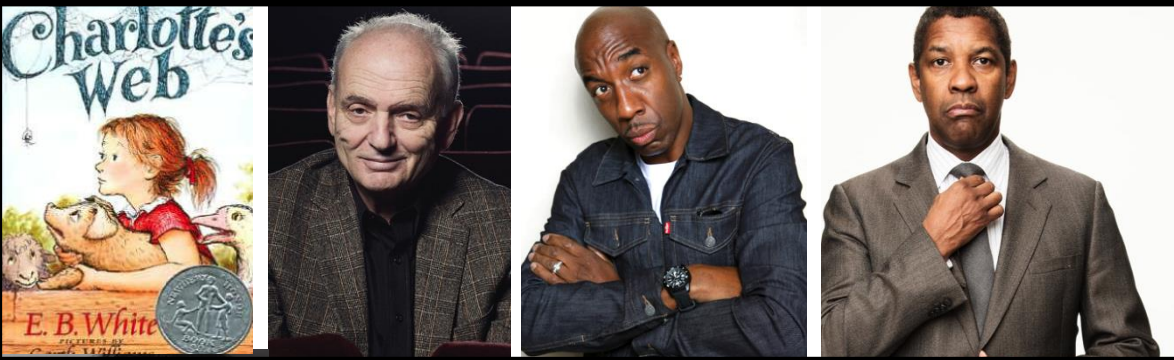
- Place a full page (or reasonable size) ad in your print publication
- Put a festival banner or ad on your website
- Cover the news and publish articles leading up to the festival
- Coverage of MVCF after festival

Radio/TV:

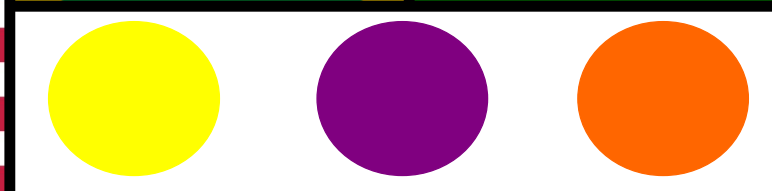
- Announce MVCF ad on air
- Cover MVCF news leading to the festival
- Coverage of MVCF after festival

M
U
S
I
C

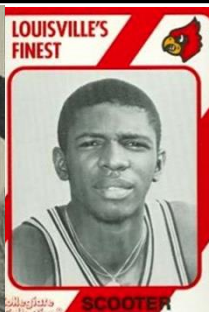
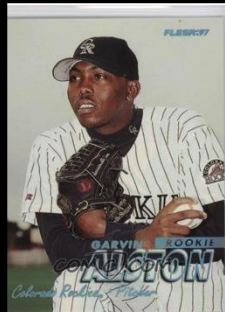
A
R
T



CULTURE



SPORTS





HEALTH, WELLNESS & COMMUNITY

Montefiore | Mount Vernon



THIS IS MOUNT VERNON



MOUNT VERNON
CITYFEST

WHY BECOME A SPONSOR?

Mount Vernon CityFest will provide event sponsors with a unique and exciting platform to brand and connect directly with individuals, businesses and the community.

Business professionals and tastemakers, can build quality relations with both new and repeat customers. Our approach is to create a personal experience with sponsors and the audience.

MOUNT VERNON CITYFEST



THANK YOU TO LAST YEAR'S PRESENTING SPONSOR

Montefiore

Mount Vernon



Montefiore Mount Vernon Hospital/MVH is a 176-bed, community-based teaching hospital that has been serving the medical needs of the community and region since its founding in 1891. Montefiore Mount Vernon Hospital provides inpatient, critical care and ambulatory services. The hospital belongs to the Montefiore Health System, a premier academic medical center, and the University Hospital system for Albert Einstein College of Medicine.

Montefiore Mount Vernon Hospital is a New York State-designated Stroke Center and HIV/AIDS Center and it is home to the Beale Chronic Wound Treatment and Hyperbaric Center and the Montefiore School of Nursing.

PAST SPONSORS



MOUNT VERNON CITYFEST

SPONSORSHIP OPPORTUNITIES



[TITLE SPONSOR \\$50K \(One package available\)](#)

BRAND RECOGNITION & ADVERTISEMENT

- Title Sponsor status on all MVCF advertisement and signage
- Logo and link on social media
- Front page ad on website

SPECIAL BENEFITS

- Ad/Visual commercial displayed on 20 ft video wall on Main Stage
- Ad/Visual commercial displayed on social media and website
- Access to all event photos
- Inclusion in Event Press Releases
- 5 minute presentation on stage
- 20 VIP Passes to the backstage
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use "Title Sponsor of MVCF"

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- 4 banners displayed around the festival
- Product distribution in VIP gift bags
- 3 product tables

[PRESENTING SPONSOR \\$25K \(One package available\)](#)

BRAND RECOGNITION & ADVERTISEMENT

- Presenting Sponsor status on all MVCF advertisement and signage
- Logo and link on social media
- Front page ad on website

SPECIAL BENEFITS

- Ad/Visual commercial displayed on 20 ft video wall on Main Stage
- Ad/Visual commercial displayed on social media and website
- Access to all event photos
- Inclusion in Event Press Releases
- 2 minute presentation on stage
- 10 VIP Passes to the backstage
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use "Presenting Sponsor of MVCF"

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- 3 banners displayed around the festival
- Product distribution in VIP gift bags
- 2 product tables

SPONSORSHIP OPPORTUNITIES



SUPPORTER SPONSOR \$10K

BRAND RECOGNITION & ADVERTISEMENT

- Supporter Sponsor status on all MVCF advertisement and signage
- Logo and link on social media
- Front page ad on website

SPECIAL BENEFITS

- Ad/Visual commercial displayed on 20 ft video wall on Main Stage
- Ad/Visual commercial displayed on social media and website
- Access to all event photos
- Inclusion in Event Press Releases
- 7 VIP Passes to the backstage
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use "Supporter Sponsor of MVCF"

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- 2 banners displayed around the festival
- Product distribution in VIP gift bags
- 1 product table

OFFICIAL SPONSOR \$5K

BRAND RECOGNITION & ADVERTISEMENT

- Official Sponsor status on all MVCF advertisement and signage
- Logo and link on social media
- Front page ad on website

SPECIAL BENEFITS

- Ad/Visual commercial displayed on 20 ft video wall on Main Stage
- Ad/Visual commercial displayed on social media and website
- Access to all event photos
- Inclusion in Event Press Releases
- 5 VIP Passes to the backstage
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use "Official Sponsor of MVCF"

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- 1 banners displayed around the festival
- Product distribution in VIP gift bags

SPONSORSHIP OPPORTUNITIES

COMMUNITY SPONSOR \$2,500

BRAND RECOGNITION & ADVERTISEMENT

- Community Sponsor status on all MVCF advertisement and signage
- Logo and link on social media
- Ad on website

SPECIAL BENEFITS

- Access to all event photos
- Inclusion in Event Press Releases
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use “Community Sponsor of MVCF”

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- 1 banner displayed around the festival
- Product distribution in VIP gift bags

PARTNERSHIP SPONSOR \$1K

BRAND RECOGNITION & ADVERTISEMENT

- Partnership Sponsor status on all MVCF advertisement and signage
- Logo and link on social media
- Ad on website

SPECIAL BENEFITS

- Access to all event photos
- Inclusion in Event Press Releases
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use “Partnership Sponsor of MVCF”

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- Product distribution in VIP gift bags

SPONSORSHIP OPPORTUNITIES



FRIEND SPONSOR \$500

BRAND RECOGNITION & ADVERTISEMENT

- Friend Sponsor status on all MVCF advertisement and signage
- Logo and link on social media

SPECIAL BENEFITS

- Inclusion in Event Press Releases
- Company CEO/Pres/Owner presented with MVCF Certificate
- License to use "Friend Sponsor of MVCF"

ON-SITE PROMOTION

- Hourly recognition during announcements
- Signage on all stages
- Product distribution in VIP gift bags

New feature

MVCF OVERSIZED BUSINESS CARD \$100

For the first time, CityFest is offering small businesses an opportunity to promote their goods and services at CityFest by purchasing the large format business card. MVCF is going to create a wall of business cards for all to see. At the end of the event, MVCF will give the business owner the large business card as a keepsake and acknowledgment of being apart of CityFest 2019.

BUSINESS CARD SIZE: 3'x2'



C O N T A C T

MOUNT VERNON CITYFEST

RICHARD THOMAS - MAYOR
The City of Mount Vernon

COMMISSIONER DR. DARREN M. MORTON
dmorton@cmvny.com | (914) 665-2427

DEPUTY COMMISSIONER SYLVIA GADSON
sgadson@cmvny.com | (914) 665-2316

TAMARRIS LEWIS – EVENT ADMINISTRATOR
tlewis@cmvny.com | (914) 655-2871

JACENE THOMAS - MARKETING & ENTERTAINMENT CHAIR
jthomas@cmvny.com | (914) 665-2891



MOUNT VERNON CITYFEST

SPONSORSHIP OPPORTUNITIES ... *Please print this form, complete and mail/bring in:*

I/WE WILL BECOME A SPONSOR AT THE FOLLOWING LEVEL

<input type="checkbox"/> SIGNATURE	\$50,000
<input type="checkbox"/> PRESENTING	\$25,000
<input type="checkbox"/> SUPPORTING	\$10,000
<input type="checkbox"/> OFFICIAL	\$ 5,000
<input type="checkbox"/> COMMUNITY	\$ 2,500
<input type="checkbox"/> PARTNERSHIP	\$ 1,000
<input type="checkbox"/> FRIEND	\$ 500
<input type="checkbox"/> OVERSIZED CARD	\$ 100
<input type="checkbox"/> OTHER AMOUNT	\$ _____

Please print clearly ...

Contact Name: _____ Title: _____

Company: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Cell: () _____ Fax: () _____

Email: _____

Signature: _____

Print Name: _____

Make checks payable to: FRIENDS OF MOUNT VERNON ARTS, RECREATION & YOUTH PROGRAMS, (FMVARYP)

Fax Form: Attn: TAMARRIS @ 914.665.2421 OR email: tlewis@cmvny.com

Return check & completed form to:

FRIENDS OF MOUNT VERNON ARTS, RECREATION & YOUTH PROGRAMS
City Hall | One Roosevelt Square / Recreation | Office #11 | Mount Vernon, New York 10550

MOUNT VERNON CITYFEST