



**THE NIAGARA FALLS MUSIC & ART FESTIVAL    JUNE 17<sup>th</sup>-19<sup>th</sup>,2016**

The Niagara Falls Music & Art Festival is produced by Balabans LLC a Limited Liability Corporation Licensed in the State of NY. We are pleased to announce our 4<sup>th</sup> Annual Music & Art Festival being held on Historic Old Falls Street in downtown Niagara Falls, New York. After the success of the 2015 Festival with an overwhelming attendance of 35,000 people from all over the world. The 4th Annual Niagara Falls Music and Art Festival will be held on the weekend of June 17<sup>th</sup>- 19<sup>th</sup>, 2016 where we anticipate approximately 100 art vendors along with food vendors, wine tastings, street entertainers, and the best selection of regional musicians. This festival will provide you with three full days to showcase your business in front of tourists, local residents, other businesses, and the community at large. This is great way to position your business or organization in a BIG way. There are three major levels of marketing & advertising packages available: Bronze, Silver & Gold. These Marketing Packages provide a way for your business or organization to be included in traditional media (newspaper, print and online media (websites and social networking) and through the captive audience of those attending the music lineup throughout the day. Please be a part of the 2016 Niagara Falls Music & Art Festival.

Thank you for your time and consideration; we look forward to working with you on this event. This is going to have a positive impact on the Niagara Falls Community and bring back the arts and culture to Downtown Niagara Falls. Please join us for the rebirth of Historic Niagara Falls, NY!

Sincerely,  
Rick Crogan  
Balabans LLC  
Niagara Falls Music & Art Festival  
642 4<sup>th</sup> Street  
Niagara Falls, New York 14301  
716-534-9960 office  
716-534-1546 cell  
info@festivalatthefalls.com  
[www.festivalatthefalls.com](http://www.festivalatthefalls.com)

## Marketing Packages

	Bronze Package	Silver Package	Gold Package
	\$500	\$1500	\$2500
<b>Logo on festival brochures</b>	Listed by Name	x	X
<b>Logo on festival rack cards/postcard</b>		x	X
<b>Introductions on Stages</b>	X	x	x
<b>Logo on Promotional Posters</b>		x	X
<b>Logo/Link on all festival website pages</b>	Listed by name	logo	Feature store
<b>Logo/link on Social Media Pages/feature story</b>	logo	Name & logo	Name ,logo &link to website
<b>Logo included on all Print material in May &amp; June</b>		X	X
<b>Logo included in al Print Ads &amp; Press Releases in all local papers &amp; publications</b>			X
<b>Logo/link on website under partner page</b>	X	Business Card Ad	Double Business Card Ad
<b>Event Boucher</b>	Normal Print	Bold Print	Extra Large Print
<b>On Stage signage and banners</b>	Normal Print	Medium Print	Extra Large Print

**Political - Re-Election Packages starting at \$100 - \$500**

**Individual Marketing & Advertising Packages can be customized to your company's needs.**

**Additional Advertising Packages are available for the Main & Artist Gallery Stages.**

**Festival Program ads starting at \$60 - \$325**

**The Niagara Falls Music & Art Festival is proudly managed, produced & marketed by Balabans LLC a Licensed Limited Liability Corporation This is For Profit Company.**

**Registered in New York State. A For Profit Business**