Benefiting…

St. Bartholomew the Apostle Church
Scotch Plains - Fanwood Chapter of UNICO
St. Bartholomew Academy

www.sbuitalianfestival.com
About the Festival

Each year, since its start in 1974, the parishioners of St. Bartholomew the Apostle Church and members of the Scotch Plains-Fanwood Chapter of UNICO have hosted the Italian Festival in Scotch Plains during the four days of Labor Day weekend.

Now a tradition in the community, the festival attracts thousands of visitors from across the region to celebrate the symbolic end of the summer with attractions of live music, rides, games, and a wonderful selection of food and drinks.

Benefiting the Community

It is only through the support of hundreds of volunteers and wonderful partners like you that enable this major charitable event to continue each year.

Proceeds from the Festival benefit three local not-for-profit organizations committed to serving our communities:

- Scotch Plains-Fanwood Chapter of UNICO
- St. Bartholomew the Apostle Church
- St. Bartholomew Academy

We hope you choose to be a part of our festival this year!

Check us out...

www.sbuitalianfestival.com
2021 Festival Schedule

Friday, September 3rd
4:30 PM to 10:30 PM
MUSIC
WOLF CREEK
Showtime 7:00 PM

Saturday, September 4th
4:30 PM to 10:30 PM
5:00 PM - Mass in Italian
Immediately after Mass
Procession honoring San Nicola di Bari
led by Mike Aromando and the Metropolitan Festival Band
MUSIC
THE JERSEY FOUR
Showtime 7:00 PM

Sunday, September 5th
4:30 PM to 10:30 PM
MUSIC
THE BROADCASTERS
Showtime 7:00 PM

Monday, September 6th
3:00 PM to 8:00 PM
MUSIC
Take a trip to the islands with the sounds of
JIMMY AND THE PARROTS
Showtime 4:30 PM

www.sbuitalianfestival.com
2021 FESTIVAL PARTNER BENEFITS
Partnership in this popular family-friendly event provides area businesses and corporations an opportunity to reach a diverse audience in a positive setting.

As a partner, your company can be included in event marketing and promotional materials, press releases, photography backdrops, social media promotions, advertising, and more. Please review the following opportunities to see how you can engage this year’s festival goers!!

Should you have any questions please feel free contact, Partnership Manager via 908-230-9199

PRESENTING PARTNER $5,000
PRESENTING PARTNER BENEFITS
• Exclusive listing as the festival’s presenting partner
• Listed as “Presenting Partner” on:
  – Featured on downtown Scotch Plains Park Ave banner during the month of August
  – Featured on festival welcome gate
  – Promotional material and posters
  – Presenting Partner Banner Over Bandstand
  – Festival Website
  – Featured on festival signage on church’s Westfield Avenue entrance
  – All media/news/press releases
  – Recognized as Presenting Partner in church bulletin
• One prime promotional area to showcase your products & services near entrance of Festival
• Company name mention hourly (min) over public address system
• 10 Ride wristbands (Each band good for unlimited rides for entire festival )
PREMIER PARTNERSHIP $3,000

PREMIER PARTNERSHIP BENEFITS (Limited Availability)

• One 6 ft. barrier signs at entrance gate of festival
• One promotional display area to showcase products/services
• Premier Partner Banner Over Bandstand
• Premier Partner listing on festival website
• Company name mention nightly over public address system
• Mentions via social media
• Premier Partner designation in church bulletin
• 6 Ride wristbands (Each band good for unlimited rides for entire festival)

PREFERRED PARTNERSHIP $1,500

PREFERRED PARTNERSHIP BENEFITS

• 6 ft. barrier sign at entrance gate of festival
• Preferred Partner Banner Over Bandstand
• Preferred Partner listing on festival website
• Company name mention over public address system
• Mentions via social media
• Preferred Partner designation in church bulletin
• 4 Ride wristbands (Each band good for unlimited rides for entire festival)

www.sbuitalianfestival.com
<table>
<thead>
<tr>
<th>Individual Partner Opportunities</th>
<th>Qty</th>
<th>Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food Court Partner</strong></td>
<td>1</td>
<td>$1,250</td>
</tr>
<tr>
<td>Includes: - Partner Banner Over Bandstand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 3’ x 6’ banner at entrance of Festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Partner Signage at entrance of Food Court</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Entertainment Partner – Music Stage</strong></td>
<td>1</td>
<td>$1,250</td>
</tr>
<tr>
<td>Includes: - Partner Signage on Stage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 3’ x 6’ banner at entrance of Festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Beer Tent</strong></td>
<td>2</td>
<td>$1,250</td>
</tr>
<tr>
<td>Includes: - Partner Banner Over Bandstand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 3’ x 6’ banner at entrance of Festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Crew dressed in partner T-shirts (supplied by partner)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Super 50/50 Tent Partner</strong></td>
<td>1</td>
<td>$500</td>
</tr>
<tr>
<td>Includes: - 3’ x 6’ banner at entrance of Festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 12” x 24” Partner Sign at Super 50/50 Tent</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Pastry Tent Partner</strong></td>
<td>1</td>
<td>$500</td>
</tr>
<tr>
<td>Includes: - 3’ x 6’ banner at entrance of Festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 12” x 24” Partner Sign at Pastry Tent</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lamp Post Welcome Banners – NEW!</strong></td>
<td>TBD</td>
<td>$250</td>
</tr>
<tr>
<td>Includes: - Presence on 1 Festival Lamp Post Banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Barrier Signage at Entrance of Festival</strong></td>
<td>Ea.</td>
<td>$400</td>
</tr>
<tr>
<td>(Subject to availability)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Barrier Signage Other Prominent Location</strong></td>
<td>Ea.</td>
<td>$300</td>
</tr>
<tr>
<td>(Subject to availability)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Game / Ride / Tent Partners</strong></td>
<td>Ea.</td>
<td>$100</td>
</tr>
<tr>
<td>Includes: - 12” x 24” Partner Sign at one game, tent, or ride</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Barrier Advertising**

Once again the festival will offer barriers with full color banner ads that will be placed strategically in high-traffic areas throughout the grounds.

If you are interested in learning more about this, or any other advertising opportunities, please do not hesitate to contact us.

*Partnership Manager via 908-230-9199*
Thank you!
The Festival Committee would like to thank you for considering festival partnership. Please note, the following examples illustrate some of the media assets we plan to implement during our 4-day event. However, our partnership program is adaptable to meet the needs of your organization. We are able to customize a partnership package or promotional activation to best meet the needs of your organization.

Please do not hesitate to contact us with any questions, concerns, or suggestions.

Partnership Manager via 908-230-9199

www.sbuitalianfestival.com
Sponsorship Acceptance Form

Company/Family Name: ____________________________________________________________

Contact: ___________________________ Position/Title: ________________________________

Address: ___________________________ City: ______________________ State: _____ Zip: ______

Phone: _____________________________ Mobile: ________________________________

Email: ______________________________

Partnership Selections:

Presenting Partner – Official Presenting Partner of Festival ($5,000)
Premier ($3,000) Preferred ($1,500)
Food Court ($1,250) Entertainment/Music ($1,250)
Beer/Wine Tent #1 ($1,250) Beer/Wine Tent #2 ($1,250)
Super 50/50 ($500) Pastry Tent ($500)

Banners, Barrier Signs and Game Signs:

Barrier Sign – Entrance ($400) Barrier Sign – 2nd Entrance ($300)
Barrier Sign – Food Court ($300) Lamp Post Banners ($250) - NEW!
Game / Ride $100 (Please indicate the name you would like shown below)

__________________________

Or, In lieu of partnership I wish to commit to the following donation $____________________

Comments: ________________________________________________________________

Payment in Full due no later than August 13, 2021. Please make checks payable to:
St. Bart’s / UNICO

Please return this form:

➢ By Mail: Attn: Feast Partnerships
St. Bartholomew the Apostle Parish
2032 Westfield Avenue
Scotch Plains, N.J. 07076

➢ By email: info@sbuitalianfestival.com

➢ Or Respond by phone to our Partnership Manager via 908-230-9199

Disclaimer: Upon receipt of acceptance form, you will be contacted to arrange details and payment. Cancellations for sponsors are fully refundable if submitted in writing at least 30 calendar days prior to the event. (If sponsorship has already been advertised in print, radio or television, or logo included on promotional material no refund will be given. No refunds will be given to cancellations received 29 or fewer calendar days prior to the event date.

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