

2010 Sponsorship Packages

4DNT Incorporated is once again, proud to produce the second annual, **New Year's on the Canal – Gateway Harbor Ball Drop** and would like to invite you and/or your company to be a part of this years event.

This unique outdoor wintertime party, with live music on Sweeney St., brings together residents of North Tonawanda, the City of Tonawanda and their neighboring communities, to share the excitement of the countdown to midnight, complete with a lighted ball drop from high atop the building on the corner of Webster & Sweeney Streets in North Tonawanda, ending with a fabulous display of fireworks from the Renaissance Bridge over the Erie Barge Canal.



Many outdoor and indoor activities are located throughout the event campus allowing participants of all ages to comfortably enjoy a variety of festivities and entertainment at various venues. Activities include offerings from local organizations and downtown merchants, live entertainment, alcohol FREE Kids Fun Zones, food and an “21 and Over” Pub Crawl, all showcasing many historical buildings on Webster Street in NT, and Main Street in Tonawanda — these elements make this the greatest New Year's Eve party in the Twin Cities.

The ringing in of 2009 saw sub-zero temperatures and a fresh snowfall of several inches. Despite those elements, Ball Drop organizers estimated over **three thousand** attended this first ever event making it a huge success. The Mayor even came out to perform the first wedding of 2009 live on the Sweeney Street main stage. We now anticipate even larger crowds to attend this year and have hopes of better weather. So the word is out. New Year's on the Canal – Gateway Harbor's Ball Drop is the place to be at midnight on December 31, 2009.

But we can not produce this growing event without sponsorship dollars. The following pages outline six levels of sponsorship available for the 2010 New Year's on the Canal – Gateway Harbor event. We will provide advertising and marketing opportunities through media, event marketing, and sales incentives in order to maximize your investment. In the event you do not see a level of commitment you are interested in, customization of a package is always negotiable.

Should you, or your Company, chose a sponsorship level, the last page of this document is a Letter of Agreement. Please fill it out and return with your payment to the address listed on the Agreement.

We, the Committee Members of this Ball Drop Event, wish to THANK YOU for taking the time to consider sponsorship of this, the biggest, and most exciting, holiday community event, the twin cities has to offer!

Produced by 4DNT, Inc. A Not-for-Profit Organization

P.O. Box 1347 | North Tonawanda, NY 14120

gatewayballdrop@gmail.com

www.gatewayballdrop.com

Sponsorship Levels



“Presenting” Sponsor **\$10,000**

- The naming rights to the event.
- Name/logo prominently placed on all marketing materials.
- Listed as the “*Presenting*” Sponsor on the event schedule distributed throughout Western New York.
- Mentioned as the “*Presenting*” Sponsor on TV and radio placements.
- Listed on event website as “*Presenting*” Sponsor with active link to your website.
- Recognition at the event, with mentions during all announcements on stage, listed on banners.
- Opportunity to distribute your company literature or product(s) on-site at the event.
- Six all-access passes night of the event.
- Naming rights option on next year’s event.



“Site” Sponsor **\$5,000 plus***

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| <p>“SITES” AVAILABLE</p> <ol style="list-style-type: none">1) The Ball Drop2) Fireworks Display3) Stage / Music4) Kids Fun Zones5) Heated Tents |
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- Listed as the “*Site*” Sponsor on the event schedule distributed throughout WNY.
- Mentioned as “*Site*” Sponsor on TV and radio placements.
- Listed on event website as “*Site*” Sponsor with active link to your website.
- Recognition at event, with mention on stage, logo listed on banners.
- Opportunity to distribute your company literature or product(s) on-site at the event.
- Four all-access passes night of the event.

**plus any additional costs incurred in site specific signage*



GOLD Sponsor

\$2,000

- Listed as GOLD Sponsor on the event schedule distributed throughout WNY.
- Listed on event website as GOLD Sponsor with active link to your website.
- Recognition at event on stage, logo listed on banners.
- Opportunity to distribute your company literature or product(s) at the event.
- Four all-access passes night of the event.



SILVER Sponsor

\$1,000

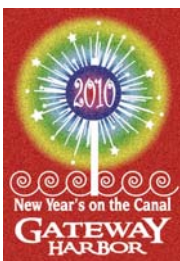
- Listed as SILVER Sponsor on the event schedule distributed throughout WNY.
- Listed on event website as SILVER Sponsor.
- Recognition at event, with mention on stage, name listed on banner.
- Opportunity to distribute your company literature or product(s) at the event.
- Two all-access passes night of the event.



BRONZE Sponsor

\$500

- Listed as BRONZE Sponsor on the event schedule distributed throughout WNY.
- Listed on event website as BRONZE Sponsor.
- Recognition at event, with one mention on stage, name listed on banner.



NEW this year SPARKLER Sponsor

\$200

- Listed as SPARKLER Sponsor on the event schedule.
- Listed on event website as SPARKLER Sponsor.

Sponsorship Letter of Agreement



Sponsor/Company Name: _____

_____ hereby agrees to provide a financial sponsorship for New Year's on the Canal, Second Annual Gateway Harbor Ball Drop on Thursday, December 31, 2009.

As a sponsor, I/we understand that I/we will receive all the applicable sponsor level opportunities described in the sponsorship package.

I/we further understand that these opportunities will not be valid until this agreement is signed and a check has been issued to and accepted by 4DNT, INC.

As a sponsor, I/we agree to provide digital art work for all promotional advertising no later than **November 01, 2009** in order to meet print/press deadlines.

I/we understand that 4DNT, INC. is not responsible for any changes due to inclement weather and all sponsorship conditions will be met to the best of the event organizer's abilities.

Postponements or cancellations of events due to weather conditions are beyond the control of 4DNT, INC.

No refunds for unused services, or allowance for the loss of enjoyment caused by weather conditions, acts of nature or other events that disrupt the performance will be made by 4DNT, INC.

Sponsorship Level: _____

Amount: \$ _____

Sponsor Name _____

Address _____

City _____ State _____ Zip Code _____

Phone Number _____ Email _____

Representative Name _____

Title _____

Authorized Sponsor Signature _____

Date _____

Make check made payable to: 4DNT, INC.

Mailing address: P.O Box 1347 | North Tonawanda, NY 14120