



Clifton is a city in Passaic County, New Jersey and home to the famous Rutt's Hut, a restaurant known for its style of deep-fried hot dogs. Rutt's Hut has been featured on the PBS special *A Hot Dog Program*, numerous Food Network shows, the Travel Channel's *Deep-Fried Paradise*. The main thoroughfare of Clifton Ave. will be transformed into an open air pedestrian marketplace with non-stop entertainment, festival foods and a variety of family activities.

Organization: Clifton Downtown Economic Development Group  
& Date Sunday, May 23, 2010 Open to the public from 10am-5pm.

Event Location: Clifton Ave., Clifton, NJ

Audience: Population in July 2008 was 78,219. An estimated audience of 25,000 is expected to attend. The median income for a household in the city in 2008 was \$67,360. Targeted attendee is mainly 25-50 with a emphasis towards family.

Highlights: Non-stop music and entertainment along with family fun attractions. On site businesses and restaurants will open their doors and showcase their specialties. Over 150 exhibitors, kiddie rides, pony rides, games, non-stop activities and delicious food.

Sponsor Benefits: Gain significant brand recognition by direct contact with festival visitors. Identify your brand in a meaningful way by supporting local communities and establishing a long lasting relationship with consumers. Achieve high impact branding. This event is supported with a strong local media presence including newspapers, posters, on line, and event banners that will feature your brand. Sponsorships will have their company name or logo on their event sponsor sign for your display booth in Sponsor Row and on the event's stage banner. Hourly sponsor acknowledgement mentions from stage.

Sponsor Row: Your company will be provided with exhibit space in "Sponsor's Row". This is a prominent area in the center of the street fair dedicated to our sponsors. This is where Sponsors have the opportunity to meet & greet the thousands of visitors that attend the event. Exhibitor space consists of a 10' exhibit space, white canopy with a 6' or 8' skirted table, 2 chairs and a street fair sponsor sign with your company logo, VIP parking and a JC staff person to assist you. You may also choose to use your company branded canopy or pick another site to exhibit. Your name or logo will be placed in event promotion and event stage sign. We also offer custom sponsorships. We will make every attempt to accomodate your needs.

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