



## Nutley Spring Spectacular...Sun. June 20, 2010

The Nutley Spring Spectacular is an event designed to celebrate the Nutley community and its youth. The main thoroughfare will be transformed into a pedestrian marketplace with over 150 exhibitors, festival food favorites, children's rides & activities and non-stop entertainment. This event is free to attend and offers something for everyone.

Sponsoring Organization: Nutley High Hockey League Booster Club

Event Location: Franklin Ave, Nutley, NJ (between Chestnut St and Harrison Ave.) Essex County

Date: Sunday, June 20, 2010 10am-5pm

Audience: Over 50,000+ people are expected to attend the event. Targeted attendee is mainly from Essex County 25-60 with a emphasis towards family. Nutley, NJ has a median family income of \$72,265. JC Promotions, Inc., producer of the Nutley Spring Spectacular has been bringing events to this area for over 10 years. Visitors from the surrounding counties of Bergen, Passaic, Union and Morris are attracted to this event.

Highlights: This mile long event route will feature a wide variety of exhibitors, festival food favorites, kids rides & attractions, pony rides & petting zoo, non-stop music & entertainment, special raffles & giveaways, retail establishments & restaurants will showcase their specialties.

Sponsor Benefits: Direct brand exposure to 50,000 consumers reached with product placement through sampling, coupons, contests and on-site direct response promotions. 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 acknowledgment mentions from stage. Create a long lasting connection with consumers. Identify your brand in a meaningful way supporting local communities and create a positive word of mouth.

Sponsors 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. It will include a white canopy with a 6' or 8' skirted table, 2 chairs, 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 in place of the one we offer. 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 accommodate your needs.

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