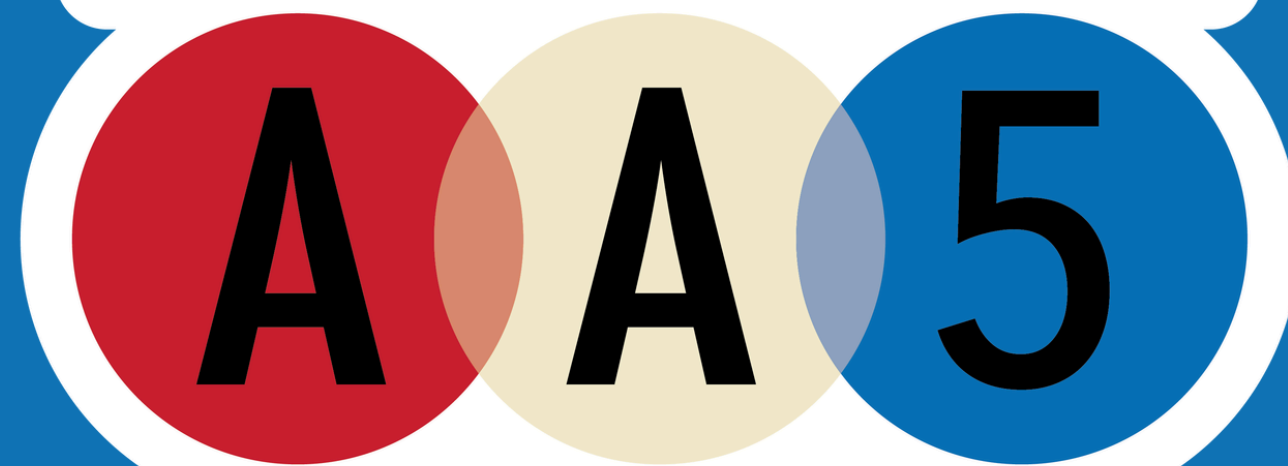




ALIVE AFTER FIVE



CELEBRATING  
★ 25 YEARS ★

# 2026 Sponsorship Proposal

JULY 2<sup>ND</sup>, JULY 16<sup>TH</sup>, JULY 30<sup>TH</sup>, AND AUGUST 13<sup>TH</sup>  
THURSDAYS FROM 5-9PM  
RAIN DATE AUGUST 20<sup>TH</sup>



LET THE 25<sup>TH</sup> ALIVE AFTER 5  
FESTIVAL BEGIN!



# About the AA5 Festival

Alive After Five returns this summer for its 25<sup>th</sup> Annual Celebration, transforming downtown Patchogue into one of Long Island's most anticipated and well-attended seasonal events. Taking place on July 2<sup>nd</sup>, July 16<sup>th</sup>, July 30<sup>th</sup>, and August 13<sup>th</sup> (rain date: August 20<sup>th</sup>), the festival attracts 15,000-25,000 visitors each night bringing nearly 100,000 attendees to our vibrant downtown throughout the summer.

This beloved community tradition offers something for everyone: lively outdoor dining, incredible live music across multiple stages, more than 120 vendors, a family-friendly children's area featuring face painting, and crafts, and a dynamic showcase of local artists, performers, and businesses. Alive After Five creates an energetic, welcoming atmosphere that keeps visitors exploring, shopping, and dining all evening long.

As we mark this milestone 25<sup>th</sup> anniversary, this year's celebration is even more special as we proudly join in commemorating the 250<sup>th</sup> anniversary of the United States, making this season's events more impactful and memorable than ever before.

Sponsoring Alive After Five provides unparalleled visibility and direct engagement with tens of thousands of attendees, positioning your business at the center of one of the region's most successful and cherished summer traditions.. It is more than an event, it is a celebration of community, connection, and the vibrant spirit of the Village of Patchogue.

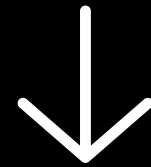
## PREVIOUS HIGHLIGHTS



# Strategic Sponsorship Opportunity

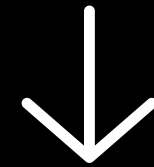


## REACH



EXPOSURE TO A LARGE AUDIENCE. WITH ATTENDANCE RANGING FROM 15K-25K PEOPLE PER EVENING AND NEARLY 100K VISITORS THROUGHOUT SUMMER

## BRANDING



SPONSORS RECEIVE PROMINENT BRAND VISIBILITY THROUGH VARIOUS CHANNELS, SUCH AS SOCIAL MEDIA, STAGE NAMING RIGHTS, ALL PRINT AND DIGITAL MEDIA.

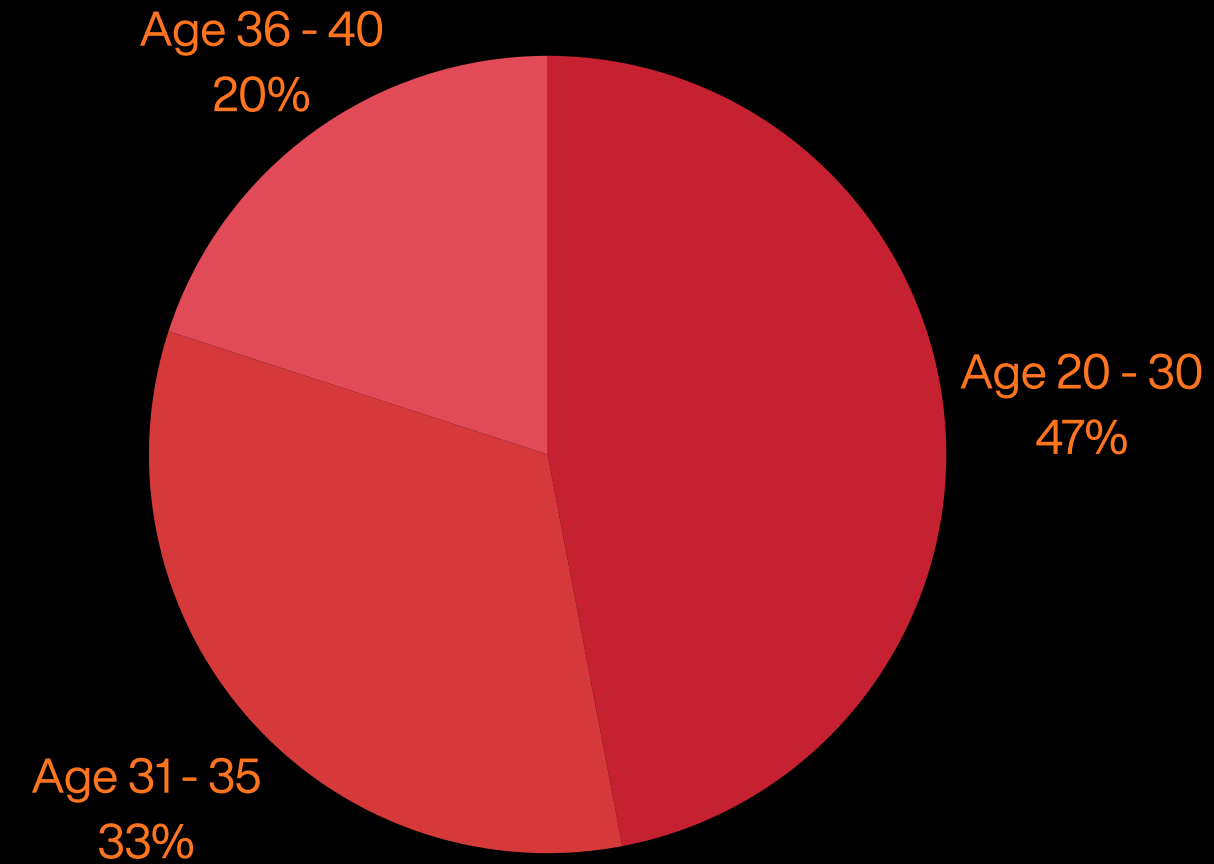
## ENGAGEMENT



HIGH FOOT TRAFFIC & MEDIA COVERAGE. BY SUPPORTING A POPULAR COMMUNITY EVENT LIKE AA5, SPONSORS DEMONSTRATE THEIR COMMITMENT TO THE LOCAL COMMUNITY AND ITS CULTURAL VIBRANCY

# Who's Coming?

SAMPLE VISITOR  
PERSONA

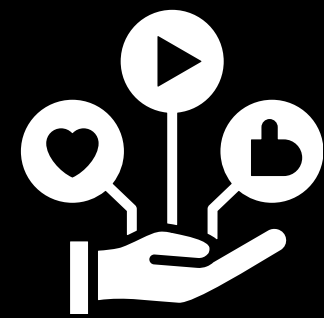


→ **47%** **AGE 20 - 30**

→ **33%** **AGE 31 - 35**

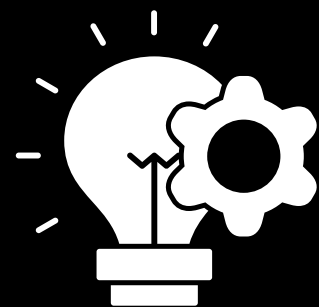
→ **20%** **AGE 36 - 40**

# How We Promote the Event



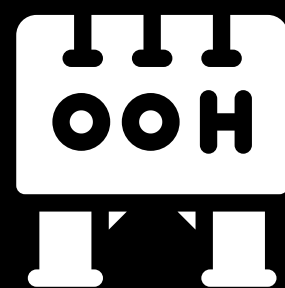
## SOCIAL MEDIA STRATEGY

- Sponsor spotlights and tagged posts to increase visibility
- Professionally designed graphics highlighting sponsors, event dates, and special features
- Real-time posting during event nights to generate excitement and increase attendance for future dates
- Plus much more!



## PR APPROACH

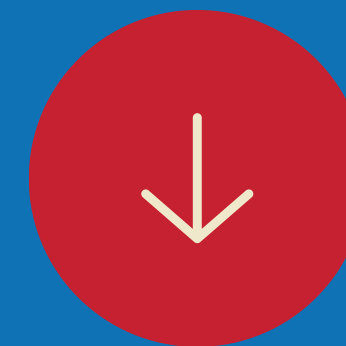
- Press releases distributed to local and regional media outlets
- Event listings submitted to community calendars and tourism platforms
- Highlighting milestone anniversaries (250<sup>th</sup> Anniversary of country), and community impact



## TRADITIONAL MEDIA

- Radio promotions and on-air mentions
- Flyers and posters distributed throughout Patchogue and surrounding communities
- Event signage and stage banners in high-traffic areas
- Inclusion in seasonal event roundups and entertainment publications.

# Sponsorship Packages



## WHAT'S INCLUDED?

	BRONZE \$5,000	SILVER \$10,000	GOLD \$15,000	TITANIUM \$25,000	DIAMOND \$40,000
<b>Vendor table at every 2025 Alive After Five</b>	✓	✓	✓	✓	✓
<b>Social media post on @aliveafterfive and @visitpatchogue</b>	1	2	3	5	10
<b>Your company's logo on the ALIVE AFTER FIVE® website, and social media</b>	✓	✓	✓	✓	✓
<b>Your company's logo on all Patchogue Chamber email blasts relevant to the event</b>	✓	✓	✓	✓	✓
<b>Your company's logo on all print advertising &amp; Signage</b>	✓	✓	✓	✓	✓
<b>Professional promo video with you announcing all ALIVE AFTER FIVE® Info</b>		✓	✓	✓	✓
<b>Your company's logo on the Chamber Stage Banner for ALIVE AFTER FIVE®</b>			✓	✓	✓
<b>Premier National and Local Bands performing on your stage</b>				✓	✓
<b>“Naming of the Event” Rights (ALIVE AFTER FIVE® presented by...)</b>					✓
<b>VIP Area Sponsor</b>					✓

# À LA CARTE SPONSORSHIP OPPORTUNITIES

## Premium Merch Sponsor - \$2,000

- Logo on premier merchandise (tank tops, tote bags, etc.)
  - Social media promotion

## Merch Sponsor - \$1,000

- Logo on select merchandise (cups, coasters, etc.)
  - Social media promotion

## Social Sponsor - \$300

- One dedicated social media post

# SPONSORSHIP FORM



COMPANY NAME	
ADDRESS	
CONTACT PERSON	
TITLE	
PHONE NUMBER	
EMAIL	

- \$40,000** Diamond Sponsor
- \$25,000** Titanium Sponsor
- \$15,000** Gold Sponsor
- \$10,000** Silver Sponsor
- \$5,000** Bronze Sponsor
- \$2,000-** Premium Merch Sponsor
- \$1,000-** Merch Sponsor
- \$300-** Social Sponsor
- Other Amount: \$

email: Silvana@Patchogue.com

- Visa
- AmEx
- Mastercard
- Discover

Check made payable to Greater  
Patchogue Chamber of Commerce  
15 N Ocean Ave  
Patchogue NY, 11772

CARD NUMBER:

EXPIRATION DATE:

SIGNATURE:

\_\_\_\_\_

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\_\_\_\_\_

SEC CODE: