

# WORLD'S LARGEST 2019 GARAGE SALE WARRENSBURG, NY OCTOBER 5<sup>TH</sup> & 6<sup>TH</sup> 2019



## ABOUT THE EVENT

As Warrensburg's premiere event for over 40 years, The World's Largest Garage Sale attracts up to 75,000 attendees every year. Our event showcases over 500+ vendors from around the country! Including some of the best antique & collectibles, arts and crafts, food vendors. Our attendees enjoy free admission, free shuttle service and over five square miles of shopping. Event programs are available at all our local lodging partner and sponsor locations and during the event and available online to download on our website [www.warrenburggaragesale.com](http://www.warrenburggaragesale.com).

The World's Largest Garage Sale is a well-established, multi-generational event that has a strong influential partnership with Warren County Tourism and I Love NY- NYS Tourism who participate in additional advertising and promotion. The WORLD'S LARGEST GARAGE SALE is backed by a strong marketing and advertising campaign that includes digital, print, radio, Social Media (Facebook, Instagram, Twitter, YouTube), local and regional poster distribution and more!

## SPONSORSHIP & ADVERTISING

Don't miss this opportunity to market your business with one of the most anticipated returning events of the fall in the region! In its 39th year, the 2018 World's Largest Garage Sale attracted 75,000+ attendees and a diverse, affluent and important demographic to the region:

- Attendees represented over 22 US States and 4 Canadian Provinces and over 42 NYS counties
- 60% locals (within 50 miles of Warrensburg) + 40% tourists (50+ miles from Warrensburg)
- Attendees spent the night! 30% stayed 1 night or more in Local lodging and dined out at a nearby restaurants.
- 48% of attendees were between the ages of 32-64. A broad range of ages and interests being drawn to the area!
- 87% female - consumer studies indicate that women have tremendous spending power in the U.S. today

The World's Largest Garage Sale is a perfect opportunity to put your company's name in front of thousands of local and visiting consumers. To take advantage of this great opportunity, please review the various sponsorship and advertisement options the World's Largest Garage Sale offers and contact us today!

### BY THE NUMBERS

75000+Visitors

40 YEARS of Finds, Food & Fun!

3<sup>rd</sup> LARGEST Event in Warren County, NY

500+ Commercial Vendors

200+ Residential Vendors

5000+ Social Media Followers

## Title Sponsor (1 Only)      \$5000

- Sponsors name in tile of event Ex: World's Largest Garage Sale – Sponsored by (Your Company's Name) featured in all media
- Logo & Link listed on Sponsor page of Event Website at Title Level
- Logo & Link listed on Sponsor page of Event Facebook at Title Level
- Logo on Event Posters being distributed locally & regionally (approx. 200 printed)
- Logo & Link in Event E-Newsletters
- Title Level Social Media Post Mentions
- Full Page Ad in Event Program Color: 4.875" W x 7.875"H
- Banners on Display at Event
- Logo on Event Banner at Exit 23
- Logo on Event Sponsorship Banners at Fairgrounds
- Opportunity to hang own banners on at Exit 23 for duration of the event
- Opportunity to have presence at the event- Presence must be approved by Event Coordinators. No product sales, giveaways, demonstrations and raffles encouraged.

## Gold Level Sponsor      \$2000

- Logo & Link listed on *Sponsor* page of Event Website at Gold Level
- Gold Level Social Media Post Mentions
- Full Page Ad in Event Program Color: 4.875" W x 7.875"H
- Banners on Display at Event
- Logo on Event Sponsorship Banners
- Opportunity to hang own banners on Exit 23 for duration of the event
- Opportunity to have presence at the event. No product sales – giveaways, demonstrations and raffles encouraged.

## Silver Level Sponsor      \$1000

- Logo & Link listed on *Sponsor* page of Event Website at Silver Level
- Logo & Link listed on *Home* page of Event Facebook at Silver Level
- Silver Level Social Media Post Mentions (Facebook, Twitter, Instagram)
- Half Page Ad in Event Program (Color: 4.875 W" x 3.903"H)
- Banners on Display at Event, Logo on Event Sponsorship Banners
- Opportunity to hang own banners at Exit 23 for duration of the event
- Opportunity to have presence at the event. No product sales, giveaways, demonstrations and raffles encouraged.

## Bronze Level Sponsor      \$500

- Logo & Link listed on *Sponsor* page of Event Website at Bronze Level
- Logo & Link listed on *Sponsor* page of Event Facebook at Bronze Level
- Bronze Level Social Media Post Mentions
- Half Page Ad in Event Program (Color: 4.875 W" x 3.903"H)
- Logo on Event Sponsorship Banner

## Make the Most of Exposure to Our Audience!

Your listing will go live as soon as the signed agreement and payment are received and will remain on the site until 03/31/19 – allowing for added exposure beyond the Event Weekend for attendees/website viewers planning trips to the Adirondacks year-round!



## Lodging Sponsor \$300

- Full Page Ad in Event Program
- Color: 4.875" W x 7.875"H (300dpi, jpg at exact size)
- Distributed to all attendees 1wk prior to event, online and during event
- Business name listed on *Lodging page* of Event Website
- Logo on Event Sponsorship Banner

## Media Sponsor \$300 Cash or Trade

- Color: 4.875" W x 7.875"H (300dpi, jpg at exact size)
- Distributed to all attendees 1wk prior to event, online and during event
- Business name listed on *Sponsor* page of Event Website
- Logo on Event Sponsorship Banner

## Full Page Program AD \$300

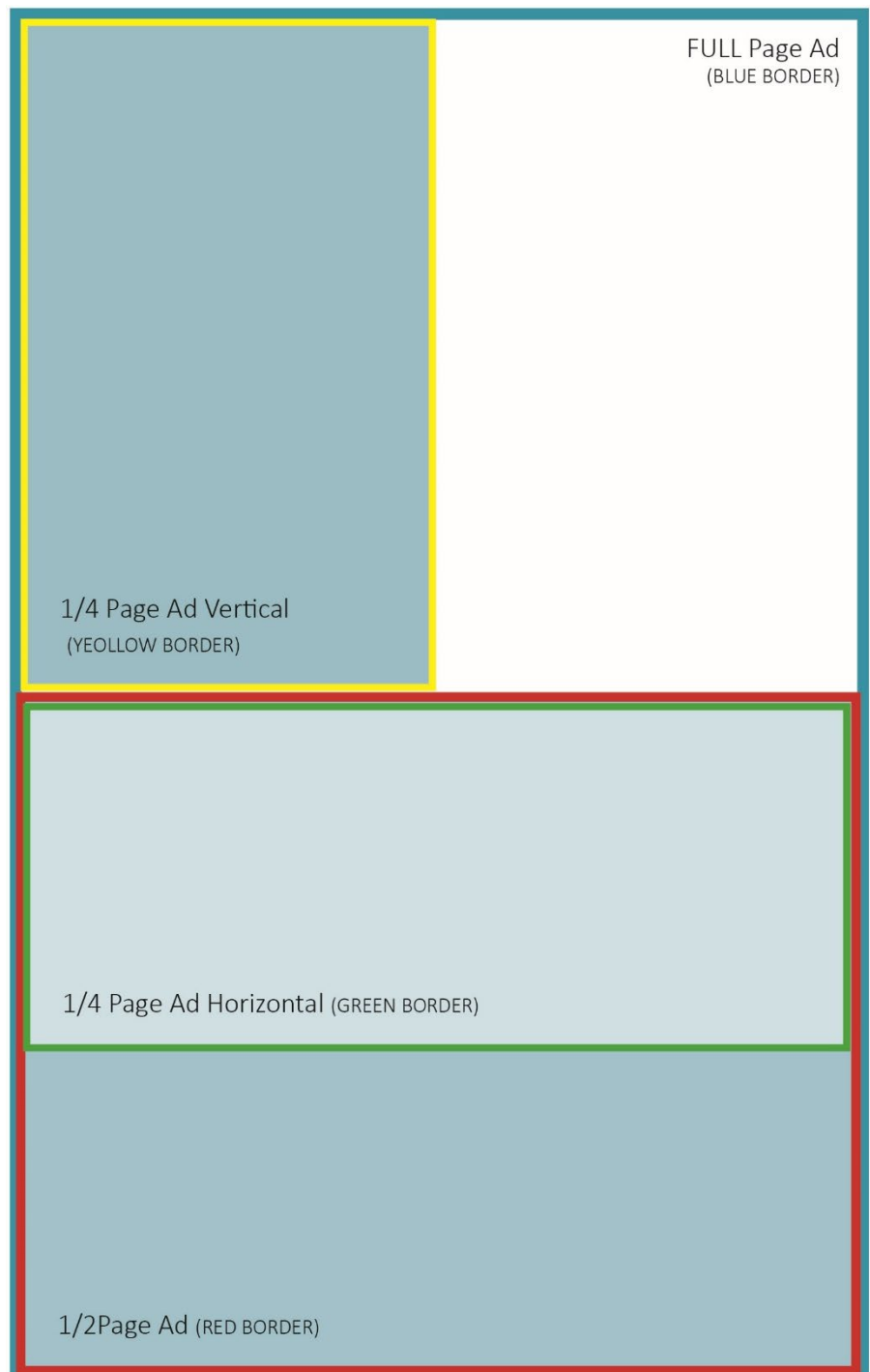
- Color: 4.875" W x 7.875"H (300dpi, jpg at exact size)
- Distributed to all attendees 1wk prior to event, online and during event
- Business name listed on *Sponsor* page of Event Website

## 1/2 Page Program AD \$150

- Color: 4.875 W" x 3.903"H (300dpi, jpg at exact size)
- Distributed to all attendees 1wk prior to event, online and during event
- Business name listed on *Sponsor* page of Event Website

## 1/4 Page Program AD \$100

- Color 2.4375"H x 3.903 (300dpi, jpg at exact size) Horizontal AD or 4.875" W x 2.03"H
- Distributed to all attendees 1wk prior to event, online and during event
- Business name listed on *Sponsor* page of Event Website



# SPONSORSHIP / ADVERTISING AGREEMENT

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone #: \_\_\_\_\_

Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Level of Sponsorship or Program Ad Type	Check Enclosed in Amount of:

1. Please enclose a check for payment made out to Warrensburg Chamber of Commerce.
2. For Sponsorships, please send high resolution JPEG of your logo via e-mail to  
info@warrensburgchamber.com
3. PROGRAM AD must be submitted via e-mail by 09/21/19



Please return agreement and payment to the following  
address: Warrensburg Chamber of Commerce  
3839 Main Street  
Warrensburg NY 12885  
**Questions? Contact Us!**  
info@warrensburgchamber.com or (518) 623-2161