

## Holiday Festival Sponsorship Opportunities

### 1) Holiday Cottage

The Holiday Cottage commonly known as the police booth sits in the center of Downtown Glen Cove. Thousands of people pass the Holiday exhibit that is designed as Santa's workshop & a wish for a Happy Hanukkah on the other side. This Holiday Cottage has been the back drop for many holiday photos.

- During the last week of November through the 1<sup>st</sup> week of January your company logo & name will be exhibited on the Holiday Cottage.
- You will receive the Glen Cove Downtown BID's social media coverage that will reach up to 6,500 people in your target group.
- Your company name & logo will appear in the Holiday Festival program that is given to over 300 people that attend this event.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in an AMC Glen Cove 6 Cinema commercial.
- All flyers, posters & print materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$ 1,000.00**



### 2) The Horse & Carriage Ride

The horse & carriage ride attracts hundreds of people to the center of Downtown Glen Cove. The line forms all the way around the corner as families & friends of the Glen Cove community wait for their turn to ride the carriage ride around the downtown area.

- Your company name and logo will appear on a banner alongside the horse and carriage for all to see in the downtown area.
- You will receive the Glen Cove Downtown BID's social media coverage that will reaches up to 6,500 people in your target group.
- Your company name & logo will appear in the Holiday Festival program given to over several 100 people that attend this event.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in an AMC Glen Cove 6 Cinema commercial.
- All flyers, posters & print materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$1,500.00.**



### 3) Photos with Santa

Over 250 children line up to give Santa their Christmas list while taking a free photo with Santa. A polaroid picture is merely affixed to a holiday card with your company name on it.

- Over 250 memorabilia pictures and cards with your company name and logo are given to the children's parents.
- You will receive social media coverage that will reach up to 6500 people in your target group.
- A large billboard acknowledging your sponsorship will be placed by photos with Santa.
- Your company name and logo will appear in the Holiday Festival program given to over 300 people that attend this event.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in an AMC Glen Cove 6 Cinema commercial.
- All flyers, posters and print materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$250.00**.



### 4) Candy Cane Sponsorship

No visit to Santa is complete without the gift of a Candy Cane. Santa gives out over 300 candy canes to all the children that give him with their Christmas list.

- Your company name and logo will appear in the Holiday Festival program given out to over 300 people that attend this event.
- You will receive the Glen Cove Downtown BID's social media coverage that will reaches up to 6500 people in your targeted group.
- Your company name will be included in all press releases about this event.
- The Holiday Festival will be advertised in AMC Glen Cove 6 Cinema commercial.
- All flyers, posters and print materials will have acknowledgement of your sponsorship.
- The cost of this sponsorship is **\$100.00**



## 5) Hot Cocoa, Coffee, Water In Kind or Cash

It has been tradition for the BID to serve hot Cocoa, coffee and water during the Holiday Festival.

- Your company name and logo will appear in the Holiday Festival program given to over 300 plus people that attend this event.
- A sign acknowledging your sponsorship will appear in front of these beverages.
- You will receive the Glen Cove Downtown BID social media coverage that will reaches up to 6,500 people in your target group.
- Your company name will be included in all press releases.
- The Holiday Festival will be advertised in AMC Glen Cove 6 commercial.
- All flyers, posters and print materials will have acknowledgement of your sponsorship.



**\*\*Please note sponsorships maybe shared between two businesses. \*\***

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**Business name:**

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**Contact name:**

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**Phone number:**

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**Cell number:**

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**E-mail:**

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**Street Address:**

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**I am interested in the following sponsorship**

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**Check is enclosed in the amount of \$**

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Return to:  
Glen Cove Downtown Business Improvement District  
30 a Glen Street, Suite 200  
Glen Cove, New York 11542  
Tel: (516) 759-6970 Fax (516) 759-2308  
Email: [info@Glencovedowntown.org](mailto:info@Glencovedowntown.org)

# Holiday Festival Sets Forth The Season

On Saturday, Nov. 25, the Village Square of downtown Glen Cove overflowed with the community enjoying the many festivities of the Glen Cove Downtwon Business Improvement District's (BID) annual Holiday Festival.

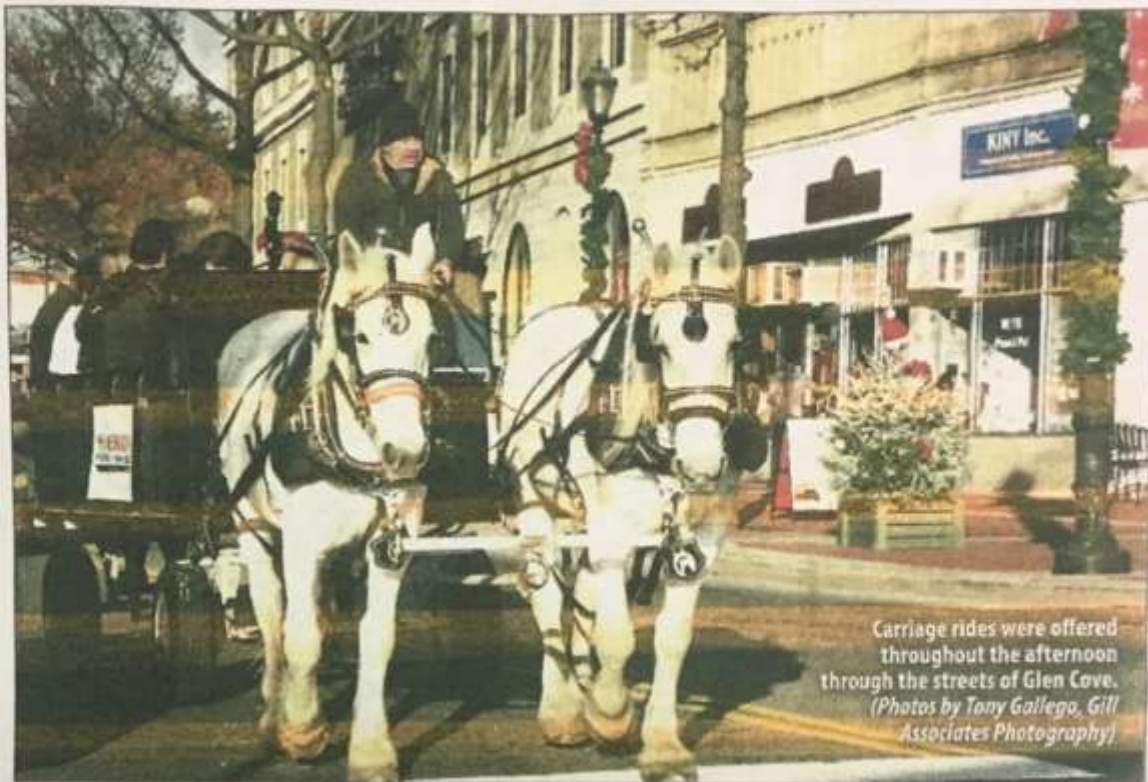
The festival started off at 1:30 p.m. when Santa arrived on horse and carriage with the executive director of the Glen Cove BID, Patricia Holman, along with a handful of the Glen Cove High School DECA Club members. Santa visited the Village Square until 4 p.m., taking free photos and listening to the children's Christmas list while giving each and every one a gift of candy canes. Plenty of free hot cocoa, coffee, cupcakes and cookies were enjoyed by all who attended this event.

While Santa talked with the children, his horse and carriage provided the large crowd with a ride along the streets of downtown Glen Cove. This was interrupted by the brusque appearance of Mr. Scrooge that astonished the large crowd while waiting in line for the horse and carriage rides. Mr. Scrooge, played by The View Grill's Fred DiMenna, took center stage accompanied by the Slayer Players Theatre Company, entertaining the crowd with excerpts from *A Christmas Carol*. The Glen Cove High School Jazz Band followed this production with their joyful holiday music, directed by Brittney Frank Rifkind. As Santa left the crowd on his horse and carriage, performing and recording artist Frank Rendo entertained the community with gleeful holiday carols.

The BID provided Congregational candles to the crowd as the City of Glen Cove gifted all the children with adorable tree lighting necklaces in preparation of Mayor Reggie Spinello counting down to push the button to light the 27-foot tree, donated by Glen Cove resident Mike Corigliano.

"This is always a very special time of year a time when we give thanks and appreciation for one another. The Glen Cove Downtown BID and the City of Glen Cove truly accomplished this as they joined together to wish our community a very happy holiday season," said Holman.

The BID would like to thank the many organizations, businesses and individuals that made this holiday festival a wonderful event for the community, with special thanks to its sponsors: American Paving & Masonry, Cabo Landscaping, Mathnasium of Glen Cove, Henry's Luncheonette & Confectionery, Starbucks Coffee, Gill Associates



Carriage rides were offered throughout the afternoon through the streets of Glen Cove. (Photos by Tony Gallego, Gill Associates Photography)

Fred DiMenna as Mr. Scrooge



Patricia and Ava Holman pose with Santa.



BID executive director Patricia Holman, singer Frank Rendo and Mayor Reggie Spinello.



Coleen Cole Spinello takes a ride on the carriage.



Photography, Nassau County Legislator Delia DeRiggi-Whitton, One and Only Dental, Joseph M. Basile Electric, and Joe Graziose and Mike Leone of RXR Development Services for allowing the City of Glen Cove and the BID the perfect setting for the holiday festival and City of

Glen Cove Tree Lighting.

This event would not be possible without the contributions of Spinello, Deputy Mayor Barbara Peebles along with the staff of City Hall, the City of Glen Cove's many departments that include Department of Public Works, Glen

Cove Beautification Commission, Donald Blumhagen and Mike DiLeo of Glen Cove Auxiliary Police Department, Glen Cove Volunteer Fire Department and the Glen Cove High School DECA Club.

—Submitted by the  
Glen Cove Downtwon BID