



# **POUND RIDGE HARVEST FESTIVAL**

*10<sup>TH</sup> Anniversary!*



**POUND RIDGE TOWN PARK  
OCTOBER 1, 2022**





## HARVEST FESTIVAL 2022

The Pound Ridge Partnership will hold its annual Harvest Festival on Saturday October 1<sup>st</sup> from 1-6pm in the Pound Ridge Town Park! Continuing what has become a beloved Pound Ridge tradition, the festival draws thousands of people together to enjoy award-winning music, Oktoberfest-style food, beverage gardens, and games & activities for the entire family. Since its 2011 inception, the Harvest Festival has proudly hosted globally-renowned artists such as Gin Blossoms, The Spin Doctors, Soul Asylum, Toad The Wet Sprocket, Everclear, Rusted Root, Cracker, The Smithereens, and Edwin McCain, while also providing a major platform for the Fox Lane Rock Ensemble, rising talent from our local high school.

## THE POUND RIDGE PARTNERSHIP

Led by an energetic group of volunteers, The Pound Ridge Partnership is a 501(c)(3) non-profit independent, non-partisan, community-based organization aimed at bringing together residents, business owners, landlords, and community leaders to support and improve the Town Park and the Pound Ridge Business District, known as *Scott's Corners*. Its vision is to continue enhancing these incredible gathering places for all of its residents as well as building them as a destination for residents of other communities who come to enjoy the unique, country atmosphere, with its one-of-a-kind retail, crafts & antiques, and dining experiences. Through its support and ongoing annual promotions, The Partnership strongly champions our local talented small business entrepreneurs in achieving their business goals and recognizing their dreams.

Thanks to the generous contributions of our partners and event proceeds, The Pound Ridge Partnership has installed custom seating for sports and entertainment events at the Town Park, has donated funding to the town's water treatment facility, and has funded new events such as Pound Ridge Proud Day, Food Truck Fridays, An Eco-Chic Evening, and more, donating all event proceeds (ticket sales and sponsorship) back into enhancing and beautifying Pound Ridge for years to come.









### **Press**

*"The PRHF is a celebration of local food and culture. Free to enter, the Harvest Fest highlights local merchants and specialty food purveyors who select their most enticing dishes to serve. Craft breweries are on hand with copious pours of the finest brews."* -Hamlet Hub

*"Every year, the PR Partnership contributes the festival's proceeds to the betterment of the town, crediting the support of nearly 100 residents for making Harvest Festival possible."*  
-North of NYC

*"Celebrate local food and culture alongside great music and activities for the entire family!"*  
-New York Family

### **Attendee Demographics**

Families of all shapes and sizes from Pound Ridge, plus its New York State friends throughout Westchester County and New York City, as well as its neighbors in Fairfield County and beyond

### **About Pound Ridge**

Just 50 miles north of Manhattan, Pound Ridge is a beautiful country-feeling oasis, home to the Ward Pound Ridge Reservation (Westchester's largest public park), Jean-Georges' world famous restaurant The Inn at Pound Ridge, a vibrant business and arts district known as Scott's Corners, the Pound Ridge Golf Club designed by Hall of Fame architect Pete Dye, and so much more.

### **Festival Experience**

Music performances throughout the day, featuring the winner of Pound Ridge Proud Day's Battle of the Bands, and culminating with the main event headlined by a top music artist  
TBA!

Culinary delights featuring the local foods and beverage establishments that call Pound Ridge home, including bratwurst & hot pretzels, pulled pork & chili, burgers & hot dogs, wood-fired pizzas, paella, sushi, baked goods, hot apple cider, beer & wine gardens, the famed root beer garden, and more!

Fun and activities for the whole family, including face painting, airbrush tattoos, a bounce house, euro bungee, human hungry hippo, football toss, carnival rides, games, and more!









**PARTNERSHIP OPPORTUNITIES**

<b>Exclusive Main Event Presenting Partner (1)</b>	<b>\$10,000-15,000.00</b>
<b>Main Stage Banners (4)</b>	<b>\$3,000-5,000.00</b>
<b>Exclusive Food Garden Presenting Partner</b>	<b>\$3,000.00</b>
<b>Exclusive VIP Garden Presenting Partner</b>	<b>\$3,000.00</b>
<b>Exclusive Kids Amusement Presenting Partner</b>	<b>\$3,000.00</b>
<b>Platinum Partner</b>	<b>\$1,000.00</b>
<b>Gold Partner</b>	<b>\$500.00</b>
<b>Silver Partner</b>	<b>\$250.00</b>
<b>Booth Vendor</b>	<b>\$150.00</b>

**Exclusive Main Event Presenting Partner**

Each year the Harvest Festival will align with a single, exclusive main event presenting partner, with benefits including:

- Harvest Festival presented by “Your Company Logo” in all festival marketing
- Custom 2x10 banner ad across Westchester Avenue in the Pound Ridge Business District with “Your Company Logo”
- Custom 3x20 logo banner on the front row of the festival Main Stage
- Custom 4x10 logo banner at festival Main Entrance
- Custom 4x10 logo banner in the Town Park’s Family of Partners Gallery
- Custom logo banner at Ticket Sales Booths
- Exclusive branding on the Pound Ridge Partnership website and Pound Ridge Harvest Festival website with hyperlink to partners’ website or social media destination
- Multiple dedicated posts on Festival social media pages
- Harvest Festival poster with “Your Company Logo”
- Prominent booth placement at the festival
- Three (3) to Four (4) live, on-stage acknowledgements
- Ten (10) to Fifteen (15) VIP ticket packages

**Main Stage Banners**

Advertising consists of banner locations on the festival Main stage, visible throughout the day, on-stage banners take centerstage along with our featured performers. In addition to your premier placement on site, the Main Stage partnership includes:

- Custom 4x10 logo banner in Partners Gallery in the festival’s main arrival area
- Custom 4x10 logo banner in the Partners Gallery in the Town Park
- Premier branding on Harvest Festival website
- Dedicated post(s) on festival social media channels
- Two (2) live, on-stage acknowledgements
- Premier booth placement at the festival
- 2x Front Row (\$5,000.00) and 2x Back Row (\$3,000.00)





## **Partnership Opportunities continued**

### **Food Garden Presenting Partner**

The Exclusive Food Garden Presenting Partner will have their banner "Food Garden Presented by "LOGO"" visible throughout the day. The large overhead banner will serve as a gateway to a selection of Westchester's finest food trucks and local restaurants in Pound Ridge.

### **VIP Garden Presenting Partner**

The Exclusive VIP Garden Presenting Partner will be a first-to-market opportunity for 2022! The exclusive partner will have their banner "VIP Garden Presented by "LOGO"" on a 20'x20' tent visible for all to see throughout the entire event. The large overhead banner will serve as the entry to the official VIP Experience.

### **Kids Amusement Area**

The Exclusive Kids Amusement Area Presenting Partner will have their banner "Kids Amusement Area Presented by "Your Company Logo"" visible throughout the day. The large overhead banner will serve as the gateway to a fun-filled day of rides, face-painting, games and much more!

Additionally, each of the above three opportunities include:

- Custom 4x10 logo banner in Partners Gallery in the festival's main arrival area
- Custom 4x10 logo banner in the Partners Gallery in the Town Park
- Premier branding on Harvest Festival website
- Dedicated post on festival social media channels
- Two (2) live, on-stage acknowledgements
- Premier booth placement at the festival

Please inquire for further information on the above opportunities as well as the opening level Platinum, Gold, and Silver options. Please also note Harvest Festival is open to new partnership and activation ideas and opportunities of all kinds, and we welcome your feedback!

## **Media Reach**

PRHF Marketing and Media includes cumulative reach of over 500,000+ music-minded, cultural-event enthusiasts, with email list recipients including Pound Ridge Partnership & Harvest Festival (3,000+), Peak Listening Advisory Board (20,000+), Blue Note Entertainment Group (175,000+), Sony Hall (200,000+), and Capitol Theatre (100,000+), and with supporting social media posts provided by The PR Partnership, The Capitol Theatre, and The Ridgefield Playhouse, and with additional supporting event listings in local newspapers & magazines, blogs, community calendars, and inside participating vendors and restaurants. The festival hosts over 6,000+ annual attendees.





## Thank You, Partners!

SONY HALL | CRAFT NEW YORK | MAGIC HAT BREWING COMPANY | TWO ROADS BREWING COMPANY  
LIL BEANS TOYS & PARTIES | PLATINUM DRIVE REALTY | THE MARKET AT PR SQUARE | CITY CARTING &  
RECYCLING | BEST ARCHITECTURE | MARSHALL OIL CO. | HOULIHAN LAWRENCE | POUND RIDGE HOME  
MANAGEMENT | POUND RIDGE SCHOOL OF DANCE | ADVANCED DENTAL CARE OF ARMONK | KIWI  
COUNTRY DAY CAMP | THE INN AT POUND RIDGE | COPIA HOME AND GARDEN | MARCHETTI  
CONSULTING ENGINEERS | NORTHERN WESTERCHESTER HOSPITAL, NORTHWELL HEALTH | LAUREL RIDGE  
| RAVEIS | POUND RIDGE MONTESSORI | ASIA HAMACHI | BCP SECURITIES | THE KITCHEN TABLE  
NORTH STAR RESTAURANT | EPIC AUDIO & VIDEO | POUND RIDGE WINE & SPIRITS | DINARDO'S  
RISTORANTE | MOSOLINO DEVELOPMENT | THE WINE CONNECTION | BLIND CHARLIE'S | ARBONNE  
INDEPENDENT CONSULTANTS | ALBANO APPLIANCES | SUNOCO  
CHUBBY'S | SAVATREE | FOREVER IN BLOOM



For more information on Official Partnership Opportunities, please email us at [hello@prpartnership.org](mailto:hello@prpartnership.org) or visit the Advertising Section of our website at <http://www.poundridgeharvestfestival.com/advertise>.

