



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



## Mayday Sponsorship Opportunities Packet

### Supporting a Charitable Cause:

*The generous support of our sponsors not only helps make for a successful event, but helps AME give back to the very communities we serve by being charitable in nature.*

- All net proceeds are used to support:
  - Scholarship Funds for union members (AME and any Long Island Federation of Labor: AFL-CIO affiliated members) and their families
  - Long Island Cares: The Harry Chapin Food Bank, Long Island's largest regional food bank
  - Other nonprofit endeavors, including advocating for working people across all sectors

### Expanding Your Organization's Reach:

*The inaugural Mayday Music Festival hosted more than 3,000 attendees; we expect an even bigger turnout in 2020. Moreover, through an aggressive marketing and public relations campaign, we proudly recognize our sponsors and partnering organizations.*

- Branding, Exposure, and Networking at the Mayday Music Festival:
  - Anticipated attendance of approximately 5,000 people
  - Access to decision makers, union leaders, elected officials in our sponsors-only VIP tent
  - High visibility signage and on-stage announcements throughout the event from all stages
- Aggressive Media, Marketing, and Promotional Campaign:
  - Key sponsors are included in radio ads across approximately 10 regional radio stations
  - Opportunities to discuss sponsor organizations on "Suffolk Matters," AME's radio show with 600,000 listeners across Long Island, NYC, and Connecticut
  - In addition to radio, 2019 media coverage included stories in *Newsday* and on *News12*
  - Opportunity to send sponsor related information to AME's 10,000 members

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**Presenting Sponsorship - \$60,000**

*Limited to 1*

- Suffolk AME's May Day Mayday Festival Presented by "Your Organization Name Here" as part of the event logo and on all event-related promotional materials, both online and in print
- Complimentary 10x10 booth space at the event
- Complimentary full page ad placement in event program
- Invitation to all event related media and press events
- Inclusion of a statement from your organization in all press releases and announcements
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own "Suffolk Matters" radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event from any and all stages
- Opportunity to submit articles about your organization and the services you provide in AME's quarterly publication, "The Voice" (reaches approximately 10,000)
- Opportunity to submit articles about your organization and the services you provide in AME's bi-weekly electronic newsletter (reaches approximately 10,000)
- Prominent logo placement throughout the festival grounds, including stage backdrops and banners
- 10 VIP Tickets
- 20 Complimentary tickets to the event and access to a sponsor-specific discount code

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**Main Stage Sponsorship - \$40,000**

*Limited to 1*

- The Main Stage for the event will be named for your organization on stage banners and in all promotional materials both online and in print (programs, lineup flyers, maps, etc): The “Your Organization Name” Stage
- Complimentary 10x10 booth space at the event
- Complimentary full page ad placement in event program
- Inclusion of a statement from your organization in select press releases and announcements
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own “Suffolk Matters” radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on footer of all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event from any and all stages
- Opportunity to submit articles about your organization and its involvement with the event in AME's quarterly publication, “The Voice”
- Opportunity to submit articles about your organization and the services you provide in AME's bi-weekly electronic newsletter (reaches approximately 10,000)
- Prominent logo placement throughout the festival grounds, including Main Stage backdrops and banners
- 7 VIP Tickets
- 15 complimentary tickets to the event and access to sponsor-specific discount code

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**Regional Stage Sponsorship - \$30,000**

*Limited to 1*

- The Regional Stage for the event will be named for your organization on stage banners and in all promotional materials both online and in print (programs, lineup flyers, maps, etc): The "Your Organization Name" Stage
- Complimentary 10x10 booth space at the event
- Complimentary full page ad placement in event program
- Inclusion of a statement from your organization in select press releases and announcements
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own "Suffolk Matters" radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on footer of all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event from any and all stages
- Opportunity to submit articles about your organization and its involvement with the event in AME's quarterly publication, "The Voice" (reaches approximately 10,000)
- Opportunity to submit articles about your organization and the services you provide in AME's bi-weekly electronic newsletter (reaches approximately 10,000)
- Prominent logo placement throughout the festival grounds, including Regional Stage backdrops and banners
- 5 VIP Tickets
- 15 complimentary tickets to the event and access to a sponsor-specific discount code

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**“Loving Cup” Sponsorship - \$20,000**

*Limited to 1*

- Logo prominently displayed on complimentary beer/water cups given to all festival goers
- Complimentary 10x10 booth space at the event
- Complimentary full page ad placement in event program
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own “Suffolk Matters” radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on footer of all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event from any and all stages
- Opportunity to submit articles about your organization and its involvement with the event in AME's quarterly publication, “The Voice” (reaches approximately 10,000)
- Prominent logo placement throughout the festival grounds
- 5 VIP Tickets
- 15 complimentary tickets to the event and access to a sponsor-specific discount code



Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**VIP Tent Sponsorship - \$20,000**

*Limited to 1*

- VIP Tent, which will host union leaders, elected officials, and key sponsors, will be named after your organization with your organization's logo on VIP Tent signage at the festival and in all related print and online materials
- Complimentary 10x10 booth space at the event
- Complimentary full page ad placement in event program
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own "Suffolk Matters" radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on footer of all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event from any and all stages
- Opportunity to submit articles about your organization and its involvement with the event in AME's quarterly publication, "The Voice" (reaches approximately 10,000)
- Prominent logo placement throughout the festival grounds, including at the VIP area
- 5 VIP Tickets
- 10 complimentary tickets to the event and access to a sponsor-specific discount code

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**Food Court Sponsorship - \$15,000**

*Limited to 1*

- Food Court named after your organization with your organization's logo on food court signage at the festival and in related print and online materials (event maps)
- Complimentary 10x10 booth at the event
- Complimentary half-page ad placement in event program
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own "Suffolk Matters" radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on footer of all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event
- Prominent logo placement throughout the festival grounds, including at the Food Court
- 5 VIP Tickets
- 10 complimentary tickets to the event and access to a sponsor-specific discount code

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**Field Naming Rights - \$10,000**

*Limited to 2*

- One of the two fields will be named after your organization with your organization's logo on signage at the festival and in related print and online materials (event maps)
- Complimentary 10x10 booth at the event
- Complimentary half-page ad placement in event program
- Invitation to discuss your organization and its involvement on WALK FM and affiliate stations
  - AME's own "Suffolk Matters" radio show boasts 600,000 radio listeners and is further promoted online
- Logo prominently displayed on event website with a hyperlink to a site of your choosing
- Logo on footer of all event materials, including both online and print (flyers, palm cards, posters, media releases, letterhead, promotional emails, etc.)
- Logo on Sponsor Appreciation Boards at the event
- Announcement of sponsorship in promotional email blasts and press releases
- Announcement of sponsorship throughout the event
- Prominent logo placement throughout the festival grounds
- 3 VIP Tickets
- 10 complimentary tickets to the event and access to a sponsor-specific discount code

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)  
[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)



Suffolk AME's Second Annual  
**Mayday**  
Music and Food Festival  
May 9, 2020



**Solidarity First Sponsorship - \$5,000**

*Unlimited*

- Complimentary 10x10 booth at the event
- Complimentary quarter-page ad placement in event program
- Logo displayed on event website
- Organization name listed on Sponsor Appreciation Boards at the event
- 2 VIP Tickets
- 10 Complimentary tickets to the event

**Friends of Labor Sponsorship - \$1,000**

*Unlimited*

- Complimentary 10x10 booth at the event
- Complimentary quarter-page ad placement in event program
- Organization name listed on event website's sponsorship page
- Organization name listed on Sponsor Appreciation Boards at the event
- 2 VIP Tickets
- 5 complimentary tickets to the event

**Strength in Numbers Sponsorship - \$500**

*Unlimited*

- Complimentary 10x10 booth at the event
- Organization name listed on Sponsor Appreciation Boards at the event and online
- 2 VIP Tickets
- 5 complimentary tickets to the event

Suffolk AME's Mayday Festival

30 Orville Drive, Suite A • Bohemia, New York 11716

Point of Contact: Ryan P. McGarry at 631-319-4016 or [RMcGarry@SCAME.org](mailto:RMcGarry@SCAME.org)

[www.MaydayMusicFestival.com](http://www.MaydayMusicFestival.com)