



## **MAKE A DIFFERENCE ... and have fun doing it.**

BraMar Marketing, Mo Boy LLC, The Brandon Wood Foundation, and Eating A2Z present the 2<sup>nd</sup> Annual Pocono Summer Fest on August 17<sup>th</sup>, 2019 in East Stroudsburg, Pa.

This one-day event will feature:

- 5 on 5 Open Basketball Tournament
- 10-Team Cornhole Tournament
- Raffles/Games
- Health Education
- Live DJ
- Food/Beverages
- Guest Speakers
- Kidz Zone

Sponsoring the 2<sup>nd</sup> Annual Pocono Summer Fest event provides your company with the unique opportunity to connect with the Monroe County community, to build brand awareness, and to show your company's support for an important cause: the kids!

BraMar President Anthony Wood, Mo Boy CEO Brandon Wood and Mo Boy President PJ Majors expect over 500 attendees and the participation of 10 basketball teams in the tournament. Different vendors will offer a wide variety of food, beverages and merchandise options. The event sponsors will be featured on BraMar Marketing and Mo Boy LLC's sponsor pages and social media outlets.

A portion of ALL event proceeds will benefit The Brandon Wood Foundation, a nonprofit that is dedicated to the promotion and development of young people in achieving their full physical, intellectual, and social potentials. As individuals, they are encouraged to become responsible citizens and members of their local, national and international communities.

Please review attached document with available levels of sponsorship. If interested in sponsorship, please call Anthony Wood (602) 435-1147.



# Sponsorship Opportunities

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- **Platinum \$500 (1 available)**

- Banner displayed Management booth
    - Sponsor provides the banner a week before event - ANY SIZE
  - Full-page, color advertisement in the Pocono SF program
    - Distribution of 500 event programs
    - Select locations and during event (if received by July 26th, 2019)
  - Announcements (4x) – Event MC
    - Sponsor will have the opportunity for on-site presence at event
  - Sponsor will have the opportunity to present award and pitch - 2/day
  - Sponsor logo/name
    - Event sponsor page with links to sponsor website
    - Official Pocono SF program
  - Exclusivity as Premier Sponsor
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- **Gold \$250 (2 available)**

- Banner displayed by Management booth
    - Sponsor provides the banner a week before event - ANY SIZE
  - One half-page, color advertisement in the Pocono SF program
    - Distribution of 500 event programs
    - Select locations and during event (if received by July 26<sup>th</sup>, 2019)
  - Announcements (2x) – Event MC
  - Sponsor will have the opportunity for on-site presence at event
  - Sponsor logo/name
    - Event sponsor page with links to sponsor website
    - Official Pocono SF program
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- **Silver \$150 (10 available)**

- ¼ -page, color advertisement in the Pocono SF program
    - Distribution of 500 event programs
    - Select locations and during event (if received by July 26<sup>th</sup>, 2019)
  - Announcements (2x) – Event MC
  - Sponsor logo/name
    - Event sponsor page
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- **Bronze \$100 (10 available)**

- ¼ -page, color advertisement in the SF program
  - Distribution of 500 event programs
  - Select locations and during event (if received by July 26<sup>th</sup>, 2019)
- Announcements (1x) – Event MC
- Sponsor logo/name
  - Event sponsor page

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- **Friends \$50 (10 available)**

- Sponsor name
    - Event sponsor page
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If you are interested in being a part of the 2<sup>nd</sup> Annual Pocono Summerfest please visit our website, [www.moboyllc.com](http://www.moboyllc.com) or please feel free to contact Anthony Wood at (602) 435- 1147 for additional information or visit [www.moboyllc.com/payments](http://www.moboyllc.com/payments) for PAYMENT INFO.

Sponsorship Commitment: High resolution logo artwork (.eps, .pdf and .gif). Print ready artwork for program advertisement (5”w x 4”h. 300 dpi, CMYK, and in .pdf or .tif format.)



## Prior Event Information - Our Audience is Your Audience

### OVERVIEW

For the past five summers, Mo Boy LLC and BraMar Marketing have hosted their annual Summerfest event at Studebaker Park located in Kokomo, Indiana. Last year was the first year in Monroe County. The two-day event has featured a 10-15 Team Men's Basketball Tournament, Cornhole Tournament, Live DJ/Performances, Kidz Zone, Food/Beverage/Merchandise Vendors, Guest Speakers and FAMILY FUN!!!!!!!

The annual Mo Boy Summerfest event has provided sponsors the unique opportunity to connect with a small but loyal Kokomo/Howard County community, to build brand awareness and to show their support of an important cause: the kids!

ALL event proceeds benefited The Brandon Wood Foundation, a nonprofit that is dedicated to the promotion and development of young people in achieving their full physical, intellectual, and social potentials.

### STATISTICS

- Two-day event
- 1,000-1500 attendees per event
- 10-15 teams competing with over 125 players
- Sponsor page received over 1300 views during event
- Social Media Reach: Mo Boy LLC/TBWF/Brandon Wood on Facebook: post reach of more than 3,500 and has more than 1,500 likes on Twitter/IG: post reach of more than 12,000 followers.
- 3+ states represented by festival attendees (PA-NJ-NY)
- Primarily families with children ages 0-13 years old, active seniors, and young couples
- Attendees: socially active, enjoy travelling, possess above average income and tend to have a college degree or higher
- 50,000+ impressions on geo-targeted digital ads
- 2,000+ event posters & rack cards displayed throughout PA and NJ marketplace
- 20,000+ social media connections (Facebook, Twitter, Instagram, Snap Chat)
- 15,000+ average marketing dollars budgeted per event
- 13,000+ active Facebook followers
- 1 great marketing idea

