

**20
24**

**EVENT PARTNERSHIP &
SPONSORSHIP
PRESENTATION**



Village of Mineola

www.mineolaevents.com

ABOUT

MINEOLA EVENT SERIES



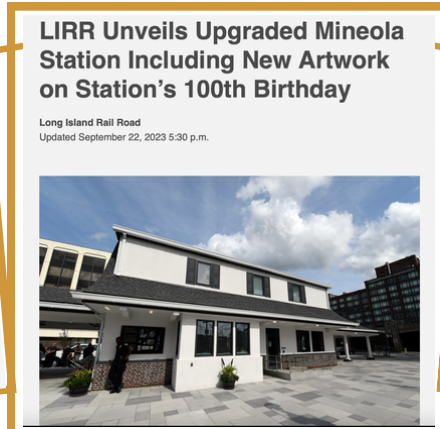
Welcome to the Village of Mineola Event Series, an exciting collaboration between our vibrant community and LiPopUp Event Production. With a proven track record of hosting large-scale community events in partnership with cities like Glen Cove and Westbury, LiPopUp brings unparalleled expertise and creativity to every occasion.

Backed by a roster of esteemed sponsors, including prominent real estate developers such as RXR, Equishares, Laffey Real Estate, Rechler Equity, and Lesso Real Estate Development, LiPopUp has earned a reputation for curating immersive experiences that resonate with diverse audiences. From cultural festivals to culinary extravaganzas, LiPopUp's events are renowned for their seamless execution, innovative programming, and community-centric approach.

As the Village of Mineola, we are proud to partner with LiPopUp to bring this exceptional series of events to our community. Together, we strive to celebrate the unique spirit of Mineola, foster connections, and create memorable experiences that enrich the lives of residents and visitors alike. Join us in shaping the future of Mineola's event landscape by becoming a valued sponsor of the Village of Mineola Event Series. Let's create unforgettable moments together.

WHY MINEOLA

LONG ISLAND'S NEXT GREAT DESTINATION



Mineola boasts a vibrant village atmosphere with a population of 21,000. Steeped in rich history and modern charm, Mineola offers an unparalleled quality of life. In 2023, our community earned the recognition of being ranked #47 among 6,824 towns for Best Suburbs in America for Young Professionals.

"We extend our heartfelt appreciation to our sponsors for their invaluable support in revitalizing and fostering growth within the vibrant community of Mineola."

Paul A. Pereira, Mayor



MEET LI POP UP

MINEOLA'S EVENT PRODUCTION PARTNER



Since 2019 LiPopUp has transformed commercial spaces and urban cities into LIVE EVENTS! Buildings, Retail Spaces, Warehouses, Vacant Malls, and Municipalities have been transformed into interactive event spaces drawing thousands of visitors resulting in sales and economic activity.

PREVIOUS SPONSORS: (Here are a handful of our valued sponsors)



2023 REACH:

- Physical Reach**
- 60,000+ Attendees
- 1,000+ Brands & Artists
- 45+ Sponsors
- Digital**
- 1 Million+ Impressions
- 780,000+ Reach
- 360,000+ Clicks
- Media**
- 810,000+ Print Readership
- 107,000+ E-Readership
- 1.2 Million Viewership

EVENTS LINE UP



MINEOLA WELLNESS & ARTISAN MARKET

The Mineola Wellness & Artisan Market offers a unique opportunity to align your brand with the values of health, community, and sustainability. By supporting this event, you demonstrate your commitment to promoting wellness and local commerce while gaining exposure to a diverse audience of health-conscious consumers.



Location:

Mineola Village Hall Community Center
155 Washington Ave, Mineola, NY

Dates & Time:

- May 5th, 2024 | 10am - 3pm
- June 2nd, 2024 | 10am - 3pm
- July 7th, 2024 | 10am - 3pm
- Sept. 8th, 2024 | 10am - 3pm

Event Features:

Fresh, Locally-Sourced Produce. Holistic Wellness Activities. Artisanal Crafts and Goods. Healthy Food and Beverage Options. Educational Workshops and Demos. Community Engagement. Sustainable Practices.

EVENTS LINE UP



MINEOLA FOODIE FESTIVAL

The Mineola Foodie Festival presents an opportunity to connect your brand with the vibrant world of culinary creativity and community engagement. By aligning with this event, you not only showcase your commitment to supporting local cuisine and culture but also gain exposure to a diverse audience of food enthusiasts and culinary connoisseurs.



Location:

Wilson Park | 211 Westbury Ave, Mineola,
NY 11501

Date & Time:

- Saturday, May 18th, 2024
- 4pm - 9pm

Event Features:

A diverse lineup of food trucks serving a variety of cuisines. Talented personal chefs. Popular local restaurants and eateries. Wineries showcasing their locally produced wines. Local microbreweries showcasing their craft beers, ales, and seasonal brews. A marketplace featuring unique and handmade items. Live DJ spinning tunes to create a lively and energetic atmosphere.

EVENTS LINE UP



MINEOLA ARTS + AUTOMOBILES

Mineola Arts + Automobiles event offers an unparalleled opportunity to fuse creativity with automotive innovation, captivating a diverse audience of enthusiasts. By aligning with this dynamic event, you not only showcase your support for the arts and automotive culture but also gain exposure to a passionate community of artists, collectors, and admirers. From curated exhibitions and stunning automotive displays to live performances and interactive experiences, the Mineola Arts + Automobiles event promises to captivate attendees and leave a lasting impression.



Location:

Morgan Parc | 199 2nd St, Mineola, NY
11501

Date & Time:

- Saturday, June 15th, 2024
- 12pm - 6pm

Event Features:

Retail space at Morgan Parc transformed into captivating art galleries featuring works from local up-and-coming artists. A stunning display of vehicles in the driveway of Morgan Parc, featuring classic cars, custom rides, and automotive masterpieces. Vibrant vendor booths lining 2nd Street. Live DJ providing the perfect soundtrack for attendees. All fresco dining areas set up adjacent to the vehicle showcase.

EVENTS LINE UP



MINEOLA FALL HARVEST FESTIVAL

The Mineola Fall Harvest Festival presents an exceptional opportunity to align your brand with the warmth and abundance of the autumn season. With a wide array of seasonal activities and live music, the Mineola Fall Harvest Festival offers a platform for your brand to engage with families, foodies, and fun-seekers alike. Join us in ushering in the season of harvest and gratitude while elevating your brand presence as a valued sponsor of the Mineola Fall Harvest Festival.



Location:

Mineola Memorial Park | 195 Marcellus Rd, Mineola, NY 11501

Date & Time:

- Saturday, October 19th, 2024
- 12pm - 6pm

Event Features:

Delicious food & beverage vendors offering an array of fall-inspired eats and drinks. A charming petting zoo featuring friendly animals for children and families. Artisan vendors showcasing handmade crafts, jewelry, artwork, and unique gifts. A selection of fall plants, flowers, and seasonal foliage available for purchase. Pumpkin patch offering a variety of pumpkins, gourds, and seasonal decorations for attendees to choose from.

EVENTS LINE UP



MINEOLA VILLAGE HOLIDAY MARKET

The Mineola Village Holiday Market presents a golden opportunity to infuse your brand with the magic of the season while making a lasting impact on the community. Every weekend from Thanksgiving to Christmas, this event transforms Mineola into a winter wonderland, drawing in shoppers, families, and holiday enthusiasts.

By aligning your brand with the traditions of the holiday season, you not only showcase your commitment to supporting local commerce and community spirit but also gain unparalleled exposure to a captive audience of eager holiday shoppers.



Location:

Mineola Memorial Park | 195 Marcellus Rd, Mineola, NY 11501

Dates & Time:

- Nov 30th 3pm-8pm | Dec 1st 11am-4pm
- Dec 7th 3pm-8pm | Dec 8th 11am-4pm
- Dec 14th 3pm-8pm | Dec 15th 11am-4pm
- Dec 21st 3pm-8pm | Dec 22nd 11am-4pm

Event Features:

A curated selection of seasonal vendors offering unique gifts, handcrafted goods, and festive decorations perfect for holiday shopping. Delicious holiday eats, warm beverages, from local food vendors. Live entertainment, and holiday activities. A special opportunity for children to meet Santa Claus.

SPONSORSHIP PACKAGES:



MINEOLA WELLNESS & FARMERS MARKET | MAY - SEPT 2024

SILVER PACKAGE - SPONSORSHIPS

\$1,200.00

- Inclusion of logo on event website for the duration of the Wellness & Farmers Market (May - September 2024)
- Logo Placement on grounds at each (4) market
- Brand mention on Wellness & Farmers Market email campaigns

GOLD PACKAGE - SPONSORSHIPS

\$2,250.00

- Premium 10'x10' Brand Exhibitor Space at each market.
- Inclusion of logo on event website for the duration of the Wellness & Farmers Market (May - September 2024)
- Logo Placement on grounds at each (4) market
- Logo on Wellness & Farmers Market email campaigns

PRESENTING PACKAGE - SPONSORSHIPS

\$3,500.00

- Naming rights as the presenting sponsors of each (4) markets
- VIP 15'x15' Brand Exhibitor Space at each market
- Logo on event website from May - September 2024
- Inclusion of logo in all Wellness & Farmers Market advertising campaigns, including print ads, and online promotions
- Logo on all market flyers and banners
- Announcement of support on media press release

*Limit of 5 Presenting Sponsors

SPONSORSHIP PACKAGES:



MINEOLA FOODIE FESTIVAL | MAY 2024

SILVER PACKAGE - SPONSORSHIP

\$1,500.00

- Inclusion of logo on event website (April 1st - May 31st 2024)
- Logo Placement on grounds at event
- Brand mention on event email campaigns

GOLD PACKAGE - SPONSORSHIP

\$3,500.00

- Premium 10'x10' Brand Exhibitor Space at event
- Inclusion of logo on event website (April 1st - June 30th 2024)
- Logo Placement on grounds at event
- Logo included on event email campaigns

PRESENTING PACKAGE - SPONSORSHIP

\$5,500.00

- Naming rights as the presenting sponsors of Mineola Foodie Festival
- VIP 15'x15' Brand Exhibitor Space
- Logo on event website from April 1st - December 31st 2024
- Inclusion of logo in all Foodie Festival advertising campaigns, including print ads, and online promotions
- Logo on all event flyers and banners
- Presenting title on all event email campaigns
- Announcement of support on media press release

*Limit of 5 Presenting Sponsors

SPONSORSHIP PACKAGES:



MINEOLA ARTS + AUTOMOBILES | JUNE 2024

SILVER PACKAGE - SPONSORSHIP

\$3,000.00

- Inclusion of logo on event website (June 1st - June 30th 2024)
- Logo Placement on grounds at Mineola Arts + Automobiles
- Brand mention on event email campaigns

GOLD PACKAGE - SPONSORSHIP

\$5,000.00

- Premium 10'x10' Brand Exhibitor Space at event
- Inclusion of logo on event website (June 1st - July 31st 2024)
- Logo Placement on grounds at Mineola Arts + Automobiles
- Logo included on event email campaigns

PRESENTING PACKAGE - SPONSORSHIP

\$7,500.00

- Naming rights as the presenting sponsors of Mineola Arts + Automobiles
- VIP 15'x15' Brand Exhibitor Space
- Logo on event website from May 1st - December 31st 2024
- Inclusion of logo in all Mineola Arts + Automobiles advertising campaigns, including print ads, and online promotions
- Logo on all event flyers and banners
- Presenting title on all event email campaigns
- Announcement of support on media press release

*Limit of 5 Presenting Sponsors

SPONSORSHIP PACKAGES:



MINEOLA FALL HAVEST FESTIVAL | OCTOBER 2024

SILVER PACKAGE - SPONSORSHIP

\$1,500.00

- Inclusion of logo on event website (October 1st - October 31st 2024)
- Logo Placement on grounds at Mineola Fall Harvest Festival
- Brand mention on event email campaigns

GOLD PACKAGE - SPONSORSHIP

\$3,500.00

- Premium 10'x10' Brand Exhibitor Space at Mineola Fall Harvest Festival
- Inclusion of logo on event website (October 1st - October 31st 2024)
- Logo Placement on grounds at Mineola Fall Harvest Festival
- Logo included on event email campaigns

PRESENTING PACKAGE - SPONSORSHIP

\$5,500.00

- Naming rights as the presenting sponsors of grounds at Mineola Fall Harvest Festival
- VIP 15'x15' Brand Exhibitor Space
- Logo on event website from May 1st - December 31st 2024
- Inclusion of logo in all Mineola Fall Harvest Festival advertising campaigns, including print ads, and online promotions
- Logo on all event flyers and banners
- Presenting title on all event email campaigns
- Announcement of support on media press release

*Limit of 5 Presenting Sponsors

SPONSORSHIP PACKAGES:



MINEOLA VILLAGE HOLIDAY MARKET | NOV - DEC 2024

SILVER PACKAGE - SPONSORSHIP

\$5,000.00

- Inclusion of logo on event website for the duration of the Village Holiday Market (November 1st - December 31st 2024)
- Logo Placement on grounds at each (8) Village Holiday Market
- Brand mention on event email campaign

GOLD PACKAGE - SPONSORSHIP

\$7,500.00

- 10'x10' Brand Exhibitor Space at each Village Holiday Market
- Inclusion of logo on event website for the duration of the Village Holiday Market (November 1st - December 31st 2024)
- Logo Placement on grounds at each (8) Village Holiday Market
- Logo inclusion on all event email campaigns

PRESENTING PACKAGE - SPONSORSHIP

\$10,500.00

- Naming rights as the presenting sponsors of each (8) Village Holiday Market
- VIP 20'x20' Brand Exhibitor Space at each Village Market / preferred dates
- Branding on Amphitheater Stage at Memorial Park
- Logo on event website from April 1st- December 31st 2024
- Inclusion of logo in all Village Holiday Market advertising campaigns, including print ads, and online promotions
- Logo on all market flyers and banners
- Presenting title on all Village Holiday Market email campaigns
- Announcement of support on media press release

*Limit of 3 Presenting Sponsors



**20
24**

THANK YOU



CONTACT US

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www.mineolaevents.com

