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MINEOLA
EVENT SERIES

MINEOLA VILLAGE HOLIDAY FESTIVAL SPONSORSHIP OPPORTUNITY



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.

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 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:

- Dec 7th 4pm-8pm | Dec 8th 4pm-8pm
- Dec 14th 4pm-8pm | Dec 15th 4pm-8pm

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 VILLAGE HOLIDAY MARKET | 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 (4) 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 (4) Village Holiday Market
- Logo inclusion on all event email campaigns

PRESENTING PACKAGE - SPONSORSHIP

\$10,500.00

- Naming rights as the presenting sponsors of each (4) 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

EXHIBITION SPONSORSHIP



MINEOLA VILLAGE HOLIDAY FESTIVAL | DEC 2024

MINEOLA VILLAGE HOLIDAY FESTIVAL 2024 IN-KIND SPONSORSHIP

The Mineola Village Holiday Festival will take place on December 8th and 9th and December 14th and 15th, 2024 at Mineola Memorial Park. This festive event is designed to bring the community together to celebrate the holiday season with a variety of activities, entertainment, and immersive experiences. Visitors will enjoy a vendor village, ice skating, family-friendly entertainment, and holiday-themed attractions.

We are seeking In-Kind Sponsors to help make this holiday festival a success. By sponsoring an attraction or experience, you will gain naming rights to the sponsored exhibit, giving your business or organization high visibility and brand recognition in front of thousands of festival attendees.

MAIN STAGE HOLIDAY IMMERSIVE EXPERIENCE (DECOR & LIGHTING)

Sponsorship: \$20,000

- Sponsorship Opportunity: "Presented by [Your Company]" Main Stage Holiday Immersive Experience
- The main stage will serve as the centerpiece for live performances, holiday shows, and special announcements. The immersive experience includes lighting, festive decor, and interactive elements that will draw crowds throughout the event.
- Sponsorship Benefits:
 - Exclusive naming rights for the main stage experience.
 - Prominent logo placement on stage-related promotional materials and signage.
 - Verbal recognition by the MC during all stage performances and activities.
 - Social media mentions and logo inclusion on digital campaigns.

EXHIBITION SPONSORSHIP



MINEOLA VILLAGE HOLIDAY FESTIVAL | DEC 2024

HEATED TENT AREA- CENTER FIELD 50' X 100'

Sponsorship: \$12,000

- Sponsorship Opportunity: "Presented by [Your Company]" Heated Tent Area
- This centrally located heated tent will be a focal point of the festival, providing visitors with a warm, comfortable space to relax and enjoy food and beverages. The tent will host various activities, making it a prime gathering spot for attendees.
- Sponsorship Benefits:
- Naming rights to the heated tent area.
- Branding on event materials, including digital promotions, signage, and social media.
- Opportunity for branded giveaways or company materials inside the tent.

ICE SKATING RINK DECEMBER 14TH AND 15TH

Cost: \$8,000

- Sponsorship Opportunity: "Presented by [Your Company]" Ice Skating Rink
- The ice skating rink will be the highlight of the second weekend, offering a magical winter experience for families and children. Your brand will be featured prominently in the rink area and on event materials.
- Sponsorship Benefits:
- Naming rights to the ice skating rink.
- Brand logo on all event promotions and rink-side signage.

EXHIBITION SPONSORSHIP



MINEOLA VILLAGE HOLIDAY FESTIVAL | DEC 2024

CHILDREN'S ENTERTAINMENT EXPERIENCES

Cost: \$3,000

- Sponsorship Opportunity: "Presented by [Your Company]" Children's Entertainment Experiences
- These experiences will include interactive entertainment for children such as holiday crafts, games, storytime, and photo opportunities with festive characters. A key attraction for families, this area will engage children with fun and creative holiday-themed activities.

HOW TO SPONSOR

To secure naming rights for one of these exciting attractions or experiences, please contact us by October 31st, 2024. Sponsorships are available on a first-come, first-served basis, so act quickly to maximize your brand's visibility at the Mineola Village Holiday Festival.

For sponsorship inquiries, please contact:

Grace Kelly | Event Production
gkelly@mineola-ny.gov
(718) 869-9501

Thank You for Supporting the Mineola Village Holiday Festival!
With your support, we can bring holiday joy and festive excitement to the entire community while providing your business with meaningful engagement and promotion.