



2013

VIVA LA COMIDA!

Celebrating the Best of Queens

www.82ndStreet.org

@82ndStQueens



“A culinary and entertainment extravaganza!” - Queens Courier

Who: *Viva La Comida!* is organized by the 82nd Street Partnership, an award-winning neighborhood improvement group founded in 1990 that serves over 175 businesses in Jackson Heights and Elmhurst, Queens. Funding for the event is provided by corporate and city sponsors.

What: Drawing thousands of people from across the city, *Viva La Comida!* is Queens' premier food, music and dance festival. The event brings together residents, visitors, elected officials, civic groups, 'mom and pop' businesses, press, and corporate sponsors for an evening of fun and entertainment.

Where: *Viva La Comida!* takes place on 82nd Street between Roosevelt Avenue and Baxter Avenue - one of New York City's most diverse and bustling commercial corridors.

When: *Viva La Comida!* is Friday, September 20th from 4:00 PM to 10:00 PM.

Viva La Comida! is FREE and open to the public - all ages are welcome!

SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship

\$10,000

Your company will be recognized in the neighborhood and city-wide as the main sponsor and community partner for what is regarded as Queens' premier food, music, and cultural event.

Exclusive Benefits:

- Your logo and/or name featured on:
 - All print advertising (posters, signs, and flyers.)
- Your logo and/or name featured on 82SP:
 - Website
 - E-newsletter
 - Email blasts
 - Social media outlets (Facebook and Twitter)
 - Press Releases
- Audio acknowledgements of your company's sponsorship throughout the event.
- Stage time to promote company during peak hour of the program.
- Exclusive access to stage and entertainment area for company promotional purposes and product display opportunities, including a tent area.
- Post-event stories and/or mentions on 82SP's social media outlets, website, and press.

Gold Sponsorship

\$5,000

- Presenting sponsor of all event food trucks.
- Your company logo will be featured prominently on a professionally designed sign that will be placed on all participating food trucks and will be visible to thousands of attendees.
- Your logo featured on 82SP social media outlets.
- Stage time to promote company during peak hour of the program.

Silver Sponsorship

\$1,000

- Your company will have access to stage time to promote your business during peak hour of the event.
- Your logo featured on 82SP social media outlets.

Bronze Sponsorship

\$500

- Your company logo & information will be featured on event tables, which will be placed in prime locations throughout the festival area.
- Your logo featured on 82SP social media outlets.

Neighborhood Non-Profits & Civic Groups

- Tabling opportunity at the event (Participants must bring their own table)

VIVA LA COMIDA!



PRESS COVERAGE

“Viva La Comida! puts the spotlight on the ethnic food of the city’s most diverse borough – Queens.”

- New York Times

In 2012 *Viva La Comida!* was covered by the following media outlets:

- NY1
- NY1 Noticias
- New York Times
- CBS New York
- NY Daily News
- Time Out New York
- DNA info
- Queens Courier
- Queens Chronicle
- Edible Queens
- Tasting Table
- Chowhound
- Queens Brownstoner
- Serious Eats
- Queens Buzz

To read the complete coverage please see attached press digest or visit our press page at www.82ndStreet.org/Press

CONTACT INFORMATION

For more information, and to purchase your sponsorship, please contact us:

82nd Street Partnership

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Thank You For Your Support!