

Vintage in the Hudson Valley Festival Sponsorship Deck

July 11–12, 2026

Ulster County Fairgrounds, New Paltz, NY 12561

About the Festival

Vintage in the Hudson Valley is a two-day outdoor vintage festival featuring 250+ vendors, live music, food trucks, and youth entrepreneurs. It is expected to draw more than 10,000 attendees from the Hudson Valley and NYC Metro region.

The festival celebrates sustainability, creativity, small business, youth entrepreneurship, and community culture through vintage goods, music, food, and shared summer experiences.

Why This Festival Matters

Vintage in the Hudson Valley strengthens:

- Small business and maker economies
- Sustainable culture and reuse
- Regional tourism and local commerce
- Youth entrepreneurship and education
- Summer arts and community experience
- Family-friendly, intergenerational engagement

Top Reasons to Sponsor

- Reach a high-value audience with spending power and strong brand alignment.
- Gain premium visibility through signage, stage mentions, and digital placement.
- Activate your brand in a trusted, family-friendly environment with real engagement.

Audience Profile

Attendees include:

- Families and homeowners
- Collectors and designers
- Creatives and makers
- Sustainability and reuse consumers
- Small business supporters
- Vintage enthusiasts and music lovers

Travel radius: Hudson Valley, Catskills, Westchester, NYC Metro, NJ, CT & PA

Projected attendance: 10,000+

Sponsorship Levels

Title Sponsor — \$15,000 (1 Available)

Official Presenting Rights

“Vintage in the Hudson Valley is brought to you by [Sponsor Name].”

What You Receive

- 1-Month Pre-Event Billboard Exposure
- Exclusive Interactive Sponsor Tent Experience
- Main Entrance & Main Stage Signage
- Top Placement on Festival Website + Ticketing Page
- Logo on All Digital Materials
- Logo on Festival Wristbands (Exclusive)
- Newsletter Footer Logo + Link
- Brand Promo Codes in Email Newsletters (Exclusive)
- Co-Sponsored Social Media Posts
- Social Media Thank-You Carousel
- Professional Photography of Sponsor Setup & Guest Interactions
- Interactive Photo Moment Area
- 30 Weekend Passes
- 10 Stage Mentions throughout weekend

Total Estimated Tangible Value: \$22,000 – \$40,000+

Prestige and regional brand authority value not quantifiable.

What You Make Possible

Music programming, licensed security and traffic control, first aid and emergency readiness, guest comfort amenities, and large-scale regional marketing.

Main Stage Sponsor — \$10,000 (1 Available)

What You Receive

- Main Stage Naming Rights
- Stage Banner Signage
- Premier 10'×10' Corner Booth
- Interactive Sponsor Tent Experience
- Website + Ticketing Page Placement

- Logo on Digital Posters & Flyers
- Newsletter Footer Logo + Link (Select Issues)
- Co-Sponsored Social Media Posts
- Social Thank-You Carousel (Upper Placement)
- Professional Photography of Setup & Guest Interaction
- 20 Weekend Passes
- 8 Stage Mentions

Total Estimated Tangible Value: \$14,000 – \$26,000+

What You Make Possible

Stage production, sound engineering, musician compensation, and performance logistics.

Presenting Sponsor — \$5,000

What You Receive

- Prominent Festival Signage Placement
- Website Logo Placement
- Logo on Digital Materials (Posters, Flyers, Press & Invitations)
- Newsletter Footer Logo + Link (One Issue)
- Corner 10'×10' Booth Opportunity
- Social Media Thank-You Carousel Feature
- Professional Photography of Sponsor Booth & Guest Interaction
- 10 Weekend Passes
- 4 Stage Mentions

Total Estimated Tangible Value: \$6,000 – \$11,000+

What You Make Possible

Directional signage, regional tourism marketing, entrance and exit planning, parking flow, and overall guest navigation experience.

Community Sponsor — \$2,500

What You Receive

- Website Logo Placement
- Social Media Thank-You Carousel

- Corner 10'×10' Booth Opportunity
- Professional Photography of Booth
- Logo + Link in One Newsletter Issue
- 6 Weekend Passes

Total Estimated Tangible Value: \$3,500 – \$6,000+

What You Make Possible

Volunteer coordination, accessibility features, shaded seating, and family comfort amenities.

Local Business Sponsor — \$1,000

What You Receive

- Website Logo Placement
- Social Media Thank-You Carousel
- Standard 10'×10' Booth Opportunity
- 4 Weekend Passes

Total Estimated Tangible Value: \$1,500 – \$2,800+

What You Make Possible

Printed materials, vendor communications, and local tourism guides.

Friend of the Festival — \$500

What You Receive

- Website Recognition
- Group Social Media Thank-You Slide
- 2 Weekend Passes

Total Estimated Tangible Value: \$700 – \$1,200+

What You Make Possible

Picnic seating, hydration stations, and guest comfort enhancements.

Master Festival Budget Breakdown

Music & Talent Fees: \$12,000 – \$30,000

(10 sets, mixed regional + local talent)

Sound Engineering & Crew: \$6,000 – \$12,000

(includes sound technician labor, load-in/load-out, stage crew)

Stage Rental & Equipment: \$2,500 – \$4,000

(community stage package)

Billboards & Outdoor Advertising: \$2,000 – \$9,000

(depending on placements and duration)

Digital Marketing & Tourism Outreach: \$4,000 – \$8,000

(Eventbrite ads, Instagram/Facebook ads, tourism newsletters, partner media)

Print Materials & Festival Guides: \$2,800 – \$4,000

(festival maps, signage inserts, guidebooks)

Signage & Wayfinding: \$3,000 – \$6,000

(entrance, zones, directional signage, parking & shuttle)

Parking & Traffic Coordination: \$3,000 – \$6,000

(parking attendants, shuttle signage, traffic flow)

Security & First Aid: \$3,500 – \$7,500

(security team + basic first aid contractor or EMT)

Youth Entrepreneurship: \$1,200 – \$2,500

(signage, worksheets, materials, family offsets)

Family Amenities (Comfort & Access): \$1,800 – \$3,500

(water stations, picnic seating, shade, hydration, accessibility)

Volunteer Operations: \$1,500 – \$3,000

(volunteer coordination, shirts, water, training)

Waste & Sanitation: \$2,500 – \$5,000

(restrooms, trash, cleanup staff, composting containers)

Insurance & Permits: \$2,000 – \$4,000

(event insurance + municipal/venue permits)

Ticketing & Processing Fees: \$800 – \$2,000
(Eventbrite + merchant fees)

Total Estimated Festival Costs:
\$52,600 – \$118,000

Non-Monetary Support

We also welcome non-monetary contributions such as:

- product donations and in-kind services
- equipment, materials, and infrastructure support
- media, advertising, and promotional partnerships
- food, beverages, and hospitality accommodations

About Us

Vintage in the Hudson Valley is a community-built festival rooted in the belief that small businesses, artists, musicians, and young entrepreneurs deserve spaces to thrive. We are committed to strengthening the Hudson Valley economy through vintage culture, music, sustainability, and shared family experiences.

Next Steps

Most sponsors either schedule a brief call or request the full activation packet.

Contact:

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