

★★★★★  
MAY 19TH 2017  
CONEY ISLAND BROOKLYN AT THE FORD AMPHITHEATER



# SALUTE TO OUR HEROES

CONCERT

GRAMMY AWARD WINNING STARS

USO PERFORMANCE



DIONNE  
WARWICK



JON  
SECADA



BERNIE WILLIAMS AND  
HIS ALL STAR BAND

MEET AND GREET FROM 5:30 TO 6:30 | CONCERT STARTING AT 7:30  
FOR MORE INFORMATION PLEASE CONTACT US AT [INFO@PARTNERSINPROMOTIONINC.COM](mailto:info@partnersinpromotioninc.com)

TICKETS STARTING AT \$39 AVAILABLE AT [LIVENATION.COM](http://LIVENATION.COM)

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# SALUTE TO ★ OUR HEROES ★ CONCERT

For 150 years Brooklyn Veterans have marched to remember the fallen. Memorial Day is the one day of the year that we ask our neighbors and friends to remember all those who made the ultimate sacrifice while serving our nation.

GRAMMY AWARD WINNING STARS DIONNE WARWICK,  
JON SECADA, COLOR GUARD | USO PERFORMANCE  
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PREPARED BY: PARTNERS IN PROMOTION INC.

**SPONSORSHIP OPPORTUNITY PROPOSAL**





## MISSION STATEMENT

To educate a diverse audience that includes Veteran groups, civic organizations, business leaders, educational institutions and the general public on the importance of Memorial Day. The United Military Veterans of Kings County will schedule, plan and execute an annual parade on Memorial Day to include a memorial service to honor and remember those who lost their lives in the defense of our nation. Throughout the year, the United Military Veterans of Kings County will promote the significant impact and contributions all Veterans have made throughout our nations history.

<https://www.brooklynmemorialdayparade.com/>

## *Why we do what we do*

Memorial Day is the one day of the year that we ask our neighbors and friends to remember all those who made the ultimate sacrifice while serving our nation. For 150 years Brooklyn Veterans have marched to remember the fallen. We have always believed that one day is not enough and we would like to make the month of May Memorial Day month.

Brooklyn's 150th Memorial Day Parade will kick off on May 29, 2017 in Bay Ridge.

We are producing The Salute to Our Heroes concert on Friday May 19, 2017 at the Ford Amphitheater in Brooklyn, NY with part of the proceeds to be donated to help make the parade a truly memorable event.

The following artists appearing that evening are Pop Diva and Grammy award winning artist Dionne Warwick, Pop male vocalist and Grammy award winning artist Jon Secada, and former New York Yankee and current Jazz guitarist Bernie Williams, as well as a USO color guard performance. We are also planning a special guest MC that is to be determined.

Our goals for this event are as follows:

- Help spread the true meaning of Memorial Day and to properly honor our fallen heroes.
- Raise awareness of the Brooklyn Memorial Day parades 150th year as the longest running parade in the history of our country.

**FOR MORE INFORMATION ABOUT THE SALUTE TO OUR HEROES CONCERT**

**PLEASE VISIT**

<http://saluteourheroesconcert.com>

## HEAD LINE ENTERTAINMENT

### Dionne Warwick

*Dionne Warwick born in East Orange,NJ ranks among the 40 biggest hit makers of the entire rock era. Based on the Billboard Hot 100 Pop Singles Charts Warwick has sold over 25 million albums worldwide. She is second only to Aretha Franklin as the most-charted female vocalist of all time.*

*Dionne is a 7 time Grammy Award winner with 14 nominations.*

### Jon Secada

*Jon Secada is a 2 time Grammy Award winner and has sold 20 million albums since his English-language debut album in 1992.*

*Secade released his self-titled debut album Jon Secada (SBK/EMI), which sold over six million copies worldwide and was certified triple platinum in the U.S., where it reached No. 15 on the Billboard 200 albums chart.*

### Bernie Williams

*Bernie Williams started his career as a center fielder, Williams was a member of four World Series championship teams with the Yankees. The all-star Yankees center fielder stepped into the music arena in 2003 with his Latin-tinged smooth jazz debut "Journey Within". Bernie Williams second album, "Moving Forward," was nominated by his peers for "Best Instrumental Album."*



## *The Benefits to You*

As your marketing partner, Partners in Promotion Inc takes our sponsorship agreement very seriously. You make a promise to help raise awareness to the Brooklyn Memorial Day parade and we promise to deliver the best sponsorship benefits out there.

### **CONNECT WITH YOUR CUSTOMERS**

Customers are getting more and more selective about which companies they do business with. What better way to promote your company then by helping honor those that have given their lives to give us the privilege to live in the greatest nation on Earth.

### **INCREASE SALES**

You'll have unparalleled in-person access to thousands of people when you become an integral part of the Salute to Our Heroes concert through your sponsorship, participating in the opening and closing ceremonies, operating your own main lobby exhibit space, and having your brand and message displayed throughout the venue.

### **TELL YOUR STORY AND WIN NEW CUSTOMERS**

Show a whole new audience how much your company cares about military families and veterans. Develop relationships with new clients and strengthen existing ones.

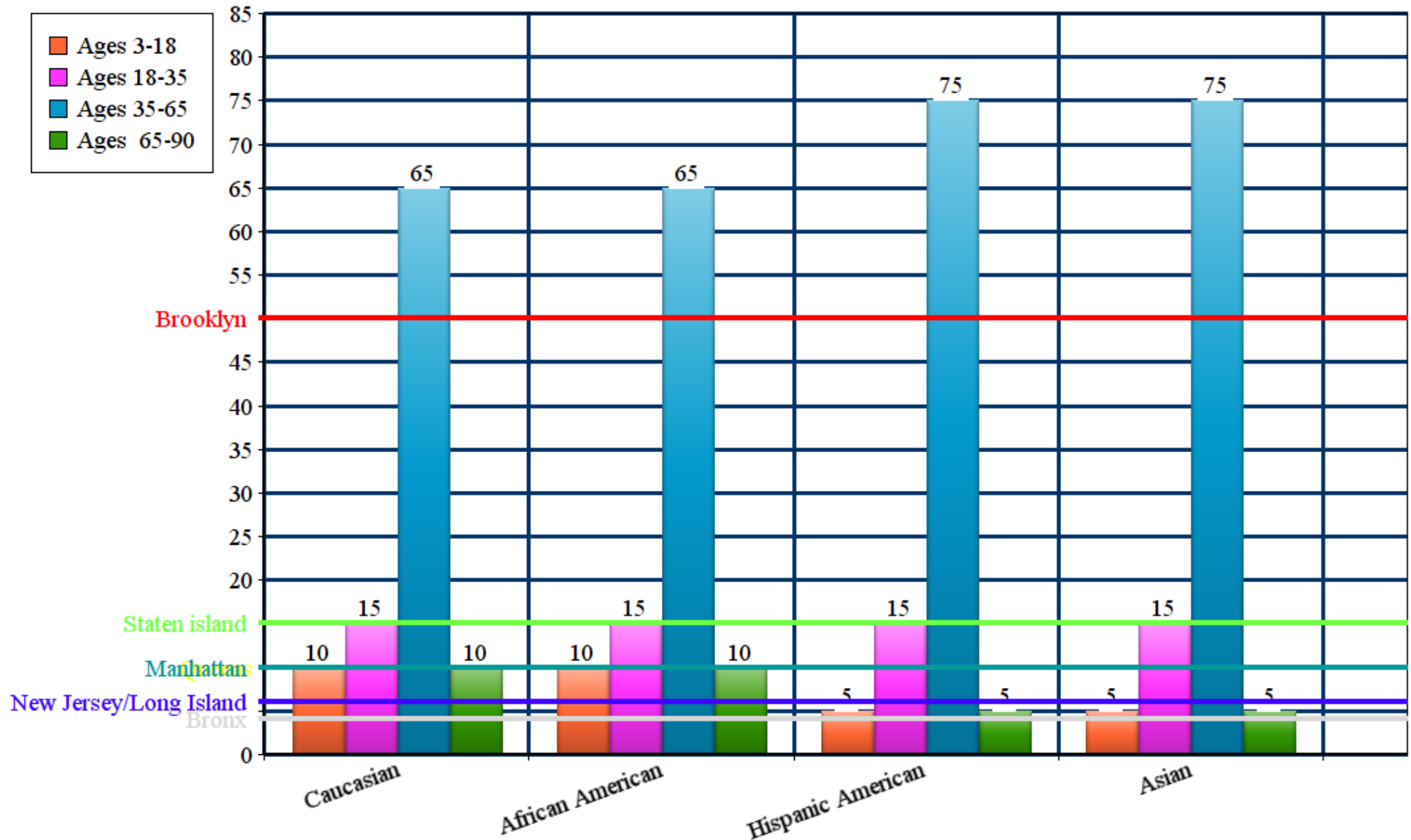
### **GIVE YOUR STAFF SOMETHING TO SMILE ABOUT**

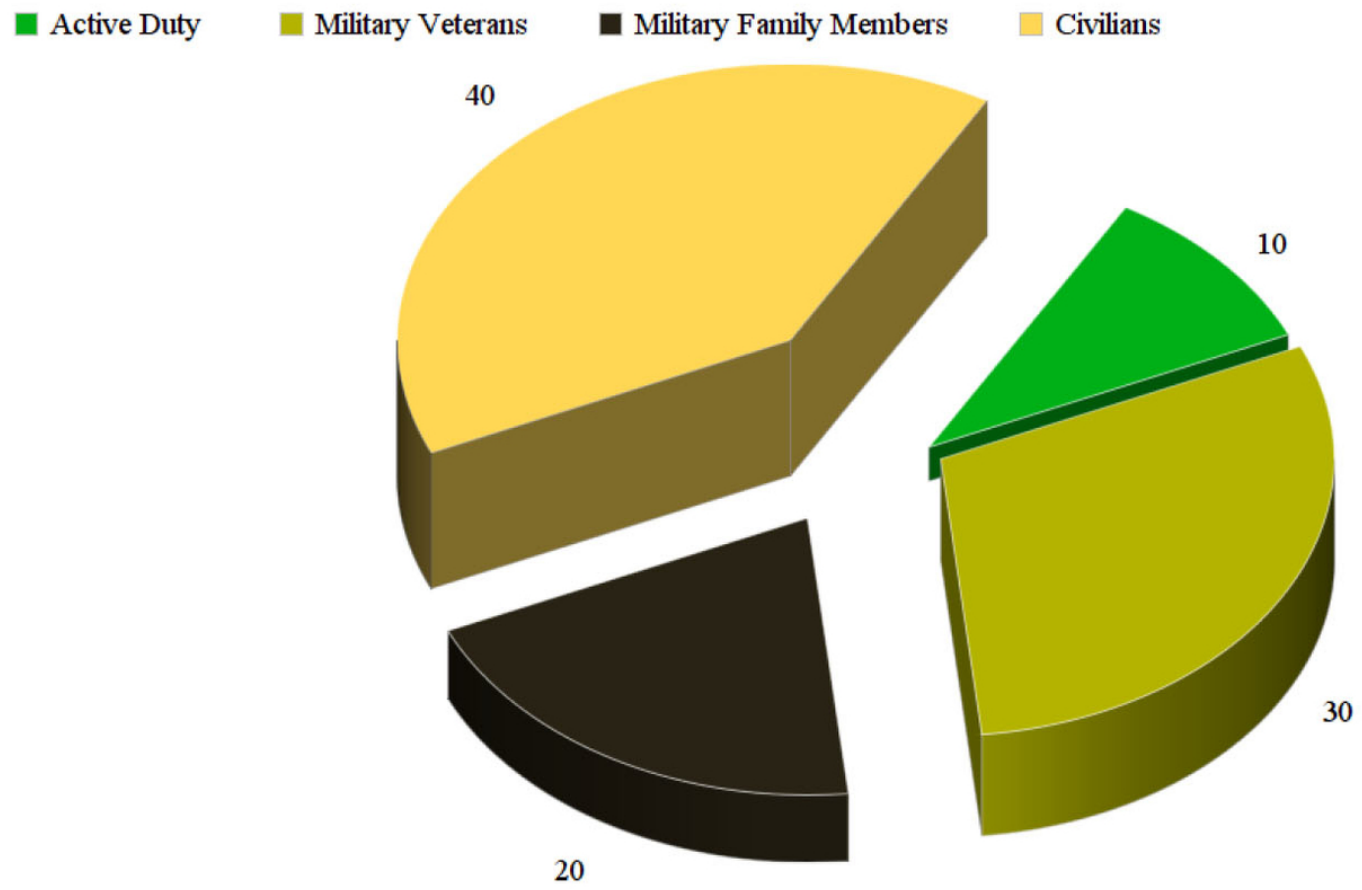
It is very important in today's day and age for companies and staff members to be involved with giving back to the community. It is always a benefit to have your branded staff members publicly seen with the involvement of a great cause. Have your staff live on stage!



Who will be at our event ...

**We are expecting 5,000 guests**



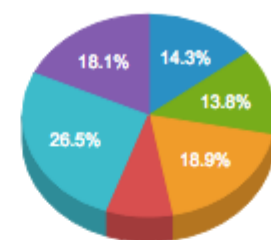




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[top ▲](#)

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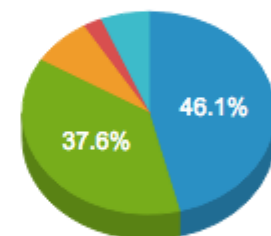


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## Marital Status in New York City

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Never Married	5,137,821
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Separated	855,977
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Divorced	698,870

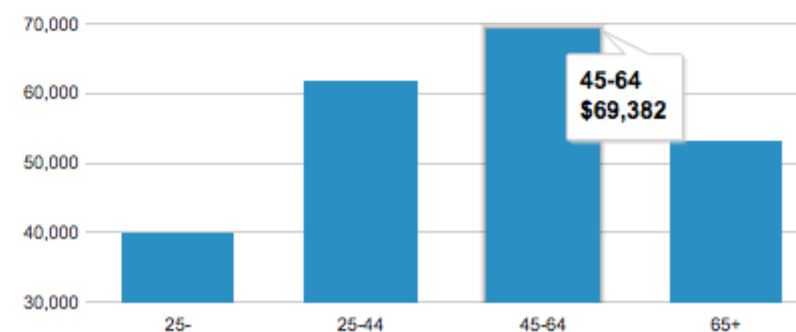


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## Household Income and Average Income in New York City

[top ▲](#)

Median Income Under 25	\$40,212
Median Income 25-44	\$61,968
Median Income 45-64	\$69,382
Median Income Over 65	\$53,219



Posted from <http://www.pointzhomes.com/>



## *Added Value*

### **SOCIAL MEDIA EXPOSURE**

Bernie Williams has over 30,000 followers on Facebook, Dionne Warwick has over 85,000 followers on Facebook, Jon Secada has over 215,000 followers on Facebook and tens of thousands all across other social media platforms. We are highly skilled at engaging with and leveraging those connections for your benefit.



### **UNIQUE MARKETING CHANNELS**

Because we have the longstanding trust of our community, we have access to valuable marketing channels. In addition to our own database of clients we partner with other organizations and events such as the Brooklyn Memorial Day parade, The Ford Amphitheater, and Live Nation.



## Sponsorship Options

Title Sponsorship	\$35,000
Video Documentary	\$15,000
T-Shirt	\$35,000
VIP Step & Repeat	\$10,000
Gold Sponsorship	\$80,000
Program Booklet	\$500-\$1,000
Outside vendor spot	\$800



## Title Sponsor \$35,000

- Named as Title Sponsor with corporate name/logo on all marketing and advertising material including television, radio, and print.
- Main Stage Branding
- Branded main lobby exhibit space
- Front and back page LOGO as well as centerfold advertising in the Salute to Our Heroes program booklet . 6000 copies which will be complimentary to all guests (ad copy provided by client)
- Live on stage acknowledgement before each performance
- 2 Prominent signage positions in venues main lobby (signage provided by sponsor)
- Authority to use the Salute to Our Heroes concert in your advertising
- 20 tickets to the Salute to Our Heroes concert
- One large float in the Brooklyn Memorial Day parade
- Link and LOGO on <https://brooklynmemorialdayparade.com/>
- Link and LOGO on <http://saluteourheroesconcert.com>





## Video Documentary \$15,000

- *Your company logo and name presented before and after the film*

*"This short film is brought to you by\_\_\_\_\_"*

*The video will be a 3 minute documentary explaining the 150 year history of the Brooklyn Memorial Day parade. The video will be scripted and narrated displaying a montage of old photos and video footage throughout the years of the parade. It will be designed to tell the story of the parade as well as raise awareness of the parades legacy. The video will also have special interviews with the Brooklyn Memorial Day parade veterans and committee members.*

- *This video will be presented live at our event on a large projection screen as well as placed on the Brooklyn Memorial Day parade website.*



## T Shirt Sponsorship \$35,00



- *5,000 T-shirts will be made and given out to everyone at the ticket check line*
- *Branded exhibit space at the ticket check line*



## VIP Step & Repeat \$10,000

- *Main lobby step and repeat photography background for all guests to use*
- *Step and repeat photography background for meet and greet photo opportunities*
- *Branded exhibit space next to step and repeat*

*Featuring*  
*7 Time Grammy Award Winner*  
*Dionne Warwick*  
*12 Time Grammy Award Winner*  
*Jon Secada*  
*Grammy Award Nominee & Former Yankee All Star*  
*Bernie Williams*



## GOLD SPONSORSHIP \$80,000

*Gold Sponsorship will include all packages at a discounted all inclusive price*

- *Title Sponsorship*
- *Video documentary presentation*
- *T-Shirt Package*
- *VIP Step& Repeat*





## Program Booklet

- 6,000 copies will be made and given out to everyone at the ticket check line
- Full Page \$1,000
- Half Page \$500





## Outside vendors \$800

*Outside surrounding area of the Ford Amphitheater at Coney Island will be open for select vendors with full access to our event guests  
prospect for food and drink trucks and trailers, carnival activities, merchandise and souvenir vendors*





## Sponsorship Terms and Conditions

This Consulting Agreement, dated effective \_\_\_\_\_, 201\_\_ (this "Agreement"), is made and entered into by and among \_\_\_\_\_ [name of the company] (the "Company") and [name of consultant] (the "Consultant").

### ARTICLE 1: Scope of Work

#### 1.1 SERVICES

The Company has engaged Consultant to provide services in connection with the Company's [summary of the project or business of the Company]. Consultant will [summary of the services Consultant is to provide], and such other services as described in Exhibit A (collectively, the "consulting services").

#### 1.2 TIME AND AVAILABILITY

Consultant will devote \_\_\_\_\_ hours per month in performing the services for the Company as stated herein. Consultant shall have discretion in selecting the dates and times it performs such consulting services throughout the month giving due regard to the needs of the Company's business. If the Company deems it necessary for the Consultant to provide more than \_\_\_\_\_ hours in any month, Consultant is not obligated to undertake such work until the Consultant and Company have agreed on a rate of compensation. *[The time devoted can be hours per day, per week, or per year. The Company may also elect to pay a flat monthly fee regardless of hours, but the Company should be cautious of this approach.]*

#### 1.3 CONFIDENTIALITY

In order for Consultant to perform the consulting services, it may be necessary for the Company to provide Consultant with Confidential Information (as defined below) regarding the Company's business and products. The Company will rely heavily upon Consultant's integrity and prudent judgment to use this information only in the best interests of the Company.

#### **1.4 STANDARD OF CONDUCT**

In rendering consulting services under this Agreement, Consultant shall conform to high professional standards of work and business ethics. Consultant shall not use time, materials, or equipment of the Company without the prior written consent of the Company. In no event shall Consultant take any action or accept any assistance or engage in any activity that would result in any university, governmental body, research institute or other person, entity, or organization acquiring any rights of any nature in the results of work performed by or for the Company.

#### **1.5 OUTSIDE SERVICES**

Consultant shall not use the service of any other person, entity, or organization in the performance of Consultant's duties without the prior written consent of an officer of the Company. Should the Company consent to the use by Consultant of the services of any other person, entity, or organization, no information regarding the services to be performed under this Agreement shall be disclosed to that person, entity, or organization until such person, entity, or organization has executed an agreement to protect the confidentiality of the Company's Confidential Information (as defined in Article 5) and the Company's absolute and complete ownership of all right, title, and interest in the work performed under this Agreement.

#### **1.6 REPORTS**



Consultant shall periodically provide the Company with written reports of his or her observations and conclusions regarding the consulting services. Upon the termination of this Agreement, Consultant shall, upon the request of Company, prepare a final report of Consultant's activities.

## ARTICLE 2: Independent Contractor

### 2.1 INDEPENDENT CONTRACTOR

Consultant is an independent contractor and is not an employee, partner, or co-venturer of, or in any other service relationship with, the Company. The manner in which Consultant's services are rendered shall be within Consultant's sole control and discretion. Consultant is not authorized to speak for, represent, or obligate the Company in any manner without the prior express written authorization from an officer of the Company.

### 2.2 TAXES

Consultant shall be responsible for all taxes arising from compensation and other amounts paid under this Agreement, and shall be responsible for all payroll taxes and fringe benefits of Consultant's employees. Neither federal, nor state, nor local income tax, nor payroll tax of any kind, shall be withheld or paid by the Company on behalf of Consultant or his/her employees. Consultant understands that he/she is responsible to pay, according to law, Consultant's taxes and Consultant shall, when requested by the Company, properly document to the Company that any and all federal and state taxes have been paid.

### 2.3 BENEFITS

## 2.3 BENEFITS

Consultant and Consultant's employees will not be eligible for, and shall not participate in, any employee pension, health, welfare, or other fringe benefit plan of the Company. No workers' compensation insurance shall be obtained by Company covering Consultant or Consultant's employees.

## ARTICLE 3: Compensation for Consulting Services

### 3.1 COMPENSATION

The Company shall pay to Consultant \$\_\_\_\_\_ per month for services rendered to the Company under this Agreement. The monthly compensation shall be paid on the first of the month following the month the services were provided. The monthly compensation shall be paid regardless of the number of consulting hours provided by Consultant in a particular month. [Another option is to pay hourly and require monthly time documentation. The monthly compensation would be reduced by the hourly rate for the number of hours less than the devoted hours.]

### 3.2 REIMBURSEMENT

The Company agrees to reimburse Consultant for all actual reasonable and necessary expenditures, which are directly related to the consulting services. These expenditures include, but are not limited to, expenses related to travel (i.e., airfare, hotel, temporary housing, meals, parking, taxis, mileage, etc.), telephone calls, and postal expenditures. Expenses incurred by Consultant will be reimbursed by the Company within 15 days of Consultant's proper written request for reimbursement.

## ARTICLE 4: Term and Termination

### 4.1 TERM

This Agreement shall be effective as of \_\_\_\_\_, 201\_\_, and shall continue in full force and effect for \_\_\_\_ consecutive months. The Company and Consultant may negotiate to extend the term of this Agreement and the terms and conditions under which the relationship shall continue.

### 4.2 TERMINATION

The Company may terminate this Agreement for "Cause," after giving Consultant written notice of the reason. Cause means: (1) Consultant has breached the provisions of Article 5 or 7 of this Agreement in any respect, or materially breached any other provision of this Agreement and the breach continues for 30 days following receipt of a notice from the Company; (2) Consultant has committed fraud, misappropriation, or embezzlement in connection with the Company's business; (3) Consultant has been convicted of a felony; or (4) Consultant's use of narcotics, liquor, or illicit drugs has a detrimental effect on the performance of his or her employment responsibilities, as determined by the Company.

### 4.3 RESPONSIBILITY UPON TERMINATION

Any equipment provided by the Company to the Consultant in connection with or furtherance of Consultant's services under this Agreement, including, but not limited to, computers, laptops, and personal management tools, shall, immediately upon the termination of this Agreement, be returned to the Company.

### 4.4 SURVIVAL

The provisions of Articles 5, 6, 7, and 8 of this Agreement shall survive the termination of this Agreement and remain in full force and effect thereafter.



## ARTICLE 5: Confidential Information

### 5.1 OBLIGATION OF CONFIDENTIALITY

In performing consulting services under this Agreement, Consultant may be exposed to and will be required to use certain "Confidential Information" (as hereinafter defined) of the Company. Consultant agrees that Consultant will not and Consultant's employees, agents, or representatives will not use, directly or indirectly, such Confidential Information for the benefit of any person, entity, or organization other than the Company, or disclose such Confidential Information without the written authorization of the President of the Company, either during or after the term of this Agreement, for as long as such information retains the characteristics of Confidential Information.

### 5.2 DEFINITION

"Confidential Information" means information not generally known and proprietary to the Company or to a third party for whom the Company is performing work, including, without limitation, information concerning any patents or trade secrets, confidential or secret designs, processes, formulae, source codes, plans, devices or material, research and development, proprietary software, analysis, techniques, materials, or designs (whether or not patented or patentable), directly or indirectly useful in any aspect of the business of the Company, any vendor names, customer and supplier lists, databases, management systems and sales and marketing plans of the Company, any confidential secret development or research work of the Company, or any other confidential information or proprietary aspects of the business of the Company. All information which Consultant acquires or becomes acquainted with during the period of this Agreement, whether developed by Consultant or by others, which Consultant has a reasonable basis to believe to be Confidential Information, or which is treated by the Company as being Confidential Information, shall be presumed to be Confidential Information.

### 5.3 PROPERTY OF THE COMPANY

Consultant agrees that all plans, manuals, and specific materials developed by the Consultant on behalf of the Company in connection with services rendered under this Agreement, are and shall remain the exclusive property of the Company. Promptly upon the expiration or termination of this Agreement, or upon the request of the Company, Consultant shall return to the Company all documents and tangible items, including samples, provided to Consultant or created by Consultant for use in connection with services to be rendered hereunder, including, without limitation, all Confidential Information, together with all copies and abstracts thereof.

### ARTICLE 6: Rights and Data

All drawings, models, designs, formulas, methods, documents, and tangible items prepared for and submitted to the Company by Consultant in connection with the services rendered under this Agreement shall belong exclusively to the Company and shall be deemed to be works made for hire (the "Deliverable Items"). To the extent that any of the Deliverable Items may not, by operation of law, be works made for hire, Consultant hereby assigns to the Company the ownership of copyright or mask work in the Deliverable Items, and the Company shall have the right to obtain and hold in its own name any trademark, copyright, or mask work registration, and any other registrations and similar protection which may be available in the Deliverable Items. Consultant agrees to give the Company or its designees all assistance reasonably required to perfect such rights.

## ARTICLE 7: Conflict of Interest and Non-Solicitation

### 7.1 CONFLICT OF INTEREST

Consultant covenants and agrees not to consult or provide any services in any manner or capacity to a direct competitor of the Company during the duration of this Agreement unless express written authorization to do so is given by the Company's President. A direct competitor of the Company for purposes of this Agreement is defined as any individual, partnership, corporation, and/or other business entity that engages in the business of [define business - substantially similar to what is provided at Section 1.1] within \_\_\_\_\_ miles of the [facility, headquarters, etc.].

### 7.2 NON-SOLICITATION

Consultant covenants and agrees that during the term of this Agreement, Consultant will not, directly or indirectly, through an existing corporation, unincorporated business, affiliated party, successor employer, or otherwise, solicit, hire for employment or work with, on a part-time, consulting, advising, or any other basis, other than on behalf of the Company any employee or independent contractor employed by the Company while Consultant is performing services for the Company.



## ARTICLE 8: Right to Injunctive Relief

Consultant acknowledges that the terms of Articles 5, 6, and 7 of this Agreement are reasonably necessary to protect the legitimate interests of the Company, are reasonable in scope and duration, and are not unduly restrictive. Consultant further acknowledges that a breach of any of the terms of Articles 5, 6, or 7 of this Agreement will render irreparable harm to the Company, and that a remedy at law for breach of the Agreement is inadequate, and that the Company shall therefore be entitled to seek any and all equitable relief, including, but not limited to, injunctive relief, and to any other remedy that may be available under any applicable law or agreement between the parties. Consultant acknowledges that an award of damages to the Company does not preclude a court from ordering injunctive relief. Both damages and injunctive relief shall be proper modes of relief and are not to be considered as alternative remedies.

## ARTICLE 9: General Provisions

### 9.1 CONSTRUCTION OF TERMS

If any provision of this Agreement is held unenforceable by a court of competent jurisdiction, that provision shall be severed and shall not affect the validity or enforceability of the remaining provisions.

### 9.2 GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the internal laws (and not the laws of conflicts) of the State of [governing law].

### 9.3 COMPLETE AGREEMENT

This Agreement constitutes the complete agreement and sets forth the entire understanding and agreement of the parties as to the subject matter of this Agreement and supersedes all prior discussions and understandings in respect to the subject of this Agreement, whether written or oral.

### 9.4 DISPUTE RESOLUTION

If there is any dispute or controversy between the parties arising out of or relating to this Agreement, the parties agree that such dispute or controversy will be arbitrated in accordance with proceedings under American Arbitration Association rules, and such arbitration will be the exclusive dispute resolution method under this Agreement. The decision and award determined by such arbitration will be final and binding upon both parties. All costs and expenses, including reasonable attorney's fees and expert's fees, of all parties incurred in any dispute that is determined and/or settled by arbitration pursuant to this Agreement will be borne by the party determined to be liable in respect of such dispute; provided, however, that if complete liability is not assessed against only one party, the parties will share the total costs in proportion to their respective amounts of liability so determined. Except where clearly prevented by the area in dispute, both parties agree to continue performing their respective obligations under this Agreement until the dispute is resolved.

### 9.5 MODIFICATION

No modification, termination, or attempted waiver of this Agreement, or any provision thereof, shall be valid unless in writing signed by the party against whom the same is sought to be enforced.

### 9.6 WAIVER OF BREACH

The waiver by a party of a breach of any provision of this Agreement by the other party shall not operate or be construed as a waiver of any other or subsequent breach by the party in breach.

### **9.7 SUCCESSORS AND ASSIGNS**

This Agreement may not be assigned by either party without the prior written consent of the other party; provided, however, that the Agreement shall be assignable by the Company without Consultant's consent in the event the Company is acquired by or merged into another corporation or business entity. The benefits and obligations of this Agreement shall be binding upon and inure to the parties hereto, their successors and assigns.

### **9.8 NO CONFLICT**

Consultant warrants that Consultant has not previously assumed any obligations inconsistent with those undertaken by Consultant under this Agreement.



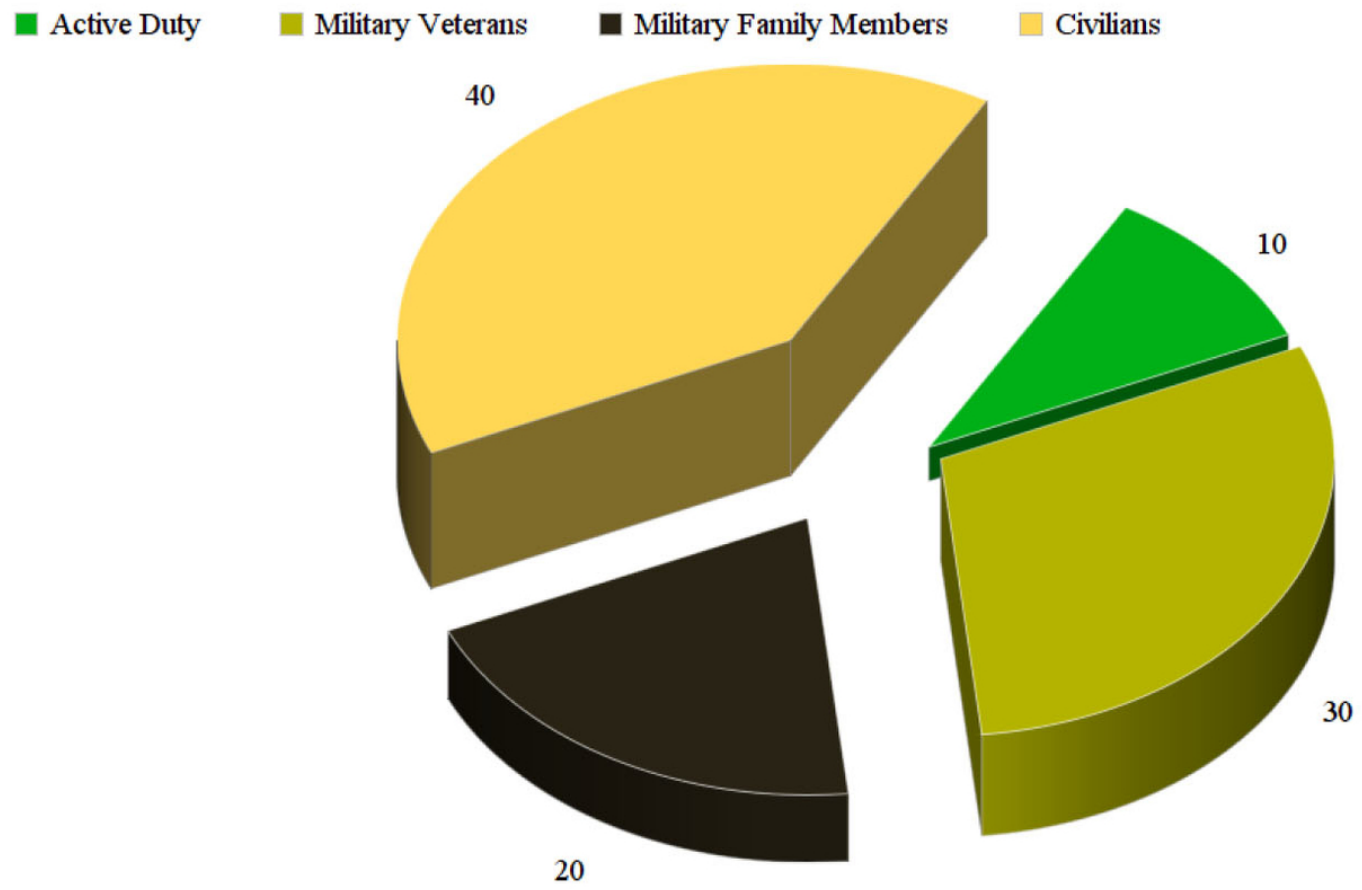
## Signature

1. Please read the contract on the previous page to make sure you understand all the details involved in us working together. It is important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We are happy to clarify any points and there may be some items that we can sort out together. We are committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
5. If you'd like to speak to us by phone, don't hesitate to call 9179926944.

Sponsor signature \_\_\_\_\_ Date: \_\_\_\_\_

Event lead signature \_\_\_\_\_ Date: \_\_\_\_\_

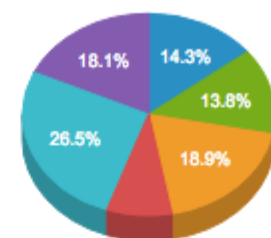




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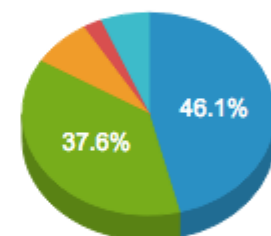


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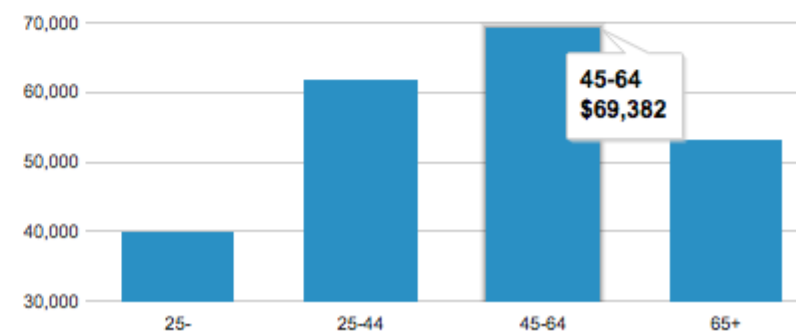


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