



Hardscrabble

Village of Red Hook's Music Festival

2024 Sponsorship Opportunities

Saturday, September 14, 2024, Municipal Lot, Village of Red Hook, 10 am - 9pm, rain or shine.

Maximize exposure for your brand and highlight your strength in the community with thousands of local and visiting consumers by taking advantage of cost-effective sponsorship opportunities at the **2024 Hardscrabble Day**, taking place Saturday, September 14th in Red Hook, NY. Community exposure and a great ROI are just two of the many benefits of sponsorship.

Red Hook's **Hardscrabble Day** has been a highlight of the year for Red Hook and Dutchess County for dozens of years. Our sponsorships are a high-impact, high-visibility marketing opportunity that will drive residents of the Hudson Valley region, including Dutchess, Ulster, Orange, Columbia, Greene and Putnam Counties, directly to you. No matter what your budget or goal, the Hardscrabble committee will work with you to create a sponsorship package that generates interest, new customers and new sales.

All sponsorships include the following benefits:

- Acknowledgment in printed promotional materials
- Recognition in Hardscrabble Social Media posts (Facebook & Instagram)



For more information or to reserve your sponsorship, contact: events@redhooknyvillage.org
UNLESS SPECIFIED: ALL SPONSORSHIPS ARE SOLD ON A FIRST COME, FIRST SERVED BASIS.

Hardscrabble 2024 Sponsorship Levels

	Main Stage Sponsors			Community Sponsors	
	Orchard	Grove	Bushel	Peck	Apple
	\$5,000	\$2,500	\$1,000	\$500	\$250
Logo on Event Guide (7' x 10') Mural* at Municipal Parking Lot	yes	-	-	-	-
RHCSD Digital Backpack Mention Sponsor Credit & Logo on Backpack Flyers	yes	yes	-	-	-
Promotion on Festival Line-up Handbill*	logo	logo	name	-	-
Live Main Stage Mentions	10	5	5	-	-
Link on Hardscrabbleday.org	billboard banner (Sponsor must provide)	logo	logo	-	-
Promotion on Poster*	logo	logo	logo	name	name
"Thank You" Social Media Promo Post	animated	animated	animated	still	still
Logo on 8-Foot Fabric Barricade Cover	yes	yes	yes	yes	-

Want to contribute quietly? Anonymous contributions are always welcome

**there is an August 1st deadline for appearing in any printed material*



Hardscrabble

Village of Red Hook's Music Festival

Hardscrabble Day - 2024 Sponsorship Agreement

SPONSOR OPPORTUNITIES

Orchard	\$5,000	<input type="checkbox"/>
Grove	\$2,500	<input type="checkbox"/>
Bushel	\$1,000	<input type="checkbox"/>
Peck	\$500	<input type="checkbox"/>
Apple	\$250	<input type="checkbox"/>
Anonymous Contribution	\$	
Total	\$	<input style="width: 100px; height: 20px;" type="text"/>

SPONSOR INFORMATION

Company Name (as you would like it to appear in promotional materials)

Contact Name for Billing

Contact Name & Title for Printed / Web Materials. Please email scalable logo & web banner (if applicable) to: events@redhooknyvillage.org

Address

City _____ **State** _____ **Zip Code** _____

Telephone _____ **Fax** _____

Email

Company web address

It is understood that this application will become a binding contract upon acceptance by the Hardscrabble Committee and the Village of Red Hook, NY, and incorporated into this contract are the attached terms and conditions. Please sign and return this contract.

Make Checks Payable To:
"Hardscrabble Community Association"

Mail Completed Form
& Sponsorship check to:
Red Hook Village Hall,
7467 South Broadway,
Red Hook, NY 12571

Authorized Signature

Date

For more information, please email events@redhooknyvillage.org

TERMS AND CONDITIONS

ACCEPTANCE OF APPLICATION. An application for sponsorship of the Village of Red Hook Hardscrabble 2024 event (the "Event") will not be binding on the Village of Red Hook ("VRH") until accepted in writing by an authorized VRH and/or Event representative, whereupon it will be a binding contract (hereafter referred to as a "Sponsorship Agreement") between VRH and the applicant (hereafter referred to as the "Sponsor"). Applications may be accepted or rejected by VRH in its sole discretion; however, applications from acceptable applicants for particular functions or promotional opportunities will be accepted on a first-come, first served basis. VRH will use its best efforts to honor an applicant's first, second or third choice preferences for functions or promotional opportunities and, if it is unable to do so, will contact the applicant prior to acceptance of the application to determine another mutually acceptable choice.

LICENSES. As a condition to the sponsorship, a Sponsor will be deemed to have granted VRH the right to use the Sponsor's name and logo in connection with the promotion and production of the Event. A Sponsor may use the Event name before and during the Event solely to promote its participation in the Event and solely in compliance with such guidelines as are provided by VRH from time to time.

LEGAL COMPLIANCE. A Sponsor must comply with all applicable laws, regulations and ordinances in connection with its participation in the Event, including but not limited to rules of the Event Facility. A Sponsor may not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution or posting of copyrighted or trademarked material without a license, assignment or other legally effective permission.

TERMINATION OF SPONSORSHIP AGREEMENT. Terminations by sponsors are not accepted once agreement is signed. VRH may terminate a Sponsorship Agreement only in the case of material breach of the Sponsorship Agreement by the Sponsor which is not cured within 30 days following written notice of the breach.

LIMITATION OF LIABILITY. Neither VRH nor a Sponsor will be liable in any manner for failure or delay of fulfillment of all or part of such party's obligations under a Sponsorship Agreement owing to any causes or circumstances beyond its reasonable control, including, without limitation, acts of God, government orders, war, acts of terrorism, strikes, lockouts, fires, and floods (each a "Force Majeure Event"). If the Event is canceled because of a Force Majeure Event, VRH will refund to a Sponsor the sponsorship payments previously remitted to VRH to the extent that VRH has not expended such payments in connection with the planning of the Event or is able to recover such payments from the Facility and other vendors. UNDER NO CIRCUMSTANCES WILL VRH BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOST INCOME OR PROFITS.

INSURANCE. Sponsor warrants and represents that it has (or will secure prior to the Event) and will maintain at its sole cost and expense, effective as of the date hereof and continuing for at least one year after the end of the Term: (a) Workers' compensation insurance in compliance with statutory laws. (b) Commercial general liability insurance, including contractual liability and personal injury liability, with minimum limits of \$1 million per occurrence and \$2 million general aggregate. (c) Umbrella liability insurance, in excess of (b) above, with minimum limits of: \$2 million per occurrence and \$2 million general aggregate.

NO WARRANTY. VRH makes no representations or warranties of any kind, express or implied, regarding the Event, the number of persons who will attend the Event or the benefits that will accrue to a Sponsor from its sponsorship. Details of the Event are subject to change, and a Sponsor will be notified in advance of any change directly affecting the Sponsor.

GENERAL RELEASE AND INDEMNIFICATION. As a condition to its participation in the Event, each Sponsor releases, and agrees to indemnify and hold harmless, VRH and its officers, directors, members and agents, including its event management firm from any and all loss, damage, claim or expense (including reasonable attorneys' fees) that arise out of or relate to something that is directly caused by the individual Sponsor's participation in the Event. The individual Sponsor is not liable for any loss, damage, claim or expense relating to a material breach, action or negligence by any other individual Sponsors, guests, invitees, VRH, its officers, directors, members, agents and its event management team of its obligations under the Sponsorship Agreement.

CONSENT. Each Sponsor acknowledges that the Event and Sponsor representatives participating in the Event may be photographed, and that proceedings of the Event, including proceedings in which Sponsor representatives participate, may be recorded. Each Sponsor authorizes VRH to display, distribute, redistribute, record, transcribe, modify, reproduce, publicly perform, and transmit in any form (and for any purpose) any such photograph or recording of the Event, and agrees to execute any additional release presented by VRH in connection with such activity or to give effect to this provision.

GOVERNING LAW AND JURISDICTION. Sponsorship Agreements will be governed by, construed and enforced in accordance with the internal laws of the State of New York, without regard to conflict of law provisions. All claims or disputes arising from or in connection with a Sponsorship Agreement, or as a result of the relationship created by it, will be adjudicated only by the state or federal courts sitting in New York, NY.

MISCELLANEOUS. When accepted by VRH, a Sponsorship Agreement will constitute the entire agreement between the Sponsor and VRH concerning its subject matter, and may only be modified or waived in a writing signed by the parties. If any term of the Sponsorship Agreement is declared invalid or unenforceable, the remainder continues in full force and effect. A Sponsor may not assign its Sponsorship Agreement to any other party, including a successor in interest in the event of a merger or sale of assets, without VRH's prior written consent.

