



# ***2nd Annual* AMERICA *the* BEAUTIFUL Festival**

***Celebrating the Heritage of  
America & The Hudson Valley***

## **SPONSORSHIP PACKAGE**



**Presented by  
The Epoch Times &  
New Century Festivals**

### ***A Fun Patriotic Weekend!***

Saturday, July 13, 11am-9pm

Sunday, July 14, 10am-6pm

New Century  
517 Neversink Dr  
Port Jervis, NY 12771

## **Contact**

**Phone** 845-236-5535  
**E-mail** [contact@newcenturyfestivals.com](mailto:contact@newcenturyfestivals.com)  
**Website** [www.NewCenturyFestivals.com](http://www.NewCenturyFestivals.com)  
**Address** 517 Neversink Dr, Port Jervis, NY 12771



## PRESENTING SPONSORS

### **The Epoch Times**

***Truth, Tradition, Hope***

The Epoch Times is dedicated to seeking the truth through insightful and independent journalism, standing outside of political interests and the pursuit of profit, in order to serve the public benefit and be truly responsible to society.

### **New Century Festivals**

***Honoring Past Traditions, Creating Future Ones***

New Century is the Tri-state area's premier 40-acre venue for fairs, festivals, markets, and family-friendly activities, creating strong bonds in the community.





## OUR MISSION

The **2nd Annual America the Beautiful Festival - Celebrating the Heritage of America & The Hudson Valley** - is a free community event presented by The Epoch Times (501c3 nonprofit) and New Century Festivals. We'll be **honoring Veterans, Military, and First Responders** with speeches from community leaders and artists all weekend.

Generations, young and old, will enjoy the "Center of Influence" Car Show Sponsored by the U.S. Army, country, folk, and popular American music, a historical village with re-enactors, a kids playground and games, a grill area featuring 8x Grand Champion BBQ, beer, and the biggest fireworks display in town.

Speeches and tributes will be given during the festival, honoring the Veterans, Military, and First Responders who have so dutifully served our great land, which people from all walks of life love so much.





## LOCAL ECONOMY & TOURISM

By attracting thousands of visitors, supporting over a hundred local vendors and small businesses, and establishing partnerships with corporate partners and local chambers of commerce and tourism boards, ***America the Beautiful Festival*** will provide an economic boost to the region.

It will also help foster tourism by showcasing the cultural richness of the area, aligning with Orange County's tourism strategy of 'live-work-play.'



*"It was a wonderful, warm, inviting community event --  
a true vision of what our world could be."  
- Andrea F, Guest*

# FESTIVAL OBJECTIVES

1

## **Celebrate America & The Hudson Valley**

Honoring and celebrating the traditions and heritage of America and the Hudson Valley, while honoring Veterans, Military & First Responders.

2

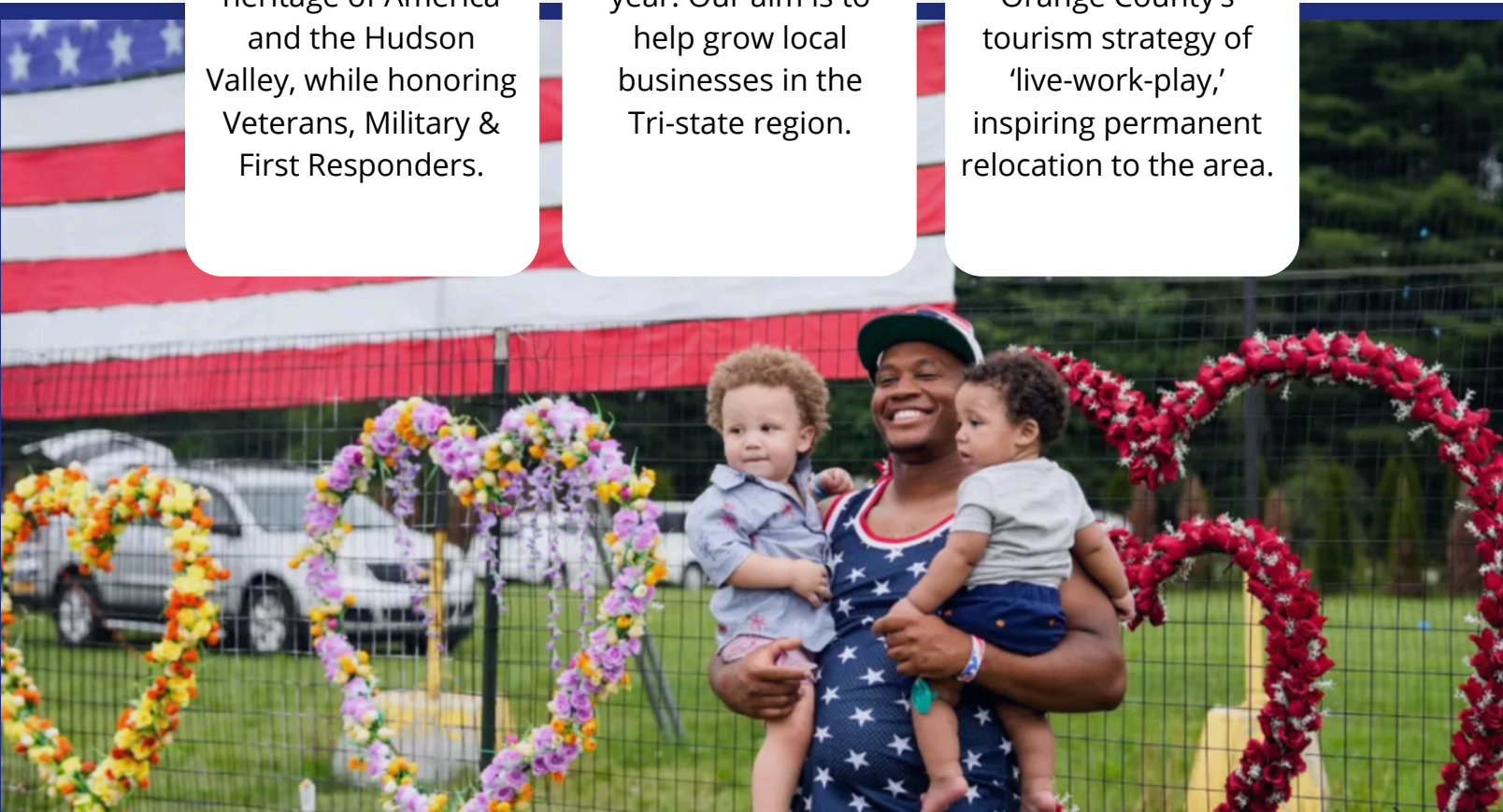
## **Support Local Business & Community**

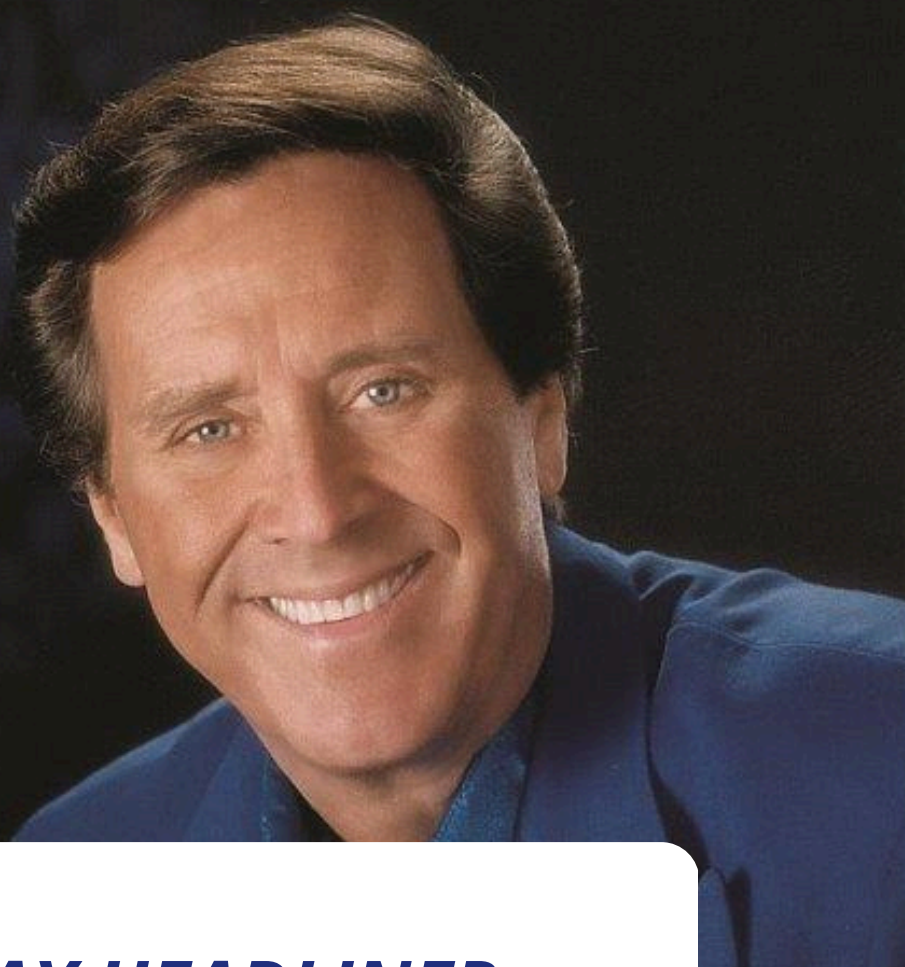
Expecting over 10,000 visitors and 120 vendors this year. Our aim is to help grow local businesses in the Tri-state region.

3

## **Boost Tourism**

Our culturally rich festivals help foster tourism, aligning with Orange County's tourism strategy of 'live-work-play,' inspiring permanent relocation to the area.





***SATURDAY HEADLINER***

**JIMMY STURR**

***"The King of Polka"***

- #1 Polka Band in the USA
- 18x Grammy Winner
- Honored as "Man of the Year" by  
The Valley Forge Military Academy
- Native of Orange County, NY





***SUNDAY HEADLINER***  
**DARRYL WORLEY**

***Patriotic Country Artist***  
***Performing Hits:***

- #1 Hit - "Have You Forgotten?"
- #1 Hit - "I Miss My Friend"
- #1 Hit - "Awful, Beautiful Life"
- New Remix "Have We Forgotten?"
- "I Just Came Back From A War"



***SUNDAY OPENER***

**DAVE BRAY USA**

***USN/USMC Veteran***

***Performing Patriotic Hits:***

- "Freedom Rings - Blood of Heroes"
- "Last Call"
- "Into the Fire"





**12  
People's  
Choice  
Awards!**



***CENTER OF INFLUENCE***

**CAR SHOW**

***Sponsored by:***



***12 People's Choice Awards on Sunday  
For Top Cars, Trucks, Jeeps & Bikes***

*2nd Annual*

# AMERICA THE BEAUTIFUL FESTIVAL

*Celebrating the Heritage of  
America & The Hudson Valley*

**Sat July 13, 2024 -**

11AM - 9PM

**Sun July 14, 2024**

10AM - 6PM

New Century

517 Neversink Dr  
Port Jervis, NY 12771

## 2023 Highlights

- 1st year attracted 5,000 visitors & 100 vendors
- Star-studded country and folk music lineup
- Historical reenactments with figures such as George Washington and Thomas Jefferson
- Color Guard performed by Korean War Veterans

## Exciting Features in 2024

- **Saturday Headliner: Jimmy Sturr "The Polka King"**
- **Sunday Headliner: Darryl Worley, #1 Hit "Have You Forgotten?"**
- **Sunday Opener: Dave Bray USA - "Music on a Mission"**
- Folk, country, and popular American music
- Car, Jeep & Bike Show
- Historical Village & Reenactors like General George Washington
- Largest fireworks display in town
- 8x Champion BBQ, beer, food & more!
- Arts & crafts vendors
- Kids playground & activities
- Honoring Veterans, Military & First Responders
- Color Guard



# SPONSORSHIP OPPORTUNITIES

*Only One  
Co-Presenter  
Available!*

## Platinum / Co-Presenting Sponsor: \$15,000

### Media Exposure in Marketing Campaigns

- ½ page advertisement in The Epoch Times Orange County Edition
- Logo display in newspaper event ad
- Brand highlighted in reporting

### Digital & Social Media Exposure in the Marketing Campaigns

- Recognition on Facebook (with 12k followers) and event website

### Outdoor Advertising

- Logo display on 10,000 posters and postcards

### On-Site Visibility

- 30'x2' display banner on center stage
- Non-stop commercials on 9.5'x5' LED screen

### On-Site Customer Engagement

- 20'x20' vendor space

### Hospitality & Client Entertainment

- Spread (2 page) ad & branding in event guide
- Speech on center stage

### Post-Event Marketing

- Interviews in testimonial videos and festival highlight videos for future events

# SPONSORSHIP OPPORTUNITIES

*Only One  
Available  
Per Industry!*

## Gold / Industry Sponsor: \$5,000

### Media Exposure in Marketing Campaigns

- Logo display in newspaper event ad
- Brand highlighted in reporting

### Digital & Social Media Exposure in the Marketing Campaigns

- Recognition on Facebook (with 12k followers) and event website

### Outdoor Advertising

- Logo display on 10,000 posters and postcards

### On-Site Visibility

- Display banner during the festival near center stage
- Non-stop commercials on 9.5'x5' LED screen

### On-Site Customer Engagement

- 20'x20' vendor space

### Hospitality & Client Entertainment

- Full page ad & branding in event guide
- Short speech on center stage

### Post-Event Marketing

- Interviews in testimonial videos and festival highlight videos for future events





## Silver: \$2,500

### Digital & Social Media Exposure in the Marketing Campaigns

- Recognition on Facebook (with 12k followers) and event website

### Outdoor Advertising

- Logo display on posters and postcards

### On-Site Visibility

- Non-stop commercials on 9.5'x5' LED screen

### On-Site Customer Engagement

- 20'x10' vendor space

### Hospitality & Client Entertainment

- 1/2 page ad & branding in event guide

### Post-Event Marketing

- Interviews in testimonial videos and festival highlight videos for future events

## Bronze: \$1,250

### Digital & Social Media Exposure in the Marketing Campaigns

- Recognition on Facebook (with 12k followers) and event website

### On-Site Visibility

- Non-stop commercials on 9.5'x5' LED screen

### On-Site Customer Engagement

- 10'x10' vendor space

### Hospitality & Client Entertainment

- 1/2 page & branding in event guide



## Vendor Special: \$650

### On-Site Customer Engagement

- 10'x10' vendor space

### Hospitality & Client Entertainment

- 1/2 page ad in the event guide

## Event Guide Special: \$500

### Hospitality & Client Entertainment

- 1/2 page ad in the event guide



# OUR PARTNERS



Veteran Services Agency



**ORANGE COUNTY**  
**TOURISM & FILM**

IN NEW YORK'S HUDSON VALLEY

[www.OrangeTourism.org](http://www.OrangeTourism.org)



WITH SUPPORT  
FROM



ORANGE COUNTY  
ARTS COUNCIL



*"It was so wonderful to be surrounded by such happiness, gratitude, and positivity!"*  
- Melissa R, Vendor

Your sponsorship not only champions the traditions and heritage of America and the Hudson Valley, it helps us honor the Veterans, Active Military, and First Responders who have so dutifully served our great country.

Your partnership with us also fuels the economic and social vitality of the Tri-state area.

Together, we can create unforgettable experiences that build a bright future for generations to come.

### **Contact**

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