

ADVERTISERS WANTED

**For The Only Music Festival In The World Held On Top
Of A Working Lighthouse In The Middle Of The Water!**



DATE: SATURDAY, SEPT 3, 11AM-DUSK
PLACE: HUNTINGTON HARBOR LIGHTHOUSE
HUNTINGTON, NY

**BE THE SUCCESS OF
MUSICFEST
2022**

Maintaining a structure that sits in the middle of the water, creates unique (& expensive!) challenges. Your participation in this journal enables us to continue the maintenance and preservation of the Huntington Lighthouse.

The historic Huntington Lighthouse is the jewel of Huntington Bay and the annual Musicfest is its biggest fundraiser. We are elated to have so many friends contributing physically and/or financially to help us reach our goals.

Musicfest 2021 - costs were up 20% and unfortunately 2022 costs are even higher.

If you've participated in the past, we so appreciate your participation and hope we can count on you again. We need you more than ever. If you have not, then **WE WELCOME YOU AND INVITE YOU TO JOIN** our growing list of sponsors and friends who support our ongoing restoration/preservation efforts of the Huntington Lighthouse AND the most unique maritime event in the world!

SUPPORT HISTORIC PRESERVATION The Huntington Lighthouse Preservation Society is an all volunteer, 501-C3 non-profit corporation dedicated to the ongoing preservation of the lighthouse preserving it for public use as an educational and important resource while maintaining its use as an active Aid to Navigation.

CURRENTLY ONGOING FUNDING NEED FOR:

- Additional Rip Rap (rocks around the base)
- Repairs to upper structure masonry work
- Extensive roof and railing repairs
- Creation of visual/educational aids for visitors

AD DEADLINE
7/15/22

Go to lighthousemusicfest.org to download advertiser information.

Questions: email: musicfest@huntingtonlighthouse.org

Check Our Websites And Facebook For Up-To-The-Minute Details
lighthousemusicfest.org huntingtonlighthouse.org

P.O. BOX 2454 • HALESITE, NY 11743

All contributions are tax-deductible as provided by law.



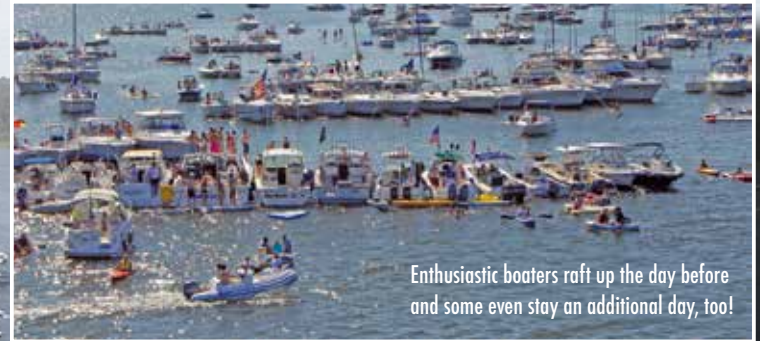
**HUNTINGTON LIGHTHOUSE
PRESERVATION SOCIETY, INC.**

Formerly Save Huntington's Lighthouse, Inc.
A 501-C3 NON-PROFIT CORPORATION
631.421.1985



**HUNTINGTON LIGHTHOUSE
PRESERVATION SOCIETY**

Sponsors & Advertisers Wanted
BE A PART OF THE SUCCESS!



Enthusiastic boaters raft up the day before
and some even stay an additional day, too!

Bands Play Atop The Lighthouse



Teens On The Water



SAT, SEPT 3 11AM-DUSK RAIN DATE 9/4
ON THE HUNTINGTON HARBOR LIGHTHOUSE • HUNTINGTON, NY

MUSICFEST 2022

The Only Music Festival In The World Held On Top Of A Working Lighthouse In The Middle Of The Water!



HUNTINGTON LIGHTHOUSE MUSICFEST FACTS

STARTED IN 2007

to increase awareness to the plight of the Huntington Lighthouse and to continue restoration and preservation of the Lighthouse for generations to come

UNIQUE FUNDRAISING EVENT

for the benefit of the Long Island area boating community

THIS YEAR IS THE 13TH ANNUAL!

always held on the Saturday of Labor Day weekend, with a rain date of Sunday

ATTENDANCE HAS GROWN

to over 1,500 boats with over 10,000 attendees!

LIVE MUSIC CONCERT

bands play from atop the Lighthouse to an anchorage of boats that stay from 11am to dusk and beyond

MEDIA COVERAGE

News12, Long Islander, Newsday, Boating Times, Northport Observer, Windcheck, Lloyd Harbor Life, Huntington Bay Life & many more!

MUSICFEST 2021 - COSTS WERE UP 20% AND UNFORTUNATELY 2022 COSTS ARE EVEN HIGHER. If you've participated in the past, we thank you and hope to count on you again. If not, we welcome you and invite you to join our growing list of supporters of our ongoing goals for the Huntington Lighthouse AND THIS MOST UNIQUE MARITIME EVENT!

WHY SPONSOR THE MUSICFEST?

IT OFFERS UNIQUE MARKETING OPPORTUNITIES

No other event in the area connects to the boating community like this. *Weather-permitting*, your banner will be displayed on the Lighthouse (approx. 3 days) giving you maximum exposure. You also have the opportunity for your marketing materials and/or imprinted giveaways to be distributed amongst the Musicfest crowd! Our Teens on the Water program engages local teens to participate, earning community service credits, circulating the crowd collecting donations and distributing sponsor paks. Company mascot invited!

YOU CAN REACH A WIDE AUDIENCE Target boat owners/ watersports enthusiasts who statistically have a high per-capita income. Approx. 10,000 attendees who arrive on anything from kayaks to yachts - most from local waters, but many join us from as far away as Rhode Island, Connecticut and New Jersey. 98% are involved in both Long Island and Connecticut boating communities.

THERE'S PLENTY OF MEDIA COVERAGE Musicfest attracts more press each year due to its uniqueness. This is the **ONLY MUSIC FESTIVAL IN THE WORLD HELD ON TOP OF A WORKING LIGHTHOUSE IN THE MIDDLE OF THE WATER!** We receive a large amount of positive pre-, day-of and post event coverage (inc. print, online magazines, web)

WE HAVE A PROVEN TRACK RECORD Our **PARTNER RENEWAL RATE** is excellent – Approximately 90% of our sponsors have been with us for over 5 years!

Your involvement and generosity in the Musicfest assures the sustainability of the Huntington Lighthouse.



OTHER SPONSORSHIP BENEFITS

- Major corporate sponsor logos will appear on our Parade of Lights collateral, too. This annual boat parade (Nov. 25) features dozens of creatively lighted entries that delight the thousands of spectators who line Huntington Harbor to watch the spectacle.
- Your name will appear on Musicfest collateral - t-shirts, brochures, journal, e-newsletters, banners, website, print advertising, posters.

ADDITIONAL MARKETING AND SOCIAL MEDIA POWER

- Major corporate sponsor logos will appear on the Huntington Lighthouse website
- You will be promoted on our Facebook page with over 8,000 friends
- You will be listed/promoted on our Huntington Lighthouse e.newsletter - to over 3,000+ subscribers

**Many hands make
light work.**

Lighthouse Volunteers Today



HUNTINGTON LIGHTHOUSE PRESERVATION SOCIETY, INC.

Formerly Save Huntington's Lighthouse, Inc. 501-C3 Non-Profit Corporation

ESTABLISHED IN 1985 by concerned citizens to prevent the demolition of the Lloyd Harbor Light Station and its replacement with an automated steel tower by the US Coast Guard. We were one of the first groups to take over an offshore lighthouse and keep it from extinction. The Lighthouse has since been saved, but the restoration and on-going preservation work continues.

Our objectives are to restore and preserve this iconic Lighthouse listed on the National Register of Historic Places. Our all-volunteer staff is passionate and are always working hard to raise necessary funds to support preservation of the interior and exterior and preserve the Lighthouse for public use as an educational and important resource while continuing as an active USCG Aid to Navigation.

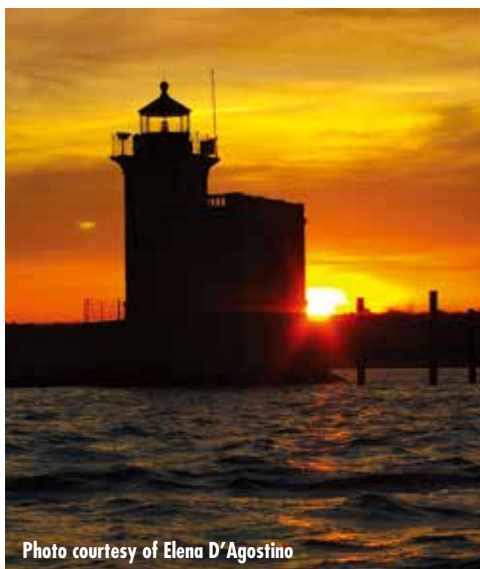


Photo courtesy of Elena D'Agostino

The Huntington Lighthouse is so important that several local companies and organizations, including the Town of Huntington and the Chamber of Commerce, use its likeness to represent them.

FUNDING NEEDED CURRENTLY FOR ON-GOING PROJECTS

- **Additional Rip Rap
(rocks around Lighthouse base)**
- **Extensive roof & railing repairs**
- **Repairs to upper structure
masonry work**
- **Creation of visual/educational
aids for visitors**

YOUR SUPPORT IS INDISPENSABLE TO OUR PRESERVATION EFFORTS

We are always looking for other dedicated people to donate time and/or supplies so we can continue our efforts.

Who Are Our Supporters?

A community of philanthropic companies & individuals who share our mission. Supporting the Huntington Lighthouse Musicfest and our other yearly events is a meaningful and powerful way to showcase support for Preservation, the Arts & Culture in our Community!

PARTIAL LIST

Alan R Mott Agency, Inc
Atlantic Marine
Black Rock Yacht Club
Britannia Yachting Center
Brunell Southdown Opticians
Centerport Yacht Club
Compass Rose Marine
Compass
Coney's Marine
Cunningham Cooling & Heating
Daniel Gale Sotheby's
International Realty
Dooney & Bourke, Inc
John W. Engeman Theater
Ferretti Yachts
Greater Huntington Council of
Yacht and Boating Clubs
Hendrickson Car Care
HONU Kitchen
Huntington Jeep
Huntington Chamber
of Commerce
Huntington Yacht Club
Kaiser Marine Services
Ketewomoke Yacht Club
Lloyd Harbor Yacht Club
Lucky to Live Here Realty
Masthead Cove Yacht Club
Mitchells

Newport Engineering
Northport Yacht Club
Old Fields Inn
Scobbo Marine Contractors
Sea Tow Huntington
Seymour's Boatyard
Shamrock Restaurant
Signature Premier Properties
Strongs Marine
Terry Marine
The Paramount Theatre
The Sherwin-Williams Co.
TKs Galley
Tutto Pazzo
US Luggage Co.
Viewpoint Photography
Westy Storage - E. Northport
West Shore Marina
Whyte Ink Designs
Willis Marine
and many more!



MUSICFEST SPONSORSHIP LEVELS

SKIPPER SPONSOR

\$2,500 DONATION

- Sponsor name and/or logo featured prominently on all collateral materials (web, posters, journal ads, newsletters, print media ads)
- Your logo will be prominent featured on the 2022 Musicfest t-shirt
- 1 full page color ad in 2022 Musicfest journal
- Your company banner will be displayed on the Lighthouse for 2022 Musicfest
- Social media integration - You will be recognized on our Facebook, Instagram
- You will have the opportunity to include advertising, collateral and/or giveaways for distribution to boaters at 2022 Musicfest

FIRST MATE SPONSOR

\$5,000 DONATION

Includes all benefits of \$2,500 sponsorship

PLUS

- 2 full page color ads in 2022 Musicfest journal
- 2 People allowed entry to the Lighthouse during the Musicfest

CAPTAIN SPONSOR

\$10,000 DONATION

Includes all benefits of \$5,000 sponsorship

PLUS

- An evening for 12 on the Lighthouse

ADMIRAL SPONSORSHIP

\$50,000 DONATION

★ Whole Musicfest Sponsorship

Includes all benefits of \$10,000 sponsorship

PLUS

- Your company will be publicized and announced at the 2022 Huntington Lighthouse Musicfest
- Your company will be featured in an article in the 2022 Musicfest journal with several pages dedicated to you plus a premium back cover ad placement and front cover announcement/name
- A bronze plaque will be permanently installed on the lighthouse with your company name/logo



- Your logo will be prominently displayed on all of the bags distributed for the 2022 Musicfest and 2022 Boat Parade
- You will be dominantly featured in a full page media story about your company featuring your involvement in the 2022 Huntington Lighthouse Musicfest



**HUNTINGTON LIGHTHOUSE
PRESERVATION SOCIETY**

WHAT SOME OF OUR SPONSORS ARE SAYING...

We have been a proud sponsor of the amazing Music Festival since inception and are committed to the preservation of The Huntington Lighthouse - such an important landmark in our community. DANIEL GALE SOTHEY'S INTERNATIONAL REALTY

The Huntington Lighthouse Musicfest is a one-of-a-kind event. As far as events go, the enthusiasm of the community, the excitement that surrounds the event each year and the return on our investment are unparalleled. Everyone wants to be involved! K. CONEYS, CONEYS MARINE

For a company that specializes in raft-ups - the Huntington Lighthouse Music Festival is the most special event. SOLSTICE WATERSPORTS

Lighthouse Musicfest is something we look forward to every year! Have been waiting for so long for an event to be based around the boating community on LI & we finally have one! Can't wait to see what they come up with for us every year! R. SIGNALI, HUNTINGTON

MUSICFEST 2022 *See The Light. Feel The Sound.*

Want to contribute?

We can customize a package to achieve your objectives.

Want to sponsor?

Download sponsor forms at
huntingtonlighthouse.org
lighthousemusicfest.org

Still have questions?

Pam Setchell

musicfest@huntingtonlighthouse.org

MUSICFEST 2022

Advertising Opportunities

Reasons To Advertise - EXPOSURE!

3500 JOURNALS DISTRIBUTED to local businesses, sponsors & handed out to thousands of boaters on the water at Musicfest.

OVER 1500 BOATS IN ATTENDANCE from both shores of the LI Sound and as far away as Rhode Island, CT, NJ.

OUR SOCIAL MEDIA FOLLOWING 10,000 followers: Facebook, Instagram

ADDITIONAL WEB COVERAGE Our website attracts new & repeat visitors for Musicfest

FOR FULL PAGE COLOR ADS Your logo will be featured throughout the year. **Other ads include name listing only.**

REPEAT ADVERTISERS/SPONSORS approximately 90% of our sponsors are with us over 12 years!

FULL PAGE AD
5"W X 8"H no bleed

AD DEADLINE 7/15

AD SIZES, ART MUST BE:

Full Pg 5"W X 8"H

1/2 Pg 5"W X 4"H

1/4 Pg 2.5"W X 4"H

JOURNAL SPECS

Page: 6"W X 9"H

80 lb. Gloss Cover

80 lb. Gloss Text

4-Color Process

ALL ARTWORK MUST BE SUPPLIED DIGITALLY AND BE 300DPI. PREFER HI-RES PDF but will accept Photoshop - psd, jpg, tiff or Illustrator: ai, eps, pdf. No word docs. Black backgrounds and ads with heavy ink coverage not recommended.

FILE NAME MUST INCLUDE NAME OF ADVERTISER & AD SIZE (ie. XYZ Company half page)

NEED ASSISTANCE WITH AD OR TO SUBMIT ARTWORK:
musicfest@huntingtonlighthouse.org

QUESTIONS? Call 631.421.1985

HALF PAGE AD 5"W X 4" no bleed

JOURNAL AD SPONSOR FORM

___ Full Page Color \$1400	___ 1/2 Page B/W \$300
___ 1/2 Page Color \$800	___ 1/4 Page B/W \$175
___ Full Page B/W \$500	___ PLEASE RE-RUN MY 2021 AD

Name _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

E-mail _____

Comments _____

Please Make Checks Payable To: HLPS at P.O Box 2454, Halesite, NY 11743

☐ **YES! I'll provide a giveaway** of branded marketing item/literature for pirate bags. (Min 600 pcs) Items must be delivered to us by 8/10.

QUARTER PAGE AD
2.5"W X 4"H no bleed



**HUNTINGTON LIGHTHOUSE
PRESERVATION SOCIETY**

501-C3 Non-Profit Organization, Estab.1985

*Thank You For
Your Support*

**DOWNLOAD ADDITIONAL
SPONSOR PACKS AT**
lighthousemusicfest.org
huntingtonlighthouse.org