

KRVC

Kingsbridge Riverdale Van Cortlandt



Development Corporation



Riverdale RiverFest



Block Festivals



Greenway Gala



Summer Movie Series
Shown on Our
20 Foot Movie Screen!



Greenway Events including Riverdale RiverFest * Block Festivals to Promote our Local Businesses * Outdoor Movies on our GIANT Screen * Concerts * Support These & More Great Community Building Events * Support KRVC!

Greenway Events

RiverFest 

CELEBRATE THE RIVER
IN RIVERDALE!

Sunday, June 14, 2015
12 noon—6 pm
College of Mount Saint Vincent
6301 Riverdale Avenue
Bronx, NY 10471

Riverdale RiverFest is an annual community festival to celebrate the Hudson River, and support the Bronx Link of the Hudson Valley Greenway that is under development. It takes place each June at the edge of the Hudson River, on the grounds of the College of Mount Saint Vincent.

The festival is a fun afternoon of outdoor entertainment and environmental educa-

tion for the community. Participants will have opportunities to take boat rides on the Hudson River, listen to music by local musicians, sample an eclectic variety of food, and learn about the Hudson River Greenway and the history, biology and geology of the area. Riverdale RiverFest 2014 was attended by an estimated 5,000 people. Riverdale RiverFest 2015 will be produced by the Kingsbridge-Riverdale-Van Cortlandt Development Corp./KRVC. Riverdale RiverFest was founded in 2010 by the Friends of the Hudson River Greenway, along with a coalition of residents and community groups. Admission is free.

We hope to repeat and enhance the festival in 2015, but that will depend on adequate financing. The festival costs approximately \$70,000 to produce, which, in 2014, was contributed by businesses, corporations, organizations, institutions foundations and individuals.



Gala 

RENEWAY

Sunday
October 18, 2015
6-9pm

Hebrew Home at Riverdale
Solarium & Winter Garden
5901 Palisade Avenue,
Riverdale, NY 10471

KRVC's annual greenway gala is held in spaces at the Hebrew Home at Riverdale with spectacular views of the Hudson River. The gala provides the opportunity to really showcase all the progress we have made as a community on the greenway and to raise much needed funds to support all the work of KRVC including RiverFest and other greenway events and initiatives. This fun evening is attended by more than one hundred people and the outreach for it reaches thousands. The evening features a cocktail hour, a sit down dinner, presentations, awards and much more.



Greenway Day

Sunday, April 19, 2015, 1-3pm

Riverdale Station Park,
254th Street & the Hudson River,
Bronx, NY 10471

Gather to Support the Greenway.
Enjoy Music, Children's Activities & More!



This year, KRVC is planning a new Greenway Day to give more community members the chance to show their support for the greenway in Riverdale. This day is one component of a campaign KRVC is launching called "Build it Now" which will include a postcard drive and an initiative to get local businesses, institutions and organizations signed on to a statement endorsing the greenway. The campaign will also feature a drink we launched at our 2014 gala called "The Greenway." Our goal is to market the drink in our local bars and restaurants along with information about the project and Riverdale River-

Fest 2015. KRVC will work closely with all the stakeholders in our community to move this project along. We want everyone to enjoy strolling, fishing, biking and other recreational activities along the river. The time is now to get this done for our community! The event will be held at Riverdale Station Park (pictured below).



Block Festivals

2015 Block Festivals



Sunday, May 3rd
12 noon - 4 pm
Johnson Avenue,
235th - 236th Street
Bronx, NY 10463

Sunday, September 20th
12 noon - 4 pm
Riverdale Avenue,
258th - 259th Street
Bronx, NY 10471

Since 2010, KRVC has organized numerous festivals in Riverdale. These festivals serve to enrich our community by bringing diverse groups, across all ages, races and religions, together. Our goal is to create, build, and grow a vibrant, connected and engaged community for its residents and businesses by leveraging the universal power of live music, theater, street performers, original art, children's activities and more.

Most of our festivals have been held on commercial corridors, engaged the local businesses, generated media attention and been attended by thousands of people. KRVC has partnered with the local Merchants Associations for some of our events, which have served to promote the local businesses on those blocks. Our local elected officials, Community Board 8 and the 50th Police Precinct have also played instrumental roles in making these events, some of which have required the closure of major streets, possible.

KRVC's goal is to revitalize our community, boost our businesses and create a unique cultural experience through these festivals.

Our festivals cost about \$20,000 each to produce are partially funded by a generous grant from the Bronx Council on the Arts and by many local business sponsors. State Senator Jeff Klein has also sponsored our last several festivals and has allocated funding to KRVC so that we can purchase our own stage, sound equipment, tents, amusement rides and even a truck to transport the items to our events!

The live music and entertainment for these events is produced by Linda Manning of Linda's Jazz Nights.

More recently, KRVC has partnered with the Riverdale Press to produce the festival programs. The programs are included in the edition of the Riverdale Press that is released the week of the event and reaches an estimated 10,000 community residents. In addition, through a partnership with our local elected officials and the Kingsbridge-Riverdale-Marble Hill Food and Hunger Project, all of KRVC's events now include a canned food drive. KRVC also partners with the Riverdale Art Association and our festivals feature original art produced by local artists.

Some of our festivals have featured the Bronx Culture Trolley, the 50th Precinct's

Rock Wall, bounce castles, pony rides, a petting zoo, magicians, puppet shows, face painting, hair spraypainting, pumpkin decorating and much, much more!

We can only continue to produce these events if they are supported by generous sponsorships. The more funds we raise, the more special these events can be and the more attractions we can offer.



Outdoor Movies, Indoor Concerts & More!



**2015 Movies,
Concerts,
Red Carpet
Event & More!**



New this year! The Riverdale Review will produce our program and include it as an insert in selected summer 2015 issues!

2015 Summer Movie Night Series

Saturday, June 20, Vinmont Park, Mosholu Avenue at 255th Street, Bronx, NY 10471

Thursday, July 30, Movie on the Avenue, Riverdale Avenue, 236th-238th Street, Bronx, NY 10463

Saturday, September 5, Seton Park, 232nd & Independence Avenue, Bronx, NY 10463

More summer movie nights will be added—events are planned for Marble Hill, Van Cortlandt Village, Morris Park and other locations.

Outdoor Movie Series—Since 2011, KRVC has organized more than a dozen summer movie nights in the communities of Riverdale and Woodlawn, as well as some in other parts of the broader Bronx area. These movies are held outside during the summer months and have been attended by hundreds of community members.

In 2013, KRVC received a generous grant from State Senator Jeff Klein to support our outdoor movie series. Through this funding, KRVC purchased a 20 foot Movie Screen, which we debuted at our July 2013 movie night in Vinmont Park. Owning our own movie screen and other expensive equipment brings with it the opportunity for us to use the equipment to reach as many people as we can in our and nearby communities: to bring them a special, community-building experience. Through our partnership with Senator Klein's office, KRVC has proudly branched out and hosted movie nights throughout the broader Bronx area.

Red Carpet "Meet the Riverdale Merchants" Movie Premiere Event—KRVC received a generous grant from NYC Councilmember Andrew Cohen to produce a "Meet the Riverdale Merchants Movie." The movie will be released this spring at a very special event. The event will feature a red carpet, champagne, hors d'oeuvres, live music, entertainment, awards and more. It will be a special evening in our community to promote our businesses and it is scheduled for:

Thursday, May 28, 2015

Meet the Merchants Movie Red Carpet Premiere Event
Sotheby's International Realty, 3732 Riverdale Avenue, Bronx, NY 10463



Indoor Concerts—For the first time, KRVC is planning to host two indoor concerts in 2015 scheduled for March 26th and November 19th. These events will feature live music produced by Linda Manning of Linda's Jazz Nights.

2015 Major Sponsor Package

KRVC's major sponsor package for 2015 includes sponsorship of all of our 2015 events at the top level including all the greenway events, the block festivals, the summer movie night series, the indoor concerts, our Red Carpet Movie Premiere and more (see the pages that follow for those package details). In addition, the 2015 major sponsor package includes the following extra incentives:

Logo featured on KRVC's state-of-the-art website home page (may rotate depending on number of major sponsors). Website receives hundreds of hits every day!

Business, Institution or Organization featured as KRVC sponsor of the month—website home page link, news entry on the website with photos, mention in the KRVC eblasts, which go out to thousands and more included for sponsors of the month.

Business featured in KRVC's online business directory. Institutions and organizations featured in KRVC's neighborhood directory.

Logo featured in all KRVC eblasts and on special banners used at all events and promos. KRVC holds special promotional events to generate publicity for our upcoming main events and major sponsors are invited to attend.

Logo featured on KRVC's greenway gala tote bags and T-shirts.

Logo featured on our 20 Foot Movie Screen at all the movies held during our summer movie series.

Half page ad in the *Riverdale Review* for your business, organization or institution. (Two full page ads total!)

Option to appear in our "Meet the Riverdale Merchants Movie."

Please sponsor the great events described in this magazine! Additional movie nights, biz boosters (concerts, etc.), meetings, etc. will be scheduled. All events tentative pending permit approvals and fundraising. Please also note that most events take place outside and do not have rain dates. Our sponsor packages include lots of promotional incentives to offset the risks of inclement weather. Our 2015 major sponsor package is also heavily discounted to offset the risk of event cancellations.



Special Bonus! KRVC Team Captains get two full page ads in the Riverdale Review!



2015 Major Sponsor Package

Includes top greenway sponsor package for all three greenway events, top block festival sponsor package for all three block festivals, top sponsor package for the summer movie nights, the indoor concerts, the Red Carpet Movie Premiere Event and all the extra incentives listed above.

**KRVC Team Captain
Cost—\$12,000**

payment must be received by March 10, 2015

The top greenway sponsor package includes sponsorship of all three events in 2015: Riverdale RiverFest, the Greenway Gala and also Greenway Day.

The Top Riverdale RiverFest Sponsor Package Details

Online and Print Promotion that will reach tens of thousands of people including a jumbo size ad in the event program, which is produced and included in the *Riverdale Press*, proud sponsor store sign, logo or listing on stage banner, flyers, eblasts, website listing, special sponsor exhibit space at the event with tent coverage and much more.—\$5,000



Program produced in the Riverdale Press

The Top Greenway Gala Sponsor Package Details

Gala Table for 8. Online and Print Promotion that will reach thousands of people including two full page ads in the gala program, proud sponsor store sign, logo on Step and Repeat Banner, eblasts, web listing and much more.—\$5,000

The Top Greenway Day Sponsor Package Details

Online and Print promotion that will reach thousands of people including proud sponsors store sign, special exhibit space at the event for sponsor promotional materials, logo on event banners, eblasts, web listing, flyers and more. —\$1,000

**Top Greenway Sponsor Package
(Includes all three 2015 Greenway Events)
Greenway Captain
Cost—\$10,000**



Special Package Bonus! Full Page Ad in the Riverdale Review

The top block festival sponsor package includes sponsorship of both 2015 block festivals.

The Top Block Festival Sponsor Package Details

Online and Print Promotion that will reach tens of thousands of people including a jumbo size ad in the event program, which is produced and included in the *Riverdale Press*, proud sponsor store sign, logo or listing on stage banner, flyers, eblasts, website listing, special sponsor exhibit space at the event with tent coverage and much more.—\$1,500 per festival



Programs produced in the Riverdale Press

**Top Block Festival Sponsor Package
(Includes both 2015 events)
Block Festival Series Captain
Cost—\$2,500
Special Package Bonus!
Half Page Ad in the Riverdale Review**



The top movie and concert package includes sponsorship of all movies, concerts and our Red Carpet Movie Premiere Event in 2015:

The Top Movie Night Sponsor Package Details

Online and Print Promotion that will reach tens of thousands of people including proud sponsor store sign; logo displayed on flyers, event signage, website and in eblasts; special exhibit space at the event for sponsor promotional materials and much more.

New! This year we are holding a “Movie on the Avenue” as part of our series. A movie will be held on July 30th on South Riverdale Avenue involving the local businesses and bringing hundreds of people onto the commercial corridor. Program for the movie night series

will be produced by and included in selected late spring and summer editions for the *Riverdale Review!*

Top sponsor package includes a jumbo ad in the programs.—\$2,000 for the series



The Top Red Carpet Movie Premiere Event Sponsor Package Details

Two tickets to the premiere event. Full page ad in the event program. Online and Print promotion that will reach thousands of people including logo on Step and Repeat Banners, eblasts, web listing and more.—\$500

The Top Indoor Concert Sponsor Package Details

Two tickets to the concert. Online and Print promotion that will reach thousands of people including special exhibit space at the event for sponsor promotional materials, logo on event banners, eblasts, web listing, flyers and more.—\$500 per concert

Top Concert & Movie Sponsor Package

(Includes all 2015 movies, concerts and Red Carpet event)

Movie & Concert Series Captain

Cost—\$2,500

**Want to Mix & Match
the Top Packages?**

**We will work with you
to create a top
package that fits your
interest and budget.**

**Want to support us
but not at these top
levels?**

**Soon we will release
packages for each
event at
different levels.**

About our sponsorships. First and foremost these sponsorships help us offset the tens of thousands of dollars we incur each year in order to produce all of these great events for our community. We are so grateful to our sponsors for helping us finance all of our festivals, movies and other great community events. These packages also provide our sponsors with great promotion opportunities. We are also grateful for our partnerships that make these events possible. These include partnerships with all our local elected officials, Community Board 8, the 50th Police Precinct, Linda's Jazz Nights, the College of Mount Saint Vincent, the Hebrew Home at Riverdale, Sotheby's International Realty, the Riverdale Press, the Riverdale Review, the Kingsbridge-Riverdale-Marble Hill Food & Hunger Project, the Riverdale Art Association, the North Riverdale Merchants Association, the South Riverdale Avenue Merchants Association, Kelly Ryan's and many other entities.

2015 Calendar

Thursday, March 26

Jazz Concert

Kelly Ryans, 5790 Mosholu Avenue, Riverdale, NY 10471

Sunday, April 19

Greenway Day

Riverdale Station Park, 254th Street & Hudson River, Bronx, NY 10471

Sunday, May 3

Block Festival

Johnson Avenue, 235th-236th Streets, Bronx, NY 10463

Thursday, May 28

Meet the Merchants Movie Red Carpet Premiere Event

Sotheby's International Realty, 3732 Riverdale Avenue, Bronx, NY 10463

Sunday, June 14

Riverdale RiverFest

College of Mount Saint Vincent, 263rd & Riverdale Avenue, Bronx, NY 10471

Summer Movie Night Series

Saturday, June 20

Vinmont Park, Mosholu Avenue at 255th Street, Bronx, NY 10471

New! Movie on the Block! Thursday, July 30

Riverdale Avenue, 236th-238th Street, Bronx, NY 10463

Saturday, September 5

Seton Park, 232nd & Independence Avenue, Bronx, NY 10463

More summer movie nights will be added—events are planned for Marble Hill, Van Cortlandt Village, Morris Park and other locations.

Sunday, September 20

Block Festival

Riverdale Avenue, 258th-259th Streets, Bronx, NY 10471

Sunday, October 18

Greenway Gala

Hebrew Home, 5901 Palisade Avenue, Bronx, NY 10471

Thursday, November 19

Indoor Concert

Location TBA



www.krvcdc.org

Please sponsor these great events! Additional movie nights, biz boosters (concerts, etc.), meetings, etc. will be scheduled. All events tentative pending permit approvals and fundraising. Please also note that most events take place outside and do not have rain dates. Our sponsor packages include lots of promotional incentives to offset the risks of inclement weather. See magazine for more details.