



## **E X E C U T I V E   S U M M A R Y**

### **OVERVIEW:**

One of New Jersey's most popular events is the Edison Fall Family Spectacular. Residents of Middlesex County and beyond mark their calendars for this incredible celebration. It is an event where adults, teens and kids are excited to attend for the non-stop entertainment and the non-stop fun. There's a dazzling fireworks show, an awesome music line up, activities that engage kids of all ages, sports stars, a car and motorcycle show and much, much more. The Edison Fall Family Spectacular, celebrating its 19th year, is one of the best attended events in the region and provides brands numerous touch points to create a powerful connection with a highly desirable local audience.

### **SPONSORING ORGANIZATION:**

Edison Recreation Department in conjunction with the Township Of Edison

### **WHEN:**

Saturday, September 24, 2011 10 am to 11 pm

### **WHERE:**

Municipal Park, Edison, NJ

### **TARGET AUDIENCE:**

The Edison Fall Family Spectacular attracts an estimated audience of over 30,000 with a skew towards families. Attendees come primarily from Edison County and surrounding counties. Median income is \$95K+.

### **EVENT HIGHLIGHTS:**

- Free all day musical entertainment featuring popular national and local acts.
- KidZone with a wide variety of children's amusements, arts and crafts and more.
- Sports legends including professional wrestlers in an exhibition match.
- Classic car and motorcycle show.
- Special raffles and giveaways.
- Food area including a new Italian Extravaganza section.
- A fireworks finale that is one of the biggest in the tri-state area.

### **SPONSOR BENEFITS:**

- Efficiently reach an audience of 30,000 where the average attendee stays for 3+ hours.
- High impact branding.
- Event is supported with a strong local media presence including print, radio and transit advertising, on line, PR outreach, light pole banners, posters that will all feature your brand or service.
- Customized booths created in partnership with This is It!
- 360 degree on-site coverage for your brand through prominent banner placements and signage, and hourly mentions from stage.
- Reach consumers directly through product placement, couponing, sampling, contest and other on-site direct response promotions.
- Create in-store traffic and merchandising opportunities leading up to the event.
- Establish a long lasting connection with consumers in a meaningful way and attain positive work of mouth for your brand.

### **2010 CORPORATE PARTNERS:**

101.9 RXP FM, Q104.3 FM, 92.3 NOW FM, 101CBS FM, Q 102.7, NJ.com, The Township of Edison, TD Bank, Investors Saving Bank, Philly Pretzel Factory, Budweiser, Bud Light