



ANCIENT ORDER
OF
HIBERNIANS
IN AMERICA

"Hooley on the Hudson™" Sponsorship Summary

We are in the process of recruiting sponsors to help cover the entertainment costs for the Hooley on the Hudson™ Irish festival being presented by the City of Kingston and the Ancient Order of Hibernians Ulster County Division 1. The event will take place in the TR Gallo Park on the lower Broadway waterfront in Kingston, NY on Sunday, September 1, 2024, from 11:30 AM until 9:00 PM. 23 years of celebrating Irish Culture.

Our festival does not charge the public any admission fee. Our goal is to provide a high-quality, low-cost day of family entertainment of Irish music, dancing, and fun. Last year's festival was a great success, it was estimated that over 20,000 people attended, on a sunny Labor Day Weekend Sunday. The vendors that attended reported substantial profits.

Our *Corporate Sponsors* felt that radio, poster, and banner ads well represented their businesses. One Corporate sponsor reported that clients and prospects from the greater New York area, Albany, Catskill, Kingston, Rhinebeck, Poughkeepsie, Goshen and eastern Connecticut heard the radio ads over the 3-week advertising period. The Kingston Police Department commended the festival as one of smoothest events they have attended. It has been estimated this year's festival may have higher attendance due to its growing popularity.

On a local basis, our aim is for 25-30 Corporate sponsors. We are currently looking for new business areas to sponsor us-including law firms, accountants, car dealers, contractors, and other businesses that would like to increase their visibility in a positive way.

Local Sponsors receive the following promotional advertisements/endorsements:

3 weeks of radio advertising on 5 local stations- including 24 or more ads/week of drive time coverage- This will be heard by tens of thousands of consumers.

Poster/Banner Ads with our major and local sponsors will be conspicuously displayed on major venues in Kingston-for weeks in advance- as well as on the stage background- for the hordes of consumers to see from 10AM--9PM the day of the festival.

Festival Schedule Handouts will also detail our major and local sponsors. These will be handed out before and during the festival.

Our local AOH chapter is 300+ members strong. Consisting largely of local families, small business owners, their employees, civil servants, etc. They will see the names of our sponsors in their monthly newsletter, recommending they do business with our sponsors.

WE TRULY APPRECIATE YOUR SPONSORSHIP- Call Frank Carey 845-532-6632

Email: francisjcarey@gmail.com



**HOOLEY ON THE HUDSON XXIII
KINGSTON IRISH FESTIVAL 2024
SEPTEMBER 1, 2024
LOCAL SPONSORSHIP APPLICATION
\$2000**

Business Name: _____

Contact Name _____

Address: _____

City _____ **State** _____ **ZIP** _____

Phone _____ **Cell** _____

Email _____

**The Hooley on the Hudson™ supports the Community Activities of the
Fr. Con Colbert Woulfe, Division 1 Ulster County Ancient Order of Hibernians**

Local Sponsorship Contact:

Frank Carey - francisjcarey@gmail.com – 845-532-6632 text

**Please forward your Sponsorship and Logo if it has changed from last year for our advertising
by August 1, 2024, to insure you are on all of our promotional material**

**All checks are to be made payable to
ULSTER COUNTY ANCIENT ORDER OF HIBERNIANS
(Memo: Hooley™)
and send to
PO BOX 2026,
Kingston, NY 12402**



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**23ND Annual Hooley on the Hudson™
Sunday Labor Day Weekend---SEPTEMBER 1, 2024
11:00 AM-900 PM**

Kingston, N.Y: The City of Kingston and the Ancient Order of Hibernians Division 1, Ulster County are proud to announce the twenty second annual Hooley on the Hudson™ Kingston Irish Festival, to be held on Sunday, September 1, 2024. The Festival will take place at the T R Gallo Memorial Park on the Rondout Creek from 11:00 AM until 9:00 PM. Four main venues will feature live music, step dancing, children's activities, and traditional music for all ages.

The Ancient Order of Hibernians, Fr. Con Colbert Woulfe Division 1, Ulster County, and the City of Kingston invite you to be a member of its "Parade of Dignitaries" at its annual Hooley on the Hudson XXIII to be held on Sunday, September 1, 2024 (the day before Labor Day) from 11:00 AM until 9:00PM at the beautiful waterfront at the T.R. Gallo Memorial Park on the Rondout Creek in historic Kingston, New York.

Our "Parade of Dignitaries" is one of the highlights of our Irish Festival and allows our marchers to meet with some of the 20,000 plus attendees from throughout the Northeast who have made "The Hooley" a place to gather and celebrate Irish culture with three stages of Irish music, and a children's activity tent (for the little ones), and numerous food and craft vendors. Focused on family, this event is free to all, Irish or not. Indeed, many families and school groups have made "The Hooley" their meeting venue each year.

The Hooley on the Hudson XXIII promises to surpass last year's record- breaking attendance. Our focus on family entertainment is crucial to our event and our free admission allows families the opportunity to enjoy our proud Irish heritage without financial burden.

This is a free family event sponsored by The Ulster County Division 1, AOH and the City of Kingston. This Festival could not happen without the cooperation of the City of Kingston and Mayor Steve Noble, our other elected officials, and all of our committed sponsors." said AOH Father Con Colbert Woulfe Division 1 Ulster County President Jim Carey. "The continued support of the community, volunteers, and well-wishers, along with the special help of former Assemblyman Kevin Cahill, will make this year's Hooley on the Hudson™ as much of a success as last year's." "We depend on the generosity of our corporate sponsors to help keep this event free to the public. So, we ask that you keep our sponsors in mind when you require their services."

Friends of the Festival are also invited to help support this great community event. For information about vendor spaces or a Friend of the Festival sponsorship, Call Frank Carey 845-532-6632- Email: francisjcarey@gmail.com. Join us for this special 'Hooley on the Hudson™' Labor Day weekend. Admission is free.



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Highlights include:

Yosh Stage, Ken Brett (MC) Tommy Flynn (anthems), Kitty Kelly, Farrell Dancers, Andy Cooney, Derek Warfield, Canny Brothers

Feeney Stage, Jimmy Walsh (MC), Little Creek, Celtic Heels, Slainte, Sheridan Ruitin, Mc Groovin.

Our Children's Activities will be presented by Play Haven in our Family Rest Play Area throughout the day.

The Yosh and Feeney stages will offer our very own exhilarating Ulster County AOH Pipes and Drums Band led by our Honor Guard as well as the ever-popular Irish dance groups with Celtic Heels and the Farrell School of Irish Dance.



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DIRECTIONS TO THE HOOLEY™

Take the New York State Thruway to Exit 19 (Kingston). You will be exiting the toll booth onto the Kingston Roundabout. Take the second exit from the Roundabout for Washington Avenue. Proceed on Washington Avenue.

There will be signs directing you to parking venues. The City and the AOH have arranged several parking venues for the "Hooley™" that are clearly marked. Free shuttle buses will be provided to the Hooley™ site at the Rondout in Kingston.

Parking venues are: The Kingston Plaza, the Cornell Street public lot and Kingston Point. Handicap Parking will be available at Kingston Point

MORE INFORMATION

Additional information on the Hooley on the Hudson™ Irish Festival is available by visiting the Web site at www.ulsteraoh.com. You can email us at events@ulsteraoh.com or by calling 845-532-6632

