

TEENFEST 2017

www.cnyteenfest.org

EVENT FACTS

WHAT: TeenFest gives teens an opportunity to learn in a fun environment that features live music, a variety of food choices, and information on goods, services, and opportunities for teens. The entire event is organized by Contact Community Services' Teen Talk program, where teens create web-based media content that promotes healthy choices for their peers. Teen Talkers are involved in all aspects of TeenFest, including booking the entertainment, selecting vendors, decorating, fundraising, marketing, and media promotion – giving TeenFest the unique advantage of being designed for teens, by teens.

DATE: Saturday, Aug. 5, 2017

LOCATION: Henninger High School, 600 Robinson St., Syracuse

AUDIENCE: Youth ages 13-19 from the Central New York community. Anticipated event attendance is approximately 1000. Attendees are influencers who value peer interaction, community involvement, and opportunities to connect with the goods and services that impact their lives now and shape who they become as they enter adulthood.

EVENT EXPOSURE: In addition to event attendees, TeenFest and its sponsors are promoted through the websites and social media channels of Teen Talk and Contact Community Services, including Facebook, Twitter, YouTube, and direct email marketing. The combined reach is approximately 18,000 impressions each month. TeenFest was featured in all major Syracuse media markets in 2016, including Syracuse.com, Time Warner Cable News, the Syracuse New Times, 93Q, Sunny 102, NewsChannel 9, and WSTM.

SPONSORSHIP: Multiple tiers of premium-level sponsorship are available. Sponsorship provides opportunities to be featured on promotional materials and the event website, and mentioned in promotional appearances and on stage. Customized sponsorship packages are available to fit sponsor needs.

About Teen Talk: Teen Talk is a multi-media experience for teens, created by teens. Our mission is to promote teen voices for healthy choices throughout the Central New York region. Teen Talk is a program of Contact Community Services, Inc. For more information, visit www.teentalkradio.org.

About Contact Community Services: Contact Community Services is a regional, human services organization dedicated to suicide awareness and prevention. Contact offers community and school-based services, supported by staff and volunteers. Contact provides strengths-based social, emotional, behavioral, mental health and academic support services for youth and adults that advance positive behavior and social, emotional and mental health. For more information, visit www.contactsyracuse.org.

Contacts:

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