



Support KRVC & Light Up Our Community in a BIG Way in 2017

Happy 2017 everyone and please celebrate it with KRVC. The enclosed materials include a brochure, which describes in detail the programs, initiatives and events of KRVC. Also, find a 2017 calendar of events with more to be scheduled. Our top sponsor packages are included as well, which feature numerous components to build your business profile in our community.

Our print and online promotion reaches tens of thousands of community members. The marquee component is our bus shelter ad campaign. Please note that the deadline to have your logo featured on the first one is March 10th. The ad will be for RiverFest and will be located at the bus shelter on Riverdale Avenue at 236th Street throughout the months of April and May. April 10th is the deadline to have your logo featured on the FOUR bus shelter ads we will produce for the month of May. Those ads will be featured at two Riverdale Avenue locations and two Broadway locations.

I also want to take this opportunity to introduce you to myself and to everyone at team KRVC. I started here in 2012 as a member of the Board of Directors and then in 2013 I became the Development Director. My job is to ensure that you, our sponsors, have a positive experience with KRVC. Please reach out to me to set up an introductory appointment for 2017. If you become one of our top sponsors, please do not hesitate to contact me throughout the year with any questions you might have and I will set up regular times to touch base with you as well.

KRVC

Kingsbridge Riverdale Van Cortlandt



**Development
Corporation**

Team KRVC also includes our dynamic and endlessly energetic Executive Director, Tracy Shelton. Since Tracy took over KRVC in 2010, we have experienced tremendous growth and started all the new programs, initiatives and events described in our brochure.

Other team principals include our dedicated Board of Directors President, Paul Moore; our Chief Financial Officer and Broadway in the Bronx Coordinator, Shari Hall; our Special Events Coordinators, Linda Manning and Edan Segal and our Greenway and RiverFest Coordinator, Cliff Stanton.

Our team also includes our Jobs Program Coordinator, Holly Makin; our Newsletter Designer, Ty Cumbie; our Administrator, Shannon Goodson; my Development Assistant, Ana Gonzalez-Ribeiro; Photographers, Stacey Natal and Arnie Adler and Videographer, Ari Oshinsky. Most of us are included in our team photo below.

Again, on behalf of all of us at KRVC, we wish you a Happy 2017 and thank you for your past, present and future support of our community.

Farrah Rubin

Development Director

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