

# WELCOME 2016



## community partnership program

We welcome all businesses and organizations to participate in the Township's Events. Towamencin feels it is important for businesses to connect with their community through monetary and product donations. It allows the business or organization to advertise, build their local economy and understand the needs of their consumers/clients. Below is an explanation of how being a community partner with Towamencin Township can help you and promote your business or services, while improving your community.

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*"Thank you. Such a nice event. My son had a blast."*

*-Denise Calabretta*

*"We all had a great time, can't wait to do it again!" - Sheila McCoy*

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### **Towamencin Events' Yearly Accomplishments:**

#### **Estimated Event Attendees**

<b>Towamencin Community Day (May 14th)</b>	1000+
<b>Summer Concert (TBA)</b>	800+
<b>Summer Concert The Mango Men (July 28th)</b>	1000+
<b>Summer Concert (TBA)</b>	800+
<b>Summer Concert (TBA)</b>	800+
<b>Movies in the Park (July 10 and August 7th)</b>	300 + each
<b>Turkey Trot 5k (November 19th)</b>	1000+
<b>Holiday Lights Festival (December 3rd)</b>	500+

**\*\*Spring and Fall Newsletter reaches over 7000 residents/businesses**

**Non-Monetary Donations:** Sometimes in lieu of money, businesses donate food/drinks for the Township to give away at our events. If you cannot give money but would like to contribute in another way, please detail your donation and quantity.

**Ball Park Sign:** This is a 4' X 8' high quality aluminum sign, with your company's logo printed on it, to be hung on the fence of the baseball field at either the Bustard Road Field or Butch Clemens Park, during the season, from April through September. First time advertisers will pay a fee of \$335 for each promotional sign at the Bustard Road Field location or \$435 at Butch Clemens Park. While returning advertisers will pay a fee of \$160 for Bustard Park Field, \$260 for Butch Clemens Park.

**Newsletter Ad:** We have combined our newsletter ad space with our special events. We are offering the following options: 1/8 of a page, 1/4 of a page, 1/2 Page, and a Full Page ad space in our Township Newsletter. They will be color ads that run in both the Spring and Fall newsletters, which are mailed to over 7000 residents and businesses.

It is a bigger overall Newsletter size in order to maximize your advertising potential with more content for our readers. The Newsletter is environmentally friendly, attractive, and recyclable.

**Please email your 1000 pixel jpeg Ad to [events@towamencin.org](mailto:events@towamencin.org), when you send in your payment for sponsorship. Ad payment and image need to be submitted by February 12th, in order to make the Spring Newsletter deadline.**

### **Newsletter Ad-Space Dimensions**

**1/8 Page Ad**

**5"W x 2 5/8"H**

**1/4 Page Ad**

**5"W x 5 3/8"H**

**1/2 Page Ad**

**10 1/8"W x 5 3/8"H**

**Full Page Ad**

### ***Bronze Sponsorship:***

Picket sign that will be displayed at the **Movies in the Park**.

Free attendance at these events: to set up a booth, advertise, and hand out promotional materials.

PowerPoint **commercial** on the reel that plays before the movies.



### ***Silver Sponsorship:***

Picket sign that will be displayed at the **Movies in the Park and four concerts**.

Free attendance at these events: to set up a booth, advertise, and hand out promotional materials.

PowerPoint **commercial** on the reel that plays before the movies.

**Notation from the band** at the beginning of the concerts.

### ***Gold Sponsorship:***

Picket sign with your company's logo will be displayed at **ALL Towamencin Community Events**.

Free attendance to all events: to set up a booth, advertise, and hand out promotional materials.

PowerPoint **commercial** on the reel that plays prior to the movies.

**Notation from the band** prior to the start of the concerts.

**Company logo printed on the T-shirts** for the Turkey Trot 5K.

**You will get a 5% discount on whatever ad size you pick for the newsletters!!**

### ***Platinum Sponsorship:***

4' X 12' banner will be displayed at **ALL Towamencin Community Events**.

Free attendance to all events: to set up a booth, advertise, and hand out promotional materials.

PowerPoint **commercial** on the reel that plays prior to the movies.

**Notation from the band** prior to the start of the concerts.

**Company logo will be printed on the T-shirts** for the Turkey Trot 5k.

This exclusive membership will include your company **name/logo on our website, in the press releases/facebook posts** we send to all the local advertising establishments.

**You will get a 10% discount on whatever ad size you pick for the newsletters!!**



# community partnership program

**Check each box for your corresponding sponsorship and/or advertising preferences.**

## **Sponsorships Levels**

- Platinum (\$2,500)
  - Gold (\$1,000)
  - Silver (\$500)
  - Bronze (\$250)
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## **Newsletter - Advertising Opportunities**

- Full page Ad in Township Newsletter Spring/Fall (\$2,160)
  - 1/2 page Ad in Township Newsletter Spring/Fall (\$1,340)
  - \* Additional \$200 charge for back page, per edition, first come first serve
    - Spring Newsletter
    - Fall Newsletter
  - 1/4 page Ad in Township Newsletter Spring/Fall (\$700)
  - 1/8 page Ad in Township Newsletter Spring/Fall (\$440)
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## **Ball Park Sign - Advertising Opportunities**

- Ball Park Sign Bustard Road Park (\$335 or \$160 for returning participants)
- Ball Park Sign Butch Clemens Park (\$435 or \$260 for returning participants)

**Sponsor:**

**Contact Person:**

**Title:**

**Address:**

**Phone:**

**Email:**

**Website:**

**Please make checks payable to Towamencin Township. You can email, mail, or fax forms along with payment to:**

**Towamencin Parks and Recreation, PO Box 303, Kulpsville, PA 19443.**

**Phone: 215-368-7602, Fax: 215-368-7650 [events@towamencin.org](mailto:events@towamencin.org)**

**Please email a 1000 pixel jpeg image of your advertisement to [events@towamencin.org](mailto:events@towamencin.org) when purchasing Ad Space by 02/12/2016.**