



Borough of West Chester Parks & Recreation Department

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Dear Potential Event Sponsor:

We invite you to join the West Chester Parks & Recreation Department, as an Event Sponsor, for our 2018 festival season. For more than 30 years, the West Chester Parks and Recreation Department has provided the community with a variety of events and activities. This year, we are planning another entertaining festival season filled with music, food, and excitement.

The West Chester Parks & Recreation Department can offer your organization excellent sponsorship advantages with strong marketing value such as;

- TV commercials supporting West Chester Parks and Recreation and our sponsors
- Your organization's logo or name on all promotional material
- Your organization's logo or name on the official event street banner
- Prime booth placement in a high traffic area of the event
- Regional crowd exposure ranging from 5,000 to 30,000 festival attendees
- Advertisements in our activity guide that has a distribution of more than 15,000
- Your organization's logo or name with a link on our website
- Social Media exposure with our ever growing base of supporters including more than 5,000 Facebook and 3,200 Twitter followers

Your sponsorship will help make each event something special. Proceeds will go towards entertainment, games, activities, and any new event offerings

Sponsorship levels may be event specific. For example, if there is a certain aspect of an event or a particular event you would prefer to sponsor, we are more than happy to accommodate your request. If you are interested in a more specific sponsorship opportunity, please contact our office.

Attached, is a description of each sponsorship level. These levels represent guidelines from which our department can customize your specific sponsorship. If you have any questions or concerns, please feel free to contact us. We hope we will be able to include you as one of our sponsors and look forward to working with you to promote your organization.

Thank you,

Keith Kurowski,
Director of Parks & Recreation

Sponsorship package guidelines

Platinum Plus Sponsor - \$10,000

- 10x20 prime booth space for all major and non-major events
- 10x20 tent, two tables, and four chairs
- Logo on all event advertisements and promotional material
- Logo and link on the West Chester Parks & Recreation website as a sponsor
- Logo placed on street banner for all major events. (hung in downtown West Chester two weeks prior to each event)
- Full-page color ad in two West Chester Parks Recreation Activity Guides
- Social Media Promotions on Facebook and Twitter

Platinum Sponsor - \$7,500

- 10x20 prime booth space for three events and four Swinging Summer Thursdays
- 10x20 tent, two tables and four chairs
- Logo on all event advertisements and promotional material
- Full page color ad in one West Chester Parks & Recreation Activity Guide
- Social Media Promotions on Facebook and Twitter

Gold Sponsor - \$5,000

- 10x20 booth space for two major events and two Swinging Summer Thursdays
- 10x20 tent, two tables, and two chairs
- Logo on all local advertisements and promotional materials for all major events
- A half - page color ad in one West Chester Parks & Recreation Activity Guide
- Social Media Promotions on Facebook and Twitter

Silver Sponsor - \$4,000

- 10x10 booth space for two major events and one Swinging Summer Thursday
- 10x10 tent, one table, and two chairs
- Company name listed on advertisements and promotional materials for all major events
- A half - page black and white ad in one West Chester Parks & Recreation Activity Guide.

Bronze Sponsor - \$3,000

- 10x10 booth space at two major events
- 10x10 tent, one table, and two chairs
- Company name listed on advertisements and promotional materials for all major events
- Company name listed in a West Chester Parks & Recreation Activity Guide

Major Events include May Day Festival of the Arts, Super Sunday, Turks Head Music Festival, and The Chester County Restaurant Festival. Non Major events include the series of Swinging Summer Thursdays, Touch A Truck, West Chester's Vintage Market, and the Halloween Parade



West Chester Parks & Recreation

2018 Festival Descriptions

- **May Day Festival of the Arts**

Sunday, May 6

11:00AM-4:00PM, Everhart Park – 100 South Brandywine Street

May Day Festival of the Arts is a daylong celebration of the arts held at Everhart Park. Approximately 45 to 60 artists set up booths throughout the park to sell their high quality arts and crafts. This festival also includes entertainment, artisan demonstrations, an outdoor art show and delicious food for visitors to enjoy all day. Festival attendance ranges from 2,000 to 2,500.

- **Super Sunday**

Sunday, June 3

11:00AM-5:00PM, Downtown West Chester

Super Sunday is the first downtown street festival of the year and is our unofficial kick-off of summer. This family based event is full of entertainment and delicious food. Children's entertainment for the day consists of crafts, games, and rides. For the adults, there are four blocks of local food vendors, information booths, local artisan booths, and live bands at two locations. Festival attendance ranges from 5,000 to 7,000.

- **Turks Head Music Festival**

Sunday, July 15; Rain Date: July 22

12:00PM-8:00PM, Everhart Park - 100 South Brandywine Street

Turks Head Music Festival is a daylong celebration of local music held at Everhart Park. Approximately 70 to 90 artists and vendors set up booths throughout the park to sell their high quality arts and crafts. Throughout the day, the two stages will feature eleven local bands performing different genres of music. Terrific fresh food from local vendors is available all day. Festival attendance ranges from 5,000 to 6,500.

- **Touch A Truck Day**

Sunday, August 12

12:00PM-4:00PM, Government Service Complex – 601 Westtown Road

Touch a Truck Day is a family friendly event that allows children of all ages to explore the vehicles that fascinate them. This hands on event gives children the opportunity to see, touch, interact with and learn about dozens of vehicles. Festival attendance ranges from 2,000 to 4,000.

- **Chester County Restaurant Festival**
Sunday, September 16; Rain Date: September 23

12:00PM-5:30PM, Downtown West Chester

The Chester County Restaurant Festival is the biggest festival of the year. This foodie event is full of entertainment, information booths, local artisans, and tons of delicious food from around Chester County. Local Chester County food vendors and restaurants take over Downtown West Chester serving up some of their delicious, gourmet, ethnic, and unique restaurant favorites. Our Beer and Wine Garden (on N. Church St.) is a great place to stop and enjoy your food and a beverages. There are three stage areas with bands performing throughout the day. Attendees will have an opportunity to meet our local food producers and buy fresh, locally crafted goods on site! Festival attendance is 25,000+.

- **Swingin' Summer Thursday Series**
June 7, July 12, August 2, September 6

6:30PM-9:30PM, Downtown West Chester

The Swingin' Summer Thursday Series is an evening of live music on the streets of Downtown West Chester. It is held the first Thursday in June, July, August, and September. Each Swingin' Summer Thursday has a musical genre theme and two bands are selected to perform. Local food vendors, information booths, and local artisan booths are spread out among two blocks of Downtown West Chester. Festival attendance ranges from 2,500 to 3,500.

- **West Chester's Vintage Market – A Vintage Garage Sale**
Dates: May 4 and October 5

4:00PM to 9:00PM, Chestnut Street Parking Garage – 14 East Chestnut Street

This event takes place during First Fridays, held in the Borough. This event hosts a variety of vintage inspired vendors selling retro, industrial, up-cycled, and other unique vintage finds. There will also be crafters and food trucks present along with live music.