

# 2019 SPONSORSHIP OPPORTUNITIES



## Borough of West Chester Parks and Recreation





# Borough of West Chester Parks and Recreation

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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 2019 festival season. For more than 35 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:

- 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 residents
- 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 6,000 Facebook and over 1,000 Instagram followers

With your help as a sponsor, we can continue to provide unique events to diverse crowds in West Chester. 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. Each level represents 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



# PRIME SPONSORSHIP OPPORTUNITIES

## Diamond Sponsor - \$10,000

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

## 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 Activity Guide
- Social Media Promotions on Facebook and Instagram

## Gold Sponsor - \$5,000

- 10x20 booth space for two 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 Activity Guide
- Social Media Promotions on Facebook and Instagram

## Silver Sponsor - \$4,000

- 10x10 booth space for two 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 Activity Guide

## Bronze Sponsor - \$3,000

- 10x10 booth space at two events
- 10x10 tent, one table, and two chairs
- Company name listed on advertisements and promotional materials for all major events
- Company name listed in an Activity Guide



# BASIC SPONSORSHIP OPPORTUNITIES

**In-Kind Donations:** At various events, we appreciate receiving in-kind donations of any kind to help reduce to the cost of supplies and prizes needed for the event. This is a great way to get your business seen by participants.

Events include:

## **SPRING**

### Easter Egg Hunt

Gift baskets, coupons, gift cards, etc.

### Earth Day Clean Up

Trash bags, work gloves, refreshments, etc

## **SUMMER**

### Summer Camp

Activity/ Game supplies, snacks, field trips, etc.

### Bark in the Park

Pet items for raffles and activities.

## **FALL**

### Halloween Parade

Candy, coupons, bag stuffers, etc.

## **WINTER**

### Breakfast with Santa

Candy, coupons, bag stuffers, etc.

## **Basic Monetary Donations:**

### **Level III- \$1,000**

- 10x10 booth space for one major event and one Swinging Summer Thursday
- Company name listed on advertisements and promotional materials for two events
- Company name listed in one Activity Guide

### **Level II - \$750**

- 10x10 booth space for one Swinging Summer Thursday
- Company name listed on advertisements and promotional materials for one event
- Company name listed in one Activity Guide

### **Level I- \$500**

- Company name listed on advertisements and promotional materials for one event
- Company name listed in one Activity Guide

# MAJOR EVENTS

## May Day Celebration

**Sunday, May 5 11:00AM-4:00PM, Everhart Park**

May Day Celebration is a 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 2,500+



## Chester County Restaurant Festival

**Sunday, September 15; Rain Date: September 22  
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 is a great place to stop and enjoy food and beverages. There are three stage areas with bands performing throughout the day. Festival attendance is 25,000+



## Turks Head Music Festival

**Sunday, July 14; Rain Date: July 21  
12:00PM-8:00PM, Everhart Park**

A daylong festival with local bands 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 bands performing different genres of music. Terrific, fresh food from local vendors are available all day. Festival attendance 5,000+



## Halloween Parade

**October 23rd; Rain Date October 24th 7:00pm, Downtown West Chester**

The Halloween Parade brings together local organizations, businesses, and schools for a night filled with Halloween spirit. 3,000 goody bags stuffed with donations are handed out to children at stations throughout the parade route. It's fun for everyone to watch the festive groups march thru West Chester and see performances from high school bands, cheer teams, and dance teams after the parade.



# MORE EVENTS



## **Easter Egg Hunt**

**Saturday, April 13th**

**10:00AM, Everhart Park**

This Annual Egg Hunt brings together families from around the area. The hunt features two different age groups: one for children 2 to 5 years of age and another for children 6 to 9 years of age. There will be more than 5,000 eggs filled with candy and toys as well as raffle tickets for a chance to win prizes.

## **All Parks Clean Up**

**Saturday, April 27th**

**9:30AM - 12:00PM, All Borough Parks**

In celebration of Earth Day, volunteers gather throughout the Borough of West Chester to pick up litter at the parks. Snacks and refreshments will be available for those who help.

## **Bark in the Park -NEW FOR 2019!**

**Sunday, June 2nd**

**12:00PM-4:00PM, Hoopes Park**

This year we will be hosting our FURst ever pet friendly event. People will be welcomed to bring vaccinated dogs to the park to enjoy K9 demonstrations, treats for you and your dog, pet vendors, and more!

## **Swingin' Summer Thursday Series**

**June 6, July 11, August 1, September 5**

**6:30PM-9:00PM, 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.

## **Touch A Truck Day**

**Sunday, August 11th**

**12:00PM-4:00PM, Government Service Complex**

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 2,000+

## **Breakfast with Santa**

**Saturday November 30th**

**9:30AM-12PM, Historical Society**

Families come together to enjoy a delicious buffet breakfast with Santa. Children get to sit with Santa to share their Christmas wish lists, take photos, and receive a goody bag with special items inside.