

**ALLENTOWN 250<sup>TH</sup> CELEBRATION  
SPONSORSHIP BENEFITS**

**QUEEN CITY SPONSOR - \$100,000**

Advertising benefits include the following for all events:

- Recognition as “Queen City Sponsor” one of the presenters of Allentown’s 250<sup>th</sup> Celebration, presenter of chosen event and chosen event components
- Radio Advertising
- Online Advertising
- Bus advertising\*
- Television Advertising
- Print Advertising
- “Queen City Sponsor” designation on sponsor banner at all events
- Company banner at events
- Opportunity to speak from stage/visibility at events
- Back of tickets for all events\*
- Booth at all events\*
- Posters/flyers
- Logo on event website home page w/link to company website\*
- Logo on event website w/link to company website
- Advertisement in program books
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- On-stage mention
- Use of 250<sup>th</sup> logo
- Recognition on 250<sup>th</sup> Permanent Commemorative Signage
- Discounted advance sale tickets
- Complimentary admission passes to events

*Please Note: Items denoted with asterisk are reserved for Semiquincentennial Title Sponsors only*

**ALLENTONIAN SPONSOR - \$50,000**

Advertising benefits are for sponsored events only

- Recognition as an “Allentonian Sponsor” presenter of chosen event and chosen event components
- Radio Advertising
- Online Advertising
- Television Advertising
- Print Advertising
- Company banner at events
- Opportunity to speak from stage/visibility at events
- Back of tickets for sponsored events
- Booth at sponsored events
- Posters/flyers
- Logo on event website w/link to company website
- Advertisement in program books
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- On-stage mention
- Use of 250<sup>th</sup> logo
- Recognition on 250<sup>th</sup> Permanent Commemorative Signage
- Discounted advance sale tickets
- Complimentary admission passes to events

## **HERITAGE SPONSOR - \$25,000**

Advertising benefits are for sponsored events only

- Recognition as “Heritage Sponsor” presenter of chosen event components
- Radio Advertising
- Online Advertising
- Television Advertising
- Print Advertising
- Company banner at events
- Opportunity to speak from stage/visibility at events
- Back of tickets for sponsored events
- Booth at sponsored events
- Posters/flyers
- Logo on event website w/link to company website
- Advertisement in program books
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- On-stage mention
- Use of 250<sup>th</sup> logo
- Recognition on 250<sup>th</sup> Permanent Commemorative Signage
- Discounted advance sale tickets
- Complimentary admission passes to events

## **LIBERTY SPONSOR - \$10,000**

Advertising benefits are for sponsored event only

- Recognition as “Liberty Sponsor” presenter of chosen event component
- Radio Advertising
- Online Advertising
- Television Advertising
- Print Advertising
- Company banner at event
- Opportunity to speak from stage/visibility at event
- Back of tickets for sponsored event
- Booth at sponsored event
- Posters/flyers
- Logo on event website w/link to company website
- Advertisement in program book
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- On-stage mention
- Use of 250<sup>th</sup> logo
- Recognition on 250<sup>th</sup> Permanent Commemorative Signage
- Discounted advance sale tickets
- Complimentary admission passes to sponsored event

### **LEGACY SPONSOR - \$7,500**

Advertising benefits are for sponsored event only

- Recognition as “Legacy Sponsor” presenter of chosen event component
- Radio Advertising
- Online Advertising
- Television Advertising
- Print Advertising
- Company banner at event
- Back of tickets for sponsored event
- Booth at sponsored event
- Posters/flyers
- Logo on event website w/link to company website
- Advertisement in program book
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- On-stage mention
- Use of 250<sup>th</sup> logo
- Recognition on 250<sup>th</sup> Permanent Commemorative Signage
- Discounted advance sale tickets
- Complimentary admission passes to sponsored event

### **ANNIVERSARY SPONSOR - \$5,000**

Advertising benefits are for sponsored event only

- Recognition as “Anniversary Sponsor” presenter of chosen event component
- Online Advertising
- Company banner at event
- Back of tickets for sponsored event
- Booth at sponsored event
- Posters/flyers
- Logo on event website w/link to company website
- Advertisement in program book
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- On-stage mention
- Use of 250<sup>th</sup> logo
- Recognition on 250<sup>th</sup> Permanent Commemorative Signage
- Discounted advance sale tickets
- Complimentary admission passes to sponsored event

### **NOSTALGIC SPONSOR - \$2,500**

Advertising benefits are for sponsored event only

- Online Advertising
- Booth at sponsored event
- Posters/flyers
- Logo on 250<sup>th</sup> website w/link to company website
- Inclusion in press releases
- Sponsor handouts/giveaways at events
- Use of 250<sup>th</sup> logo
- Discounted advance sale tickets

**COMMEMORATIVE SPONSOR - \$1,000**

Advertising benefits are for sponsored event only

- Logo on event 250<sup>th</sup> website w/link to company website
- Sponsor handouts/giveaways at events
- Use of 250<sup>th</sup> logo
- Discounted advance sale tickets

**CELEBRATORY SPONSOR - \$500**

Advertising benefits are for sponsored event only

- Name listed on 250<sup>th</sup> website w/link to company website
- Use of 250<sup>th</sup> logo
- Discounted advance sale tickets