

MAKE AN IMPACT

HELP SUPPORT ALLENTOWN'S 250TH ANNIVERSARY

MISSION

To shape a celebration that commemorates and celebrates our rich history, the revitalization of present day and an ever more promising future. The celebration will be one that is for the community and therefore shaped by the community. The year-long commemoration of Allentown's 250th will be one that makes a lasting impact not just for Allentown but for the region.

VISION

We envision a year full of jubilation that excites and renews a sense of pride in residents, draws visitors, impacts the local economy and truly acknowledges and celebrates the businesses, people, landmarks, events, cultures, institutions, neighborhoods and organizations that make Allentown the vibrant city that it is. The commemoration will serve as a springboard to ensure the energy and attitude of 2012 will be carried on into the future.

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

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SIGNATURE 250TH EVENTS

2011—2012 NEW YEAR'S EVE KICK-OFF

"Bells Will Be Ringing" on Dec. 31, 2011 to kick-off the year-long celebration of Allentown's 250th anniversary. Residents of all ages will be invited to participate in an array of New Year's Eve festivities planned for downtown Allentown, including a Gala, carriage rides, music, ice-carving and an outdoor celebration at PPL Plaza complete with a countdown drop of a bell.

CELEBRATE ALLENTOWN'S PARKS

Neighbors, churches, and civic associations come together to form independent yet city-wide festivities throughout the year that will showcase one of Allentown's greatest physical assets—its parks.

GRAND PARADE AND STREET FAIR

To celebrate the founding of Allentown, event organizers are planning a grand Parade that will include student bands, businesses and organizations, neighborhood associations, uniformed men and women in service to our country and city, historical characters/floats, and local celebrities who will be invited "home" to participate in their hometown's anniversary.

CELEBRATION OF ARTS AND CULTURE

Throughout the year, during signature events and Allentown's annual programs, new and exciting enhancements will be incorporated to showcase the City's rich fabric of Arts and Culture.

2012—2013 NEW YEAR'S EVE GRAND FINALE

This celebration will feature both a gala and outdoor public event. It will officially conclude Allentown's anniversary year while it carries the energy, excitement and enthusiasm into the future.

ANNUAL EVENTS

The following city-sponsored events and programs provide excitement for countless people throughout the year on an annual basis. Their character and energy help to make Allentown a vibrant city and destination.

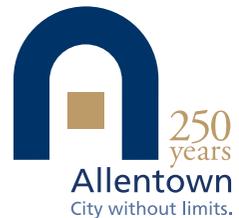
PLAZA GROWERS MARKET + HOMEGROWN MUSIC SERIES
CITYWIDE RESTAURANT MONTH
PARTY ON THE DECK
MOVIES IN THE PARKS
BLUES, BREWS & BARBECUE
LIVELY LUNCHESES
FOURTH OF JULY CELEBRATION
LIGHTS IN THE PARKWAY
DOWNTOWN TREE LIGHTING CEREMONY

Please visit www.allentown250.com for more details.

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CELEBRATE ALLENTOWN'S 250TH ANNIVERSARY

ALLENTOWN'S SEMIQUINCENTENNIAL SPONSORSHIPS



1762 - 2012

SPONSORSHIP BENEFITS

A QUEEN CITY SPONSOR \$100,000

Exclusive naming rights for one of the following:

- 250th Headquarters
- Commemorative Calendar
- Gateway Banners
- Plaque on Restored Sculpture (Legacy Project)
- New Year's Eve Gala 2011
- New Year's Eve 2012 Community Celebration
- New Year's Eve Gala 2012
- Grand Parade and Street Fair

PLUS

Exclusive naming rights for one of the following:

- Party on the Deck (2)
- Blues, Brews, and BBQ
- 4th of July Celebration

PLUS

- 10 complimentary tickets to 2011 and 2012 New Year's Eve Galas
- Advertising
- Speak at quarterly press conferences
- Company signage/banners at all events
- See Sponsorship Promotional Sheet for additional benefits at this level

B ALLENTONIAN SPONSOR \$50,000

Exclusive naming rights for one of the following:

- Party on the Deck (2)
- Plaza Growers Market
- Blues, Brews and BBQ
- Volunteer Program Sponsor (armbands, pins, volunteer training & recognition)
- 4th of July Celebration
- Restaurant Month
- Lights in the Parkway
- Tree Lighting Ceremony
- Movies in the Park
- Celebration of Arts and Culture
- Parks Celebration

PLUS

Exclusive naming rights for one of the components (detailed under "Heritage" Level) of three (3) of the events listed above.

PLUS

- 8 complimentary tickets to 2011 and 2012 New Year's Eve Galas
- Advertising
- Company signage/banners at sponsored events
- See Sponsorship Promotional Sheet for additional benefits at this level

C HERITAGE SPONSOR \$25,000

Exclusive naming rights for one of the event components (in italics below) at three (3) of the following events:

- Party on the Deck (2)
Entertainment, Raffle, Artists, Refreshments
- Plaza Grower's Market
Music, Market, Activity
- Blues, Brews & BBQ
Main Stage, Kids Area, Artist Row, BBQ Competition, Activity
- Fourth of July Celebration
Fireworks, Skydive, Music, Stadium Program
- Restaurant Month
Section of the City, Category, Website, Advertising, Contest
- Lights in the Parkway
Gift Barn, 5K, Carriage Ride, Ticket Booth, Reindeer, Sections of Lights: North Pole, Cinderella, Toyland, Wizard of Oz, Victorian Village
- Tree Lighting Ceremony
Stage, Tree, Arts and Crafts, Ice Carving, Carriage Rides, Fire Performance
- Movies in the Park
Film, Concession, Pre-movie Program
- Celebration of Arts and Culture
- Parks Celebration
Sponsorship of one month event (10)
- New Year's Eve Gala 2011
Reception Sponsor, Entertainment Sponsor
- New Years Eve Community Celebration 2011
Outdoor Stage Sponsor, Outdoor Activities Sponsor
- New Years Eve Gala 2012
Reception Sponsor, Entertainment Sponsor
- New Years Eve Community Celebration 2012
Outdoor Stage Sponsor, Outdoor Activities Sponsor
- Grand Parade and Street Fair
March Sponsor, Main Stage, Kids' Area, Artist Row, BBQ Competition, Activity

PLUS

- 6 complimentary tickets to 2011 and 2012 New Year's Eve Galas
- Company signage at sponsored events
- See Sponsorship Promotional Sheet for additional benefits at this level

D LIBERTY SPONSOR \$10,000

Exclusive naming rights for one of the event components (detailed under "Heritage" Level) at one (1) of the events listed above.

PLUS

- 4 complimentary tickets to 2011 and 2012 New Year's Eve Galas
- Company signage at sponsored event
- See Sponsorship Promotional Sheet for additional benefits at this level

E LEGACY SPONSOR \$7,500

- Exclusive naming rights to one of the event components (detailed under "Heritage" Level) at one (1) of the events listed above.

PLUS

- 4 Complimentary tickets to one of the New Year's Eve Galas
- Company signage at sponsored event
- See Sponsorship Promotional Sheet for additional benefits at this level

F ANNIVERSARY SPONSOR \$5,000

- Exclusive naming rights to one of the event components (detailed under "Heritage" Level) at one (1) of the events listed above.

PLUS

- 2 Complimentary tickets to one of the New Year's Eve Galas
- Company signage at sponsored event
- See Sponsorship Promotional Sheet for additional benefits at this level

G NOSTALGIC SPONSOR \$2,500

- General Sponsor for one event (detailed under "Heritage" Level)
- Company logo displayed in 250th Program Book
- See Sponsorship Promotional Sheet for additional benefits at this level

H COMMEMORATIVE SPONSOR \$1,000

- General Sponsor for one event (detailed under "Heritage" Level)
- Listed in 250th Program Book
- See Sponsorship Promotional Sheet for additional benefits at this level

I CELEBRATORY SPONSOR \$500

- General Sponsor for one event (detailed under "Heritage" Level)
- Listed in 250th Program Book
- See Sponsorship Promotional Sheet for additional benefits at this level