



2015 marks the 3rd Anniversary for the July 4th Street Festival and 20th Anniversary for Lights in the Parkway. These popular programs are made possible through the many business partnerships the City of Allentown has established over the years. By participating as a sponsor you will benefit from donating to a 501(c) organization and will also receive valuable exposure to the friends, followers, and thousands of attendees living and visiting the 3rd largest city in Pennsylvania. Your business will be branded throughout the community utilizing various marketing outlets including printed publications, cable tv, social media, and during the event itself. Depending on your marketing and community involvement goals, your business may wish to select a sponsorship level status throughout the year.



Exciting opportunities and plans are already in motion for 2015, if you have any questions or would like to partner with the City, please complete the 2015 Sponsorship Agreement. Together we will keep the City of Allentown a place to Live, Work and Play!

Sponsorship includes:

- Signage
- Marketing Materials/Communications (press release, flyers)
- Admission ticket: logo on back
- Receive complimentary passes
- Branding on TV, Radio, Print
- Website link through logo
- Corporate give-a-way
 - 4th of July- 10' x 10' booth
 - Lights in the Parkway- promotional items per car





2015 City Event Sponsorship Agreement:

As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the City of Allentown. As a sponsor I agree to provide digital artwork for all promotional advertisement to: Serena.Davis@allentownpa.gov

Please check the appropriate sponsorship:

July 4th Celebration

- Title Sponsor (\$2,500)
- Liberty Bell Sponsor (\$1,500)
- Patriot Sponsor (\$1,000)
- Event Sponsor (\$500)

Lights in the Parkway

- Star Sponsor (\$5,000)
- Jingle Sponsor (\$2,500)
- Snowflake Sponsor (\$1,500)
- Event Sponsor (\$1,000)

Sponsor Name: _____

Representative Name: _____

Address: _____

City/State/Zip: _____ Email: _____

Signature: _____ Date: _____

Please send this completed agreement with check made payable to:

City of Allentown
Special Events Dept.
435 Hamilton St.
Allentown, PA 18101
Email: Serena.Davis@allentownpa.gov
Fax: 610-437-767
Phone: 610-437-7530

A check payable to "City of Allentown" is included

I will be sending a check