### SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES & BENEFITS

<table>
<thead>
<tr>
<th>Season Sponsor</th>
<th>Queen City</th>
<th>Majestic</th>
<th>Downtown</th>
<th>Partner</th>
<th>Good Neighbor</th>
<th>Friend</th>
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</thead>
<tbody>
<tr>
<td>Radio Advertising</td>
<td>All Events</td>
<td>Six Events</td>
<td>Six Events</td>
<td>Six Events</td>
<td>Six Events</td>
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<tr>
<td>Online Advertising</td>
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<td>Six Events</td>
<td>Six Events</td>
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<td>Television Advertising</td>
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<tr>
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<tr>
<td>Speak at Press Conference</td>
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<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Three Events</td>
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<tr>
<td>Company Signage On-Site</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
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<tr>
<td>Opportunity to Speak from Stage</td>
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<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
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<tr>
<td>Back of Tickets</td>
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<td>Five Events</td>
<td>Three Events</td>
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<td>Back of Discount Coupons</td>
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<td>Five Events</td>
<td>Three Events</td>
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<tr>
<td>Booth at Events</td>
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<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
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<td>Posters</td>
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<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>Logo on Event Websites</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>Link to Your Web Site</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
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<tr>
<td>Mention on Event Websites</td>
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<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>Inclusion in Press Release</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>Sponsor handouts/give-away</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>On-Stage Mention</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>Use of Event Logos</td>
<td>All Events</td>
<td>Six Events</td>
<td>Five Events</td>
<td>Three Events</td>
<td>Two</td>
<td>One</td>
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<tr>
<td>Discounted Advance Sale Tickets</td>
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<td>Yes</td>
<td>Yes</td>
<td>Two</td>
<td>One</td>
<td>One</td>
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<tr>
<td>Advertisement in Program Book</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>1/8 Page</td>
<td>Logo</td>
<td>Listing</td>
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<tr>
<td>Complimentary Admission Passes</td>
<td>130</td>
<td>100</td>
<td>60</td>
<td>40</td>
<td>20</td>
<td>6</td>
</tr>
</tbody>
</table>

Sponsors are limited so contact us soon!

For more information please contact:
Tara Craig: Special Events Manager
By phone: 610-437-7630
Email: Tara.Craig@allentownpa.gov
www.allentownpa.gov
NOCHES DE RITMO (RHYTHM NIGHTS)

Enjoy a night out while watching a movie in your park on the City's spectacular movie screen. Five movies are shown throughout the summer at different parks. Each month a different movie is featured; the series showcases a mixture of classics, new releases, comedies and well-loved favorites. Families can pack blankets or lawn chairs and spend an evening together enjoying a free movie under the night sky. This is a unique way to showcase our parks and provide a fun activity for residents and visitors.

100TH ANNUAL ROMPER DAY

Annual Romper Day Celebration at J. Birney Crum Stadium, performing in front of their friends and family.

BLUES, BREWS & BARBECUE

This annual program entices diners from the Lehigh Valley and beyond to explore the delicious and vast array of restaurants that call Allentown home. With districts of the city highlighted it unites the city and offers an abundance of options. Restaurants offer special pricing, unique dishes and often even showcase live entertainment. Cultural and entertainment destinations in the City are also featured demonstrating the vibrancy of Allentown.

LIGHTS IN THE PARKWAY

Lights in the Parkway is an annual Allentown holiday tradition celebrating its 18th season. This event transforms the beautiful Lehigh Parkway into a winter wonderland with hundreds of thousands of twinkling lights and accompanying music. Animated displays delight visitors from all over the Lehigh Valley and many surrounding areas. Tens of thousands of cars filled throughout the summer at different parks. Each month a different movie is featured; the series showcases a mixture of classics, new releases, comedies and well-loved favorites. Families can pack blankets or lawn chairs and spend an evening together enjoying a free movie under the night sky. This is a unique way to showcase our parks and provide a fun activity for residents and visitors.

PARTY ON THE DECK

This annual tradition takes place in J. Birney Crum Stadium in Allentown's beautiful West End. Festivities include live music, food and children's activities. The evening's presentation features sky-diving along with other entertaining demonstrations. The celebration culminates with a magnificent fireworks display commemorating our nation's independence.

LIVELY LUNCHES IN THE ARTS PARK

Over the lunch hour, this series brings the Arts Park to life with music, art in action, presentations, mini-workshops, exhibitions and more. Those who attend are entertained, educated and energized. This is a great way to engage our downtown workforce and residents in the heart of the beautiful Arts District.

FOURTH OF JULY CELEBRATION

This annual tradition takes place in J. Birney Crum Stadium in Allentown's beautiful West End. Festivities include live music, food and children's activities. The evening's presentation features sky-diving along with other entertaining demonstrations. The celebration culminates with a magnificent fireworks display commemorating our nation's independence.

NOCHES DE RITMO (RHYTHM NIGHTS)

Brand new for 2013, this series of free concerts will bring Allentown's beautiful parks to life with upbeat music and dancing. This monthly series runs on the second Thursday of the month from May – September. Music, dancing and food will be offered from 6-9pm. Programming is planned for the Arts Park, West Park and Union Terrace. Coordinating with community partners will allow us to feature an engaging and educational Youth Night. Salsa, Caribbean, Tango and Latin International nights will also be entertaining and exciting.

MOVIES IN THE PARK SERIES

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ALLENTOWN RESTAURANT MONTH

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City of Allentown 2013 Season of Events
Sponsor Commitment Sheet

Our business/organization, ____________________________, would like to partner with the City of Allentown and support Special Events and Programming for the 2013 Season.

We would like to receive the benefits of the level indicated below:

□ Season Sponsor - $15,000 (includes all events listed below)
□ Queen City Sponsor - $10,000 (includes six events below)
□ Majestic Sponsor - $7,500 (five events)
□ Downtown Sponsor - $5,000 (three events)
□ Partner - $2,500 (two events)
□ Good Neighbor - $1,000 (one event)
□ Friend - $500 (one event)
□ Other

Please note that we would like to sponsor the following events and programs:

□ Party on the Deck □ New Year’s Eve □ Lights in the Parkway
□ Blues, Brews & Barbecue □ Fourth of July Celebration □ Lively Lunches in the Arts Park
□ Citywide Restaurant Month □ Movies in the Parks □ Downtown Tree Lighting Ceremony
□ 100th Annual Romper Day □ Noches de Ritmo □ Youth Basketball All-Star Games

Checks may be made payable to the City of Allentown. We thank you for your support!

□ Please send an invoice to this address: □ A check is enclosed in the amount of ________________.

__________________________________________
__________________________________________
__________________________________________
__________________________________________

Contact information:

Name ______________________________________ Title ____________________________________________

Company ______________________________________ E-mail _________________________________

Address _______________________________________________________________________________

City _________________________________ State ________________ Zip _______________________

Phone Number __________________________________________

□ Please contact me to discuss these opportunities and other ways we can partner.

Mail to: Tara Craig, Special Events Manager • City Hall, 435 W Hamilton Street Allentown, PA 18101