

SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES & BENEFITS

	Season Sponsor	Queen City	Majestic	Downtown	Partner	Good Neighbor	Friend
	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Radio Advertising	All Events	Six Events					
Online Advertising	All Events	Six Events					
Television Advertising	All Events	Six Events					
Print Advertising	All Events	Six Events					
Speak at Press Conference	All Events	Six Events	Five Events	Three Events			
Company Signage On-Site	All Events	Six Events	Five Events	Three Events			
Opportunity to Speak from Stage	All Events	Six Events	Five Events	Three Events			
Back of Tickets	All Events	Six Events	Five Events	Three Events			
Back of Discount Coupons	All Events	Six Events	Five Events	Three Events			
Booth at Events	All Events	Six Events	Five Events	Three Events	Two	One	
Posters	All Events	Six Events	Five Events	Three Events	Two	One	
Logo on Events Websites	All Events	Six Events	Five Events	Three Events	Two	One	
Link to Your Web Site	All Events	Six Events	Five Events	Three Events	Two	One	
Mention on Events Websites	All Events	Six Events	Five Events	Three Events	Two	One	One
Inclusion in Press Release	All Events	Six Events	Five Events	Three Events	Two	One	One
Sponsor handouts/give-away	All Events	Six Events	Five Events	Three Events	Two	One	One
On-Stage Mention	All Events	Six Events	Five Events	Three Events	Two	One	One
Use of Events Logos	All Events	Six Events	Five Events	Three Events	Two	One	One
Discounted Advance Sale Tickets	Yes	Yes	Yes	Yes	Two	One	One
Advertisement in Program Book	Full Page	1/2 Page	1/2 Page	1/4 Page	1/6 Page	Logo	Listing
Complimentary Admission Passes	130	100	60	40	20	6	2



Allentown
City without limits.

Sponsorships are limited so contact us soon!

For more information please contact:
Tara Craig: Special Events Manager
By phone: 610-437-7530
Email: Tara.Craig@allentownpa.gov
www.allentownpa.gov

Events and Sponsorship Opportunities 2013



PARTY ON THE DECK

Attendance: 500+ • August • Event Budget: \$8,000

Party on the Deck, presented for the first time in 2010, transforms the top level of the parking deck at 8th and Linden streets into a destination featuring live music, local artists and delicious food from Allentown restaurants. Guests experience an incredible view – as the backdrop is the breathtaking skyline including prominent Lehigh Valley landmarks like Coca-Cola Park and Martin Tower. The combination of the unique venue, excellent entertainment and great crowd make this event one that everyone talks about.

www.allentownpa.gov/rooftop



100th ANNUAL ROMPER DAY

Attendance: 2,000+ • Summer 2013 • Event Budget: \$10,000

For 100 years, Allentown's Summer Playground Program has been providing free summer fun throughout the city. Help us celebrate the 100th Anniversary of Romper Day with a bang on August 5! Throughout the summer, more than 1,700 Allentown youth participate in basketball, flag football, tennis, bowling, kickball, soccer, softball, swimming, wiffleball, arts and crafts and environmental education, all of which are supervised by well-trained playground instructors. Children also have the opportunity to participate in an end of the year field trip to Dorney Park and Wildwater Kingdom and participate in the 100th Annual Romper Day Celebration at J. Birney Crum Stadium, performing in front of their friends and family.

BLUES, BREWS & BARBECUE

Attendance: 5,000+ • June • Event Budget: \$22,000

The sixth annual Blues, Brew & Barbecue will feature live music by the hottest Blues musicians, local brews and the best BBQ anywhere. This Blues event which kicked off in 2008 grows bigger and better each year and is a Lehigh Valley favorite within the Blues circuit! It's the epitome of summer in one incredibly tasty, soulful and fun event and includes an exciting barbecue competition, refreshing brews and fun and deliciousness for the entire family!

www.allentownpa.gov/blues



LIVELY LUNCHES IN THE ARTS PARK

Attendance: over 100 weekly • June - August • Event Budget: \$3,000

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

Attendance: About 15,000 • July • Event Budget: \$30,000

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)

Attendance: new program • May - September • Cost: \$7,500

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

Attendance: 300 - 500 per movie • May - August • Event Budget: \$3,000

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.

ALLENTOWN RESTAURANT MONTH

Attendance: varies by restaurant • October • Event Budget: \$8,000

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.

www.dineinallentown.com

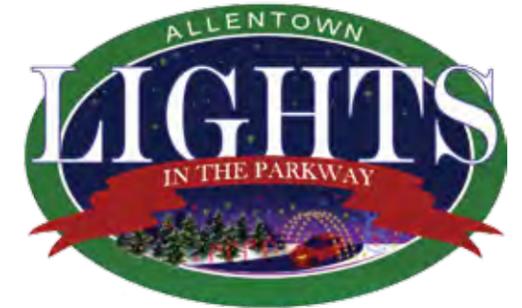


LIGHTS IN THE PARKWAY

Attendance: 100,000 + • November - January • Event Budget: \$95,000

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 with families, couples and friends visit Lights in the Parkway each year. After a journey through the spectacular displays, visitors can stop by the Gift Barn which hosts vendors selling everything from candies to handmade treasures. Because admission is per vehicle rather than per person, Lights in the Parkway serves as a fundraiser for local area non-profits who volunteer at the attraction. Each year, more than \$15,000 is raised for groups who give their time and share their holiday spirit at Lights in the Parkway.

www.lightsintheparkway.com



DOWNTOWN TREE LIGHTING CEREMONY

Attendance: 1,000+ • December • Event Budget: \$5,500

Celebrating one of the most magical times of year, this Tree Lighting Ceremony incorporates street performers, holiday carols, live music, and of course, Santa Claus. This event serves as an opportunity for co-workers, neighbors, friends and families alike to gather and enjoy the spirit of the season. Children of all ages are welcome and are always delighted. Street vendors who provide hot chocolate, cookies and other fare help to warm up the crowds. Ice-carving, horse and carriage rides add to the festive atmosphere and ensure all have a sense of holiday cheer.



NEW YEAR'S EVE

Attendance: 2000+ • December 31st • Event Budget: \$7,500

This annual celebration brings the downtown to life as we mark the transition from one Year to the next in a spectacular way. The dropping of a bell, a variety of entertainment and impressive fireworks in the heart of our City offer a wonderful way to ring in the New Year. This event is family-friendly and surrounding businesses offer plenty of options for those who wish to enjoy some spirits.

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:

- | | | |
|--|---|--|
| <input type="checkbox"/> Party on the Deck | <input type="checkbox"/> New Year's Eve | <input type="checkbox"/> Lights in the Parkway |
| <input type="checkbox"/> Blues, Brews & Barbecue | <input type="checkbox"/> Fourth of July Celebration | <input type="checkbox"/> Lively Lunches in the Arts Park |
| <input type="checkbox"/> Citywide Restaurant Month | <input type="checkbox"/> Movies in the Parks | <input type="checkbox"/> Downtown Tree Lighting Ceremony |
| <input type="checkbox"/> 100th Annual Romper Day | <input type="checkbox"/> Noches de Ritmo | <input type="checkbox"/> 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

