



Celebrating 25 years as a National Main Streets Program

Quakertown Alive! welcomes you to join us as we move forward in 2024 to enhance our beautiful historic community. Our organization has four events this year with many opportunities to be involved as sponsors.

Your business can partner with Quakertown Alive! as we add another mural, art installations, interpretive signage, and other improvements to the Borough's business district. Sponsoring Quakertown Alive! events raises the visibility of your business or organization to the greater Quakertown area.



QUAKERTOWN ALIVE! 2024 EVENT MARKETING OPPORTUNITIES

ARTS ALIVE! FESTIVAL- May 18 (rain date May 19)

Fine Artists & Crafters Exhibition, Broad Street

Six hours of on-stage musical performances (Third and Broad Streets)

Children's Courtyard - Food Court- Over 100 Vendors -Artist

Anticipated Attendance: 6000 +/-

Exclusive Show Sponsorship \$3000

- Prominent logo on pre-show cards, website, and banner over Broad Street
- Distribution of marketing materials, bags, or giveaways via volunteers
- On-stage exclusive opening remarks
- Presentation of winning artist award, if desired
- Prominent logo on stage performers sign
- Featured as lead sponsor in radio ads
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs placed throughout event
- Name and hyperlink on website and social media
- Five minute company announcement from West Broad main stage and additional time for giveaway, if desired.
- Free single booth space

West Broad Stage Sponsor \$2000

- Company logo on lower stage banner
- Limited distribution of marketing materials via volunteers
- Free single booth space
- Logo and brief tagline on stage performers sign
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs placed throughout event
- Name and hyperlink on website and social media
- Three minute company announcement from West Broad main stage and additional time for giveaway, if desired.



Arts Appreciation Sponsorship \$1000

- Free single booth space
- Logo on all promotional material
- Event emcee will announce sponsor name from the main stage throughout the day
- Logo and name on signage placed on Main Stage signage and street signs during event
- Name and hyperlink (if applicable) on website, social media, newsletter

Children's Courtyard Sponsor \$1500, or 2 co-sponsors \$750 each

- Prominent company logo in courtyard area
- Limited distribution of marketing materials
- Free single booth space
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs at Children's Courtyard
- Name on website and social media
- Two minute company announcement from West Broad main stage and additional time for giveaway, if desired.

Arts Supporter \$500

- Limited distribution of marketing materials
- Free single booth space
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs placed throughout event
- Name on website and social media
- Two minute company announcement from West Broad main stage and additional time for giveaway, if desired.

Community Supporter \$250

- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs placed throughout event
- Name on website and social media
- Free single booth space

UPPER BUCKS BREWFEST - August 17

Craft Brews - VIP Tent - Live Music - Vendors Anticipate Attendance: 500 +/-

Event Sponsor \$3500

- Exclusive Sponsor for the Quakertown Alive! Upper Bucks Brewfest
- Exclusive name on banner
- Most prominent placement of name and logo on all marketing and advertising material such as: event signage, beer mugs, program/ tasting card
- Logo on Quakertown Alive! and Upper Bucks Brewfest websites with link
- Opportunity to create a promotion in conjunction with the event
- Promoted on Quakertown Alive!'s social media outlets.
- 8 VIP tickets

Entertainment Sponsor \$3000

- Name and logo on all marketing and advertising material such as: event signage, beer mugs, program/ tasting card
- Logo on Quakertown Alive! and Upper Bucks Brewfest websites with link
- Opportunity to create a promotion in conjunction with the event
- Promoted on Quakertown Alive!'s social media outlets
- 6 VIP tickets

VIP Hour Sponsor \$2,500

- Name and logo on all marketing and advertising material such as: event signage, beer mugs, program/ tasting card
- Logo on Quakertown Alive! and Upper Bucks Brewfest websites with link
- Opportunity to create a promotion in conjunction with the event
- Promoted on Quakertown Alive!'s social media outlets
- 5 VIP tickets

Games Sponsor \$2000.00

- Name and logo on all marketing and advertising material such as: event signage, beer mugs, program/ tasting card
- Logo on Quakertown Alive! and Upper Bucks Brewfest websites with link
- Opportunity to create a promotion in conjunction with the event
- Promoted on Quakertown Alive!'s social media outlets
- 4 VIP tickets



Raffle Tent Sponsor \$1,500.00

- Naming right to Raffle Tent
- Name and logo on all marketing material and event signage
- Sponsor name introduced on stage during raffle
- Logo on Quakertown Alive! and Upper Bucks Brewfest websites with link
- Opportunity to create a promotion in conjunction with the event
- Promoted on Quakertown Alive!'s social media outlets
- 2 VIP Tickets

Community Sponsor \$1,000.00

- Logo on Quakertown Alive! and Upper Bucks Brewfest websites with link
- Name and logo on all marketing material and event signage
- Opportunity to create a promotion in conjunction with the event
- Promoted on Quakertown Alive!'s social media outlets
- 2VIP tickets

Premium Sponsor \$500.00

- Opportunity to create a promotion in conjunction with the event
- Name and logo on event signage
- Promoted on Quakertown Alive!'s social media outlets
- 2 General Admission Tickets

Cornhole Tournament Board Sponsor \$400

- Bring boards with company logo to event for three years
- Promoted on Quakertown Alive's social media outlets
- Signage at the cornhole tournament location at the Brewfest
- 1 General Admission Ticket

Tent Sponsor \$300.00

- Naming right to Beer Tent
- 1 General Admission Ticket

AUTUMN ALIVE! FESTIVAL-October 19 {rain date: October 26}

Pet Parade - Six hours of On-Stage Musical Performances- Food Court - Over 100 Vendors
- Children's Courtyard

Anticipated Attendance: 7000+/-

Exclusive Show Sponsorship \$3000

- Prominent logo on pre-show cards, website, and banner over Broad Street
- Company name & logo prominently displayed on trolley banner
- Distribution of marketing materials, bags, or giveaways via volunteers
- On-stage exclusive opening remarks
- Prominent logo on stage performers sign
- Featured as lead sponsor in radio ads
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs placed throughout event
- Name and hyperlink on website and social media
- Five-minute company announcement from West Broad main stage and additional time for giveaway, if desired.
- Free single booth space

Stage Sponsor on West Broad Street \$2000

- Company logo on lower stage banner
- Limited distribution of marketing materials via volunteers
- Free single booth space
- Logo and brief tagline on stage performers sign
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage and signs placed throughout event
- Name and hyperlink on website and social media
- Three-minute company announcement from West Broad main stage and additional time for giveaway, if desired.

Children's Courtyard \$1500 or 2 co-sponsors of \$750 each

- Prominent company logo in courtyard area
- Limited distribution of marketing materials
- Free single booth space
- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage

- Name on website and social media
- One minute company announcement from West Broad main stage and additional time for giveaway, if desired.

Pet Parade Sponsor - benefits negotiable - \$500 or 2 co-sponsors of \$250 each

- Logo and name on parade banner and West Broad stage
- Permission to hand out marketing materials
- Free single booth space
- Benefits negotiable

Community Supporter \$250

- Event emcee will announce sponsors from the main stage throughout the day
- Logo and name on signage at West Broad Stage
- Name on website and social media
- Free single booth space

Veggie Race Sponsor \$200, or 2 co-sponsors of \$100 each

- Permission to pass out marketing materials at festival
- Name & logo on banner at West Broad stage and Courtyard
- Free single booth space



CHRISTMAS TREE LIGHTING - November 23 (rain date: November 24)

300 block of West Broad Street- 100 block of East Broad Street

Community caroling- Santa's arrival on a Quakertown firetruck- lighting of the Borough

Christmas Tree - vendors - costumed characters

Anticipated attendance: 3000 +/-

Exclusive Event Sponsorship \$2000

- Exclusive title and prominent logo at event and on banner
- distribution of marketing materials, bags, or giveaways via volunteers
- Promotional onsite Christmas photo provided before event

Deck the Halls - \$1,500 or 2 co-sponsors of \$750 each

This sponsorship will help provide decorations for both Christmas Trees, Broad Street, hanging baskets, planters, and adding to our downtown streetscape decorations

- Name on all signage, social & promotional media, and Quakertown Alive! newsletter
- Promotional on-site Christmas photo provided before event (at request)

Silver Bells Sponsorship: \$1,000

- Name on all signage, social & promotional media, and Quakertown Alive! newsletter
- Promotional on-site Christmas photo provided before event

Candy Cane Lane \$600 or 2 Co-sponsors of \$300 each

- Signage at line waiting for Santa
- Social media, newsletter, and website posts
- Promotional on-site Christmas photo provided

Jingle Bells Sponsorship: \$600

- Covers sound system for event
- Signage next to DJ
- Name in social media, newsletter, and website and promotional materials and event signage

Warming Station Sponsor \$500

- Company signage at warming station
- Name on social media, newsletter, website and promotional materials and event signage
- Company giveaways at event

Strolling Victorian Carolers Sponsor \$500

- Name on social media, newsletter, website and promotional materials and event signage

Community Supporter \$250

- Name in social media, newsletter website and promotional materials and event signage



2024 QUAKERTOWN ALIVE! Event Sponsorship Commitment Form

1. SPONSOR INFORMATION

<i>NAME</i>
<i>COMPANY NAME</i>
<i>ADDRESS</i>
<i>EMAIL ADDRESS</i>
<i>PHONE NUMBER</i>
<i>WEBSITE (if applicable)</i>
<i>SOCIALMEDIA (if applicable)</i>

2. EVENT SPONSORSHIP LEVELS

ARTS ALIVE! FESTIVAL *May 18 (rain date; May 19)*

- \$3000 Exclusive Show Sponsor
- \$2000 Stage Sponsor - West Broad Street
- \$1000 Stage Sponsor - East Broad Street
- \$1000 Arts Appreciation Sponsor
- \$1500 Children's Courtyard
- 750 ½ Sponsorship - Children's Courtyard
- 500 Sponsorship -
- \$250 Community Sponsor

UPPER BUCKS BREWFEST

- \$3500 Event Sponsor
- \$3000 Entertainment Sponsor
- \$2500 VIP Hour Sponsor
- \$2000 Games Sponsor
- \$1500 Raffle Tent Sponsor
- \$1000 Community Sponsor
- \$500 Premium Sponsor
- \$400 Cornhole Tournament Sponsor (cutoff date to submit a logo is June 15)
- \$300 Tent Sponsor

AUTUMN ALIVE! FESTIVAL *October 19 (rain date: Oct 26)*

- \$3000 Premier Show Sponsor
- \$2000 West Broad Stage Show Sponsor
- \$1500 Children's Courtyard Sponsor
- \$750 ½ Sponsorship/Courtyard
- \$1000 Pet Parade Sponsor
- \$500 ½ Sponsorship/Pet Parade
- \$250 Community Supporter
- \$200 Veggie Race Sponsor
- \$100 ½ sponsorship/Veggie Races

CHRISTMAS TREE LIGHTING November 23 (rain date: November 24)

- \$2000 Exclusive Event Sponsor
- \$1500 Deck the Halls Sponsorship
- \$750 co-sponsor
- \$1000 Silver Bells Sponsorship
- \$600 Candy Cane Lane
- \$300 ½ Sponsorship/Candy Cane Lane
- \$600 Jingle Bells Sponsor
- \$500 Warming Station Sponsor
- \$500 Strolling Victorian Carolers Sponsor
- \$250 Community Supporter

3. PAYMENT INFORMATION

Quakertown Alive! accepts cash or checks for sponsorship payments. Checks should be made payable to Quakertown Alive! with "(event name) Sponsorship" on the memo line.

IMPORTANT *Please Note: Payment is not due until four (4) weeks prior to the event, but it is highly recommended to let QA! know of your sponsorship intent as soon as possible for all events to receive full marketing benefit. Please send your company logos and/or Program Ads via digital file to info@sixdegreesmarketing.solutions.*

Please return form ASAP to: **Quakertown Alive!**
Attn: Event Sponsorship
314 W. Broad Street
Quakertown, PA 18951

Signature _____

Date _____

Thank you for your generous support of Quakertown Alive!

Quakertown Alive! is a non-profit organization under section 501 (c) (3) of the Internal Revenue Code.