



Quakertown Alive! welcomes you to join us as we move forward in 2023 to enhance our beautiful historic community. Our organization has six 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! 2023 EVENT MARKETING OPPORTUNITIES**

### **SPRING GALA - April 15**

Quakertown Alive!'s premier fundraising event hosted at the Pearl S. Buck House. Live Music from the Philadelphia Funk Authority. Catering from Giacomo's Italian Market.

#### **Community Partner Sponsors \$10,000**

*Co-sponsorships available*

- *Named* Sponsor for "The Spring Gala"
- Prominent ad in the official event program
- Name and logo in all marketing, advertising material, event signage, tickets, and media
- Recognition on the Quakertown Alive! website
- Recognition by speaker the evening of the event
- Opportunity to create promotion in conjunction with the event
- Opportunity for distribution of literature at the event
- Name and logo on signage at Art Park
- Table sponsor
- One table of ten (10) tickets to event

#### **Visionary Sponsors \$5,000 each**

- Prominent ad in the event program
- Name and logo on all marketing, advertising material, event signage, tickets, and media
- Recognition on Quakertown Alive! website
- Recognition by speaker the evening of the event
- Opportunity to create promotion in conjunction with the event
- Opportunity for distribution of literature at the event
- Name and logo on signage at Art Park
- Table sponsor
- Four (4) tickets to event

#### **Innovator Sponsors \$2,500 each**

- Name and logo on all signage, advertising, marketing material, and media
- Half-page ad in the program guide
- Recognition on the Quakertown Alive! Website
- Table Sponsor
- Two (2) tickets to the event

#### **Initiator Sponsors \$1,500 each**

- Name and logo on advertising material and media
- Half-page ad in the program guide
- Recognition on Quakertown Alive! website

### **Venue Sponsors \$1,000 each**

- Name and logo on all marketing and advertising material, website, and media
- Business card ad in program guide

### **Bar Sponsor \$1,500**

- Signage at the event
- Half-page ad in the program guide
- Recognition on Quakertown Alive! website

### **Entertainment Sponsor \$2,000**

- Signage at the event
- Half-page ad in the program guide
- Recognition from band during event
- Recognition on Quakertown Alive! website
- Local radio opportunity

### **Auction Sponsor \$1,000**

- Signage at the event
- Business card ad in program guide
- Name and logo on website, marketing material, and signage at event

### **Originator Sponsors \$500 each**

- Name and logo on website, marketing material, and signage at event
- Opportunity to create promotion in conjunction with the event
- Opportunity to have promotional giveaways at event

### **Honor Board Sponsors \$150 each**

- Your name or business and message will be added to the Honor Board on display at the event

*\* All sponsors have opportunity for gift distribution at the event*



## **ARTS ALIVE! FESTIVAL- May 20 (rain date May 21)**

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
- Mention in all press releases and promos
- 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
- Mention in event press release
- 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.



### **Stage Sponsor on East Broad Street \$1000**

- Company logo on stage banner
- Free single booth space
- Mention in event press release
- Logo on all promotional material
- 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
- One 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
- Mention in event press release
- 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
- One 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
- Mention in event press release
- 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 19

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
- Name and logo on program/ tasting card
- 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
- 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
- Promoted on Quakertown Alive!'s social media outlets
- 2 General Admission Tickets

**Tent Sponsor \$300.00**

- Naming right to Beer Tent
- General Admission Ticket



## **AUTUMN ALIVE! FESTIVAL-October 21 {rain date: October 28}**

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
- Mention in all press releases and promos
- 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
- Mention in event press release
- 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
- Mention in event press release
- 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
- 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
- Mention in event press release
- 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  
Mention in show press release
- Logo and name on signage at West Broad Stage and signs placed throughout event
- 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
- Mention in show press release
- Name & logo on banner
- Free single booth space



### **CHRISTMAS TREE LIGHTING - December 1**

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
- Mention in all press releases and promotions, including electronic billboard
- Lights the Christmas Tree
- 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
- Logo on electronic billboard
- Promotional on-site Christmas photo provided before event

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

- Signage at Santa's throne
- Social media, newsletter, and website posts
- Handouts and giveaways allowed
- Promotional on-site Christmas photo provided

### **Warming Station Sponsor \$500**

- Poster recognition
- Social media, website, newsletter recognition
- Company giveaways at event

### **Strolling Victorian Carolers Sponsor \$500**

- Name on social media, newsletter, and website.
- Signage at event
- Handouts and giveaways allowed

### Jingle Bells Sponsorship: \$300

- Covers sound system for event
- Signage next to DJ
- Name in social media, newsletter, and website
- Handouts and giveaways allowed

### Community Supporter \$250

- Name in social media, newsletter, and website
- Company or individual name listed on event "thank-you" signage



## **CHRISTMAS HOUSE TOUR - December 3**

### **Exclusive House Tour Sponsor \$2000 – one available**

- Four free event tickets
- Premier signage of company name & logo at event host site
- Special recognition in House Tour program
- Full page ad in program
- Mention in all press releases, QA! newsletter, Borough newsletter, and QA! website recognition - name on electronic billboard on Route 309
- Free table space at reception for business, materials, and giveaways

### **House Tour Supporting Sponsor \$1000 - multiple available**

- Four free event tickets
- Free table space at reception for business, materials, and giveaways
- Special recognition in House Tour program
- ½ page ad in program
- Logo on all promotional material

### **House Tour Business Sponsor \$500 -multiple available**

- Two free event tickets
- ¼ page ad in program
- Free table space at reception for business, materials, and giveaways

### **Exclusive House or Business Sponsor \$250 - multiple available**

- One free event ticket
- Mention in press releases, QA! newsletter, Borough newsletter, and QA! website
- Business name & logo on sign in front of house or business being sponsored

## 2023 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>SOCIAL MEDIA (if applicable)</i>

### 2. EVENT SPONSOR LEVELS

#### **SPRING GALA** *April 15*

- \$10,000 Community Partnership Sponsor
- \$5,000 co-sponsor
- \$5000 Visionary Sponsor
- \$2500 Innovator Sponsor
- \$2000 Entertainment Sponsor
- \$1500 Initiator Sponsor
- \$1000 Venue Sponsor
- \$1000 Auction Sponsor
- \$500 Originator Sponsor
- \$150 Honor Board Sponsor

**ARTS ALIVE! FESTIVAL** *May 20*

- \$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
- \$250 Community Sponsor

**UPPER BUCKS BREWFEST** *August 19*

- \$3500 Event Sponsor
- \$3000 Entertainment Sponsor
- \$2500 VIP Hour Sponsor
- \$2000 Games Sponsor
- \$1500 Raffle Tent Sponsor
- \$1000 Community Sponsor
- \$500 Premium Sponsor
- \$300 Tent Sponsor

**AUTUMN ALIVE! FESTIVAL** *October 21 (rain date: Oct 28)*

- \$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** *December 1*

- \$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
- \$500 Warming Station Sponsor
- \$500 Strolling Victorian Carolers Sponsor
- \$300 Jingle Bells Sponsor
- \$250 Community Supporter

**CHRISTMAS HOUSE TOUR** *December 3*

- \$2000 Exclusive Event Sponsor
- \$1000 Supporting Sponsor
- \$500 Business Sponsor
- \$House/ Business Sponsor

**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](mailto:info@sixdegreesmarketing.solutions).*

Please return form ASAP to: **Quakertown Alive!**  
**Attn: Event Sponsorship**  
**314 W. Broad Street, #202**  
**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.*