

# 2024 COMMUNITY PARTNERSHIP PROGRAM

Towamencin Township takes great pride in keeping a safe, enjoyable, and beautiful community. Part of that process is organizing events that are family friendly and affordable for our residents. We offer several events to engage a variety of ages and interests. Sponsors make it possible for Towamencin to create experiences to connect to our residents. It also provides an opportunity for businesses and organizations to advertise their products/services and connect with their consumer base.

We offer other marketing opportunities, such as: ballpark signs and newsletter advertising, in order for sponsors to maximize their exposure to our community. Please join us in becoming part of a growing and thriving network of wonderful people, developing the future of Towamencin Township! Turn over for details and to join our community partnership program.

## Sponsorship Levels

**Bronze Sponsorship (\$300):** includes a picket sign displayed at the movie events, free attendance at these two events to set up a booth, advertise, and hand out promo materials, and commercial played before the movies.

**Silver Sponsorship (\$600):** includes a picket sign displayed at movie events and concerts, free attendance at these events (set up a booth, advertise, and hand out promo materials), commercial played before the movies and a notation from band at the beginning of concerts.

**Gold Sponsorship (\$1,200):** includes a picket sign displayed at ALL community events, free attendance to events (set up a booth, advertise, and hand out promotional materials), commercial played prior to the movies, notation from band prior to concerts, company logo printed on our Turkey Trot 5K long-sleeve shirts. 5% discount on newsletter advertising.

**Platinum Sponsorship (\$2,800):** includes a 4' X 12' banner to be displayed at ALL Towamencin community events, free attendance to all events (to set up a booth, advertise, & hand out promotional materials), commercial played prior to the movies, notation from the band prior the concerts, company logo will be printed on our Turkey Trot 5K long-sleeve shirts. 10% discount on newsletter advertising.

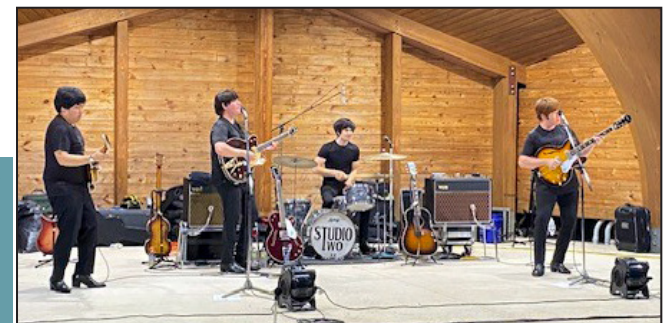


**Population: 18,000**

**Newsletter circulation: 7400 residents & businesses**

**Event Data: 500 - 1000 attendees per event**

**2024 Events: Towamencin Community Day, Car Show  
Concert Series (5), movie events (2), Tavern Night,  
Turkey Trot 5K, & Holiday Lights Festival**



## Additional Advertising Opportunities:

Newsletter Advertising: The Township's biannual newsletter reaches a combined 7400 residents and business owners, in addition to online views on the Township's website. We offer color ads which run in both the spring and fall newsletters. Our newsletter is larger in size compared with other municipal newsletters, providing more content for our readers and maximized advertising potential to our sponsors. Our newsletter is environmentally friendly, attractive and recyclable.

Ballpark Signs: We offer 4' X 8' high quality aluminum signs, with your company's logo printed on it. Our staff installs the signs along the fences of the baseball fields at either Bustard Road Park or Butch Clemens Park, during baseball/softball season, from April through October. Your sign has the potential to reach over 1,000 baseball players, families and friends. And your sponsorship enables both Towamencin Youth Association and Towamencin Township to raise funds for their annual activities.

Non-Monetary Donations: At times, in lieu of money, businesses donate food/drinks or other prizes for Township staff to use at our events. If you cannot give money, but would like to contribute in another way, please reach out to [events@towamencin.org](mailto:events@towamencin.org) to see what needs are available.

**Check each box to mark your corresponding sponsorship and/or advertising preferences.**

### Sponsorships Levels

Platinum (\$2,800)    Gold (\$1,200)    Silver (\$600)    Bronze (\$300)

### Newsletter Advertising

Full page ad Spring/Fall (\$2,160)    1/2 page Ad Spring/Fall (\$1,340)

\* *Additional \$200 for back page, per edition, first come first serve:*    Spring or    Fall

1/4 page Ad Spring/Fall (\$700)    1/8 page Ad Spring/Fall (\$440)

### Newsletter Dimensions

- 1/8 page - 4.5" W x 2.5" H
- 1/4 page - 4.5" W x 5.25" H
- 1/2 page - 9.5" W x 4.9" H
- Full page - 9.5" W x 10" H

### Ballpark Sign Advertising (2 locations: Bustard Road Park or Butch Clemens Park)

First-Time Sign Sponsorship \$750 (first year only)

Recurring Sign Sponsorship \$400 (for each subsequent year)    Recurring Sign Sponsor requesting new sign \$650

**Non-Monetary Donation** \_\_\_\_\_

**Sponsor:**

**Contact Person:**

**Address:**

**Phone:**

**email address:**

**website:**

Questions? Contact 215 368-7602 or email [events@towamencin.org](mailto:events@towamencin.org). Payments can be made on the Township website, under Events section, or checks should be made out to Towamencin Township and mailed with form to: Towamencin Township Special Events, 1090 Troxel Road, Lansdale, PA 19446.