

# 2023 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: ball park 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 more details and to join our community partnership program.



Population: 18,400

Newsletter circulation: 7400 residents & businesses

Event Data: 500 - 1000 attendees per event

2023 Events: Towamencin Community Day,  
Concert Series, movie events, Turkey Trot 5K, & our  
Holiday Lights Festival

## 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.



# 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.

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.

Ball Park Signs: We offer 4' X 8' high quality aluminum sign, with your company's logo printed on it. Our staff affixes the signs along the fences of the baseball fields at either Bustard Park or Butch Clemens Park, during baseball/softball season, from April through September.

**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    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

## Ball Park Sign Advertising (2 locations)

Bustard Road Park (\$335 or \$160 for returning advertising)    Butch Clemens Park (\$435 or \$260 for returning advertising)  
 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). Checks should be made out to Towamencin Township.  
Mail this form with payment to: Towamencin Township Special Events, 1090 Troxel Road, Lansdale, PA 19446.