



# Allentown

City without limits.

## Events and Sponsorship Opportunities - 2011



## PARTY ON THE DECK

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 made this event one that everyone was talking about and asking for more like it. This request is precisely why we hope to be able to



May, July & September ● Attendance: About 400 per event ● Cost: \$12,000 an event ● Title Sponsorship: \$7,500 per event



## PLAZA GROWERS MARKET & HOMEGROWN MUSIC SERIES

The Plaza Growers Market is not only a great way to eat fresh and support local farmers but also meet other downtowners during the lunch hour. The PGM brings locally grown produce and fresh goods to the heart of Downtown Allentown each week. Each week the market features live music in a variety of music genres this adds to the ambiance of the market. Crowds of people bring their lunch, congregate and make the PPL Plaza a hub of activity.

May through October ● Attendance: 75 visitors per week ● Title Sponsorship: \$7,500 ● Cost: \$12,000 for the season

## BLUES, BREWS & BARBECUE

Back by popular demand - Blues, Brew & Barbecue features 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 becoming a Lehigh Valley favorite within the Blues circuit! It's the epitome of summer in one incredibly tasty, soulful and fun event and includes a great barbecue competition with the promise of finger-lickin' good recipes, refreshing brews and fun for the entire family!



June ● Attendance: About 3,500 people annually ● Cost: \$22,000 ● Title Sponsorship: \$13,750



## LIVELY LUNCHES IN THE ARTS PARK

Over the lunch hour, this series will bring the Arts Park to life with music, art in action, presentations, mini-workshops, exhibitions and more. Those who attend will be entertained, educated and energized. As this park is nestled between Symphony Hall, the Art Museum and the Baum School of Art and footsteps from Community Music School, the Musselman Arts Center and the Liberty Bell Shrine Museum the City will partner with these cultural assets to maximize the impact of this program.

June through August ● Attendance: New Program ● Cost: \$5,000 for the season ● Title Sponsorship: \$3,125

## FOURTH OF JULY CELEBRATION

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.

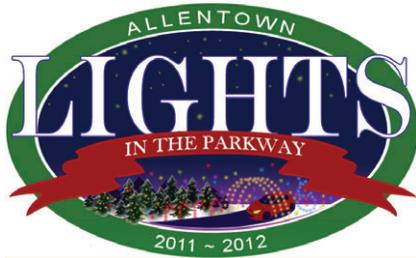


July ● Attendance: About 12,000 annually (inside the stadium) ● Cost: \$30,000 ● Title Sponsorship: \$18,750

## CITYWIDE RESTAURANT MONTH

This event will entice diners from the Lehigh Valley and beyond to explore the delicious and vast array of restaurants that call Allentown home. All districts of the city will be highlighted. Restaurants will offer special pricing, unique dishes and on select evenings live entertainment. There will be other incentives like contests to keep it exciting. We envision an influx of visitors to all corners of our city who will be drawn by our restaurants and while they visit will note Allentown's other assets: cultural institutions, unique neighborhoods, historical architecture and more. While promoting the restaurants for this month-long event, our intention will be to link the restaurants with the other facets of our city to tout the fact that Allentown is a destination.

October ● Attendance: New Program ● Cost: \$12,000 ● Title Sponsorship: \$7,500



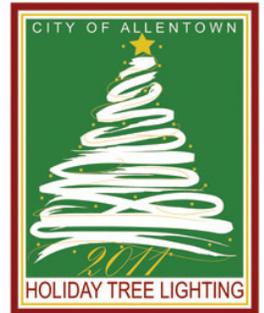
## LIGHTS IN THE PARKWAY

Lights in the Parkway is an annual Allentown holiday tradition celebrating its 16th season. This event transforms the beautiful Lehigh Parkway into a winter wonderland with hundreds of thousands of twinkling lights and accompanying music. 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 remains an inexpensive and brilliant attraction. Please see additional brochure for Lights specific sponsor opportunities.

December and January ● Attendance: Average of 100,000 visitors annually ● Cost: \$80,000 ● Title Sponsorship: \$50,000

## DOWNTOWN TREE LIGHTING CEREMONY

Celebrating one of the most magical times of year, this Tree Lighting Ceremony incorporates street performers, holiday carols, live musicians, 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 sure to be delighted. Street vendors who provide hot chocolate, cookies and other fare help to warm up the crowds. While ice-carving, horse drawn carriage rides and more help to define the festive atmosphere of this annual event and leave all with a sense of holiday cheer.



December ● Attendance: About 500 attendees annually ● Cost: \$9,500 ● Title Sponsorship: \$5,950

## FIRST MONDAY

This monthly social, networking event gives downtown employees a chance to connect with the people and places that are part of Downtown Allentown. Each month a different restaurant, business, organization or institution opens its doors and welcomes friends, neighbors, co-workers and their spouses into their place of business.

Entire Year ● Attendance: Average of 60 attendees a month ● Cost: \$6,000 ● Title Sponsorship: \$3,750



## 2011 SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES & RATES

Benefits	Season Sponsor	Queen City	Majestic	Vibrant	Downtown	Partner	Good Neighbor	Friend
	\$30,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Radio Advertising	All Events	Five	Three	Two				
Online Advertising	All Events	Five	Three	Two				
Television Advertising	All Events	Five	Three	Two				
Print Advertising	All Events	Five	Three	Two				
Speak at Press Conference	All Events	Five	Three	Two				
Company Signage On-Site	All Events	Five	Three	Two				
Opportunity to Speak from Stage	All Events	Five	Three	Two				
Back of Tickets	All Events	Five	Three	Two				
Back of Discount Coupons	All Events	Five	Three	Two				
Booth at Events	All Events	Five	Three	Two				
Posters	All Events	Five	Three	Three	Three	Two	One	
Logo on Events Websites	All Events	Five	Three	Three	Three	Two	One	
Link to Your Web Site	All Events	Five	Three	Three	Three	Two	One	
Mention on Events Websites	All Events	Five	Three	Three	Three	Two	One	
Inclusion in Press Release	All Events	Five	Three	Three	Three	Two	One	
Sponsor handouts/give-away	All Events	Five	Three	Three	Three	Two	One	One
On-Stage Mention	All Events	Five	Three	Three	Three	Two	One	One
Use of Events Logos	All Events	Five	Three	Three	Three	Two	One	One
Discounted Advance Sale Tickets	Yes	Yes	Yes	Yes	Yes	Two	One	One
Advertisement in Program Book	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	1/6 Page	Logo	Listing
Complimentary Admission Passes	130	60	40	30	20	10	4	2

**Sponsorships are limited so contact us soon!**

For more information please contact:  
 Tara Craig: Special Events Manager  
 By phone: 610-437-7530  
 Email: [craigt@allentowncity.org](mailto:craigt@allentowncity.org)  
[www.allentownpa.gov](http://www.allentownpa.gov)

If interested, please find the enclosed Sponsor Commitment Sheet and envelope.



**City of Allentown 2011 Season of Events  
Sponsor Commitment Sheet**

Our organization, \_\_\_\_\_, would like to partner with the City of Allentown and support Special Events and Programming for the 2011 Season.

We would like to receive the benefits of the level indicated below:

- Season Sponsor - \$30,000 (includes all events listed below)
- Queen City Sponsor - \$15,000 (includes five events below)
- Majestic Sponsor - \$10,000 (three events)
- Vibrant Sponsor - \$7,500 (three/two events)
- Downtown Sponsor - \$5,000 (three events)
- Partner - \$2,500 (two events)
- Good Neighbor - \$1,000 (one event)
- Friend - \$500 (one event)
- Other

We are interested in Title Sponsorship of \_\_\_\_\_.

\*Title Sponsorship grants 50% off your selected Sponsor Level from the above listing.

Please note that we would like to sponsor the following events and programs:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Party on the Deck       | <input type="checkbox"/> Plaza Growers Market       | <input type="checkbox"/> Lively Lunches in the Arts Park |
| <input type="checkbox"/> Blues, Brews & Barbecue | <input type="checkbox"/> Fourth of July Celebration | <input type="checkbox"/> Citywide Restaurant Month       |
| <input type="checkbox"/> Lights in the Parkway   | <input type="checkbox"/> First Monday               | <input type="checkbox"/> Downtown Tree Lighting Ceremony |

Please send an invoice to this address: \_\_\_\_\_  A check is enclosed in the amount of \_\_\_\_\_.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please keep me informed about Allentown's 250<sup>th</sup> Anniversary Celebration, which will be occur in 2012.

Contact information:

Name \_\_\_\_\_ 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

