



Saturday, June 20, 2009

West Reading's 15th Annual Art on the Avenue Sponsorship Opportunities

Community Partner
-\$10,000 cash contribution-

Sponsors will be recognized for providing significant financial support in all of the West Reading Main Street events and activities throughout the year, including: Art on the Avenue....Fall Festival....Holiday Glow....Taste of West Reading.

Recognition will include media mention, logo placement on promotional materials and street banner recognition.

Inclusion on event print advertisement in Eastern Pennsylvania and Regional Advertising.

Recognition will be provided for all events promotional posters and flyers published, in addition to radio and television promotion.

Community Partners for the 15th Annual Art on the Avenue will be gratefully acknowledged as a.....

LOUVRE SPONSOR

This package will include the following:

- Logo or name will appear as a presenting sponsor on all materials
- Logo or name will be included in all promotional campaigns including television, radio, print, web and billboard
- Public Relations campaign will provide recognition opportunities on radio and television
- Large booth will be provided for you in a centralized location at the event
- A Frog armature, will be placed at your business or other location to be determined. Louvre Sponsors will have the option of keeping your frog or donating it to the auction.
- Your frog will be pictured on advertisements
- Your logo/name featured on eco-friendly shopping bags distributed at Art on the Avenue
- Recognition will be provided on a full page ad appearing in the Art on the Avenue program



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West Reading's 15th Annual Art on the Avenue Sponsorship Opportunities

Main Street Partner
-\$7,500 cash contribution-

Sponsors will be recognized for providing significant financial support in three of the West Reading Main Street events and activities throughout the year. The selection of events includes, Art on the Avenue....Fall Festival....Holiday Glow....Taste of West Reading

Recognition will include media mention, logo placement on promotional materials and street banner recognition in three events.

Inclusion on event print advertisement in Eastern Pennsylvania and Regional Advertising.

Recognition will be provided on two events promotional posters and flyers published, in addition to radio and television promotion.

A Main Street Partner for the 15th Annual Art on the Avenue will be gratefully acknowledged as a.....

METROPOLITAN SPONSOR

The package will include the following:

- Logo or name will be included in all promotional campaigns including television, radio, print and web
- A large booth will be provided to you at the event
- A Frog armature will be placed at your business or other to be determined location. Metropolitan Sponsors will have the option of keeping your frog or donating it to the auction
- Recognition of your support will be recognized on a one-half page ad placed in the Art on the Avenue program



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Friend of West Reading Main Street -\$5,000 cash contribution-

Sponsors will be recognized for providing significant financial support in two West Reading Main Street events and activities throughout the year. The selection of events includes, Art on the Avenue....Fall Festival....Holiday Glow....Taste of West Reading
Recognition will include media mention, logo placement on promotional materials and street banner recognition in two events.

Inclusion on event print advertisement in Eastern Pennsylvania and Regional Advertising.

Recognition will be provided for two events promotional posters and flyers published, in addition to radio and television promotion.

A Friend of West Reading Main Street Sponsor for the 15th Annual Art on the Avenue will be gratefully acknowledged as a.....

UFFIZI SPONSOR

This package will include the following:

- Logo or name will be included in all promotional campaigns including television, radio, print and web
- Your logo or name will be included on the Art on the Avenue street banner
- A booth will be provided to you at the event
- Recognition of your support will appear on a one-half page ad in the Art on the Avenue program



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West Reading Main Street Event Sponsor -\$2,500 cash contribution-

Event Sponsors will be recognized for providing significant financial support in one West Reading Main Street event or activity identified by the Promotion and Marketing Team for the year.

Recognition will include media mention, logo placement on promotional materials and street banner recognition in one event.

Inclusion on event print advertisement in Eastern Pennsylvania and Regional Advertising.

Recognition will be provided for one event promotional posters and flyers published, in addition to radio and television promotion.

A West Reading Main Street Event Sponsor for the 15th Annual Art on the Avenue will be gratefully acknowledged as a.....

PRADO SPONSOR

The package will include the following:

- Logo or name will be included in the promotional campaign material
- Logo placed on street banner for the event
- A booth will be provided to you at the event
- One-quarter page ad in the Art on the Avenue program



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National Gallery -\$1,000 Cash and/or In-kind Contribution-

- Your logo or name included in Art on the Avenue print materials which include newspapers, posters and flyers
- Provision of a listing in Art on the Avenue special program

Sculpture - Friends of Frogs -\$2500 Cash Contribution-

- Fiberglass Frog (54"H X 44" W) will be purchased. **Sculpture - Friends of Frogs** will have choice of approved artist to create frog. Friend of Frog may submit the name and work of the chosen artist for approval.
- Plaque with sponsor name to accompany frog
- Publicity in promotional campaigns
- First right to **purchase** completed frog before frogs are auctioned

Painting - Art on the Avenue -Special Program Book Advertisement-

- Full Page \$500
- Half Page \$250
- Quarter Page \$150
- Name Listing \$ 75