



# NEWTOWN BUSINESS ASSOCIATION

*Building Business • Fostering Friendships • Connecting Community*

## 2019 NEWTOWN BUSINESS ASSOCIATION'S SPONSORSHIP OPPORTUNITIES

### 2019 PARTNER SPONSORSHIP: \$1750

The NBA Annual Partner Sponsorship program is designed to provide maximum business exposure for your advertising dollar. As a Partner Sponsor, you will show your commitment to the Newtown community, position yourself as a high level partner in the NBA and save money!

Includes \$175 Membership Fee for 2019

Includes sponsorship levels at the following NBA community events. Please register for each event (except for the parade) if you decide to have a presence / table.

Easter Egg Hunt – Silver Level \$250

Welcome Day - Gold Level - \$500

Antique & Classic Auto Show – Gold Level \$500

Business Expo – Gold Level -\$500

Newtown Holiday Parade – \$100 Participation fee waived or \$100 off sponsorship options.

**The cost to sponsor each NBA event individually + membership has a value is \$2025**

See details in this document for each event's unique marketing opportunities ... the value is nothing short of amazing for your business!

### PLUS YOU WILL GET:

- Premium placement of logo in the Newtown Business & Community Guide (if purchased by 2/1/19).
- Premium placement of logo on NBA Website rotating **over 100,000+ impressions** with a link.
- Display of Partner Sponsor Banner at all NBA sponsored events & meetings (if purchased by 2/15/19).  
(We may print another sponsor banner later in the year if we have need)
- Logo on the screen at the Newtown Theatre before films.
- Logo on annual NBA Holiday print advertising.
- Promotional presence at all special events.
  
- **NBA Charitable Giving** - During the course of the year the NBA gives back to several charitable organizations in the community. Our commitment is to incorporate and recognize all of our Partner Sponsors in the contributions made by the NBA. This increases your exposure to the community through the NBA marketing campaign.
  
- **Our Mobile friendly website** gives you even more exposure with people on the move with over 100,000+ impressions and partner's logos in premium rotations with beneficial links to your business.
  
- **Social Media** - The NBA is providing extra exposure for Partner Sponsors via Social Media. Our events draw fans to our growing Facebook page where our partners may post messages daily and be highlighted twice a month. We are also using paid advertisement on Facebook to boost our posts to a larger audience for NBA events. We also have accounts for Twitter, Instagram, Pinterest & Snapchat used for marketing.

**TOTAL VALUE: \$4500+ .** The total financial worth of the sponsorship actually exceeds \$4500 creating a significant and unparalleled value.

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Any questions please contact Leigh Sheek-Vogel of Turning Point Design + Marketing at leigh@turningpointdm.com or call (215)357-1727.

Please purchase Partner Sponsorship online at [www.newtownba.org](http://www.newtownba.org). Contact Leigh should you need to be invoiced. Please forward high resolution logo to Leigh for marketing.

## **INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES FOR 2019**

Join the NBA, purchase sponsorship NOW online and start benefiting 1/1/2019 with your business recognized on the event's promotional page on our website with a link to your site. You may find contact info for each chairperson on our website if you would like specific info regarding an event.

### **EASTER EGG HUNT 4/13/19 - Sponsorships close on 3/13/19.**

The NBA Annual Easter Egg Hunt (held at Goodnoe Elementary School - 298 Frost Lane, Newtown PA) is a multi-generational hunt with prizes donated from NBA members. The event is held on the Saturday 1 week prior to Easter which is 4/21/19. Rain date is 4/20/19. If you wish to donate prizes for the hunt – please contact the chairperson by 4/3/19 so that you can be acknowledged on the flyer handed out at the event.

#### **Silver Level \$250**

- Company logo displayed on NBA website's Easter Egg Hunt page with link to your site.
- Company logo on all event promotions including advertising and flyers.
- Company Banner may be displayed during the event. *Highest Level sponsors who choose to display a banner at event must provide their own banner stand (weighted vertical stand) with set up and take down.*
- Company logo will be printed on an NBA 2019 community event calendar distributed at the event.
- Promotional material or item may be brought to event and distributed.
- Verbal recognition at the event.

#### **Bronze Level: \$125**

- Company name listed on NBA website's Easter Egg Hunt event page with link to your site.
- Company name will be printed on an NBA 2019 event calendar distributed at the event.
- Company name (not logo) on all event promotions including advertising and flyers.

### **WELCOME DAY 5/5/19 – Sponsorship close 4/5/19 & space reservations close on 4/6/19.**

Held on the first Sunday in May this street fair has an estimated 7,000 to 10,000 attendees featuring music, NBA businesses, art festival, food court and more on Sycamore St. in Newtown.

#### **Gold Level: \$500**

- Company logo displayed on NBA website's Welcome Day page with link to your site.
- NBA will provide color coded balloons for your booth to stand out from all others.
- NBA will drive additional traffic to your booth by creating a special promotion for Gold Sponsors only.
- Company logo on all event promotions including advertising, poster, flyers and the "Welcome Day Guide" if published in an issue of "Advance of Bucks County" & distributed during the event.
- Your logo will be printed on the sponsor boards at the event and you can display your banner at your space.
- Verbal recognition at the opening ceremony and during performances.
- A 10' x 10' space at the Welcome Day event valued at \$105. Note: We will not be providing tables for participants as we have reduced space cost & removed sell fees.

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**Silver Level - \$250**

- Company name listed on NBA website's Welcome Day Event page with link to your site.
- Company name (not logo) on all event promotions including advertising, poster, flyers and the "Welcome Day Guide" if published in an issue of "Advance of Bucks County" & distributed at event.
- Company name listed on the sponsor banner board displayed at event.
- 10' x 10' space at the Welcome Day event valued at \$105. Note this year that we will not be providing tables for participants as we have reduced space cost & removed sell fee.

**Bronze Level - \$125**

- Sponsorship at Entertainment Venues – Please contact Bill Sheffer for details ([bsheffer@fnbn.com](mailto:bsheffer@fnbn.com))

**ANTIQUÉ & CLASSIC AUTO SHOW 7/21/19 - Sponsorship closes on 6/21/19**

This popular event will be held on State Street on the 3rd Sunday in July with over 7000 attendees featuring 180 antique and classic autos up to 1994. (There is no rain date for this event)

7/7/19 - Pre-Registration Fee of \$15 for Car Owners closes. Day of Show registration fee is \$25.

**Gold Level: \$500**

- Company logo displayed on NBA website's Auto Show Event page with link to your site.
- Company logo on all event promotions including advertising, poster and flyers.
- Verbal recognition at the event.
- Your logo printed on the sponsor acknowledgment sheet distributed to attendees.
- Logo on the sponsor banner board at judging area.
- 10 x 10 space (no table or chairs provided) to promote your business on State Street.

**Silver Level: \$250**

- Company name (not logo) on all event promotions including advertising, poster and flyers.
- Company name listed on NBA website's Auto Show event page with link to your site.
- Company name displayed on sponsor acknowledgement sheet and sponsor board.

**Trophy Sponsorship:**

Your company name will be printed on a trophy and presented as your award to winners. To purchase this sponsorship please go to [www.newtownBA.org](http://www.newtownBA.org) and select the car class you would like sponsor. Your name will be listed on the Sponsor Acknowledgement Sheet given out to all attendees of the show and verbal recognition at the award ceremony. Non-members may sponsor trophies.

**\$175** Best in Show / Best American / Best European / Best Asian

**\$150** First Place Special Marque Trophy (up to 1994)

**\$100** Second Place Special Marque Trophy (up to 1994)

**\$100** - 1st place per 12 Auto Categories (below) or **\$75** - 2nd place per 12 Auto Categories:

1900-1929 / 1930-1939 / 1940-1949 / 1950-1959 / 1960-1969 / 1970-1979 / 1980-1994

Modified Custom Class - includes Street Rods (up to 1994) / Corvettes (up to 1994) / Foreign (up to 1994)

Trucks (up to 1994) / Special Interest (up to 1994)

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## **BUSINESS EXPO 9/11/19 Sponsorships close on 8/11/19**

The Expo is held from 3 to 7pm on the 2nd Wednesday in September with over 60 local NBA businesses, restaurants, and tradesmen showcasing their services and products to the general public. Food, prizes and giveaways are offered. Space reservations close **8/21/19**. **All sponsors must register to participate at the Expo by this date.**

If you are not a sponsor want to register to be at the Expo, take advantage of the Early Bird Participation Special – good only until May 25th, saving you \$50!!! **Early Bird Pricing:** (includes an 8 ft. space, pipe and drape, and if desired a 6 ft. table and 2 chairs) - \$175 without electricity / \$225 with electricity.

### **Gold Sponsorship \$500:**

With a \$500.00 payment, you can stand out amongst the rest of the exhibitors in a number of ways. If and only if you are a gold level sponsor (\$500) you will receive:

- The ability to sell products, gift certificates, subscriptions, services... etc.
  - An 8-foot space with a 6-foot table and one chair at the Expo including pipe and elegant drape.
  - Logo identification on advertising and promotional materials including posters, flyers, newspaper advertising and the Expo program.
  - Recognition on the NBA website including Company name and logo with a direct link to your website.
  - Free social media recognition.
  - Display board recognition at the Expo.

## **HOLIDAY PARADE – 12/8/19 Sponsorships close on 11/8/19**

Held on the second Sunday in December, this is a huge event and is a family tradition that continues to provide a magical experience for the whole community. With over 50 groups, totaling 1800 people participating, and over 5000 people lining the streets to watch. Sponsorships are open to non-members.

### **Exclusive Holiday Parade Sponsorship - \$5000 \*\* Early bird discount of \$250 through 10/17/19**

- Parade named for your business with your company banner leading the parade. Sponsorship limited to 1 business.
- All benefits listed under the Gold Star Package.
- Your company will be prominently featured on the front cover of the Parade Program guide distributed to spectators prior to parade.

### **Mummers Sponsorship - \$1000 \*\* Early bird discount of \$100 through 10/17/19**

- A banner for your business will be created, but the sponsors is responsible to walk the banner in the parade in front of the Mummers. The NBA is not responsible to carry your banner.
- All benefits listed under the Gold Star Package.

### **Gold Star Sponsorship - \$500 \*\* Early bird discount of \$50 through 10/17/19**

- Participation space in the parade.
- Your Company Coupon (2.25 wide x .9" height) included on 7,000 advertising inserts in the Advance Newspapers. Sponsors must forward logo & coupon to Marketing Coordinator.
- Company logo on NBA website starting Nov. 8th through Dec. 31.
- Company logo included on poster & flyer distributed through the community also emailed to 2000+ contacts and printed on the 2000 parade program guides distributed at event.

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**Silver Lights Sponsorship - \$350** \*\* Early bird discount of \$50 through 10/17/19

- Participation space in the parade.
- Your Company logo included on 7,000 advertising inserts in the Intercounty Newspapers.
- Company logo on NBA website starting Nov. 8th through Dec. 31.
- Company logo included on poster & flyer distributed through the community; also emailed to 2000+ contacts and printed on the 2000 parade program guides distributed at event.

**Snowflake Sponsorship - \$175** \*\*Early bird discount of \$25 through 10/17/19

- Participation space in the parade.
- Your Company Name included on 7,000 advertising inserts in the Intercounty Newspapers and printed on the 2000 parade program guides distributed at event.
- Company Name on NBA website starting Nov. 8th though Dec. 31.
- Company Name included on poster & flyer distributed through the community also emailed to 2000+ contacts and printed on the 2000 parade program guides distributed at event.

**Parade Participation ONLY - \$100** \*\*Early bird discount of \$15 through 10/17/19

- Non Profit Organizations are free (documentation may be required).

**Please note if an event is rained out – there will be no refunds to sponsors should event be cancelled.**