



2020 NEWTOWN BUSINESS ASSOCIATION'S SPONSORSHIP OPPORTUNITIES

2020 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 2020

Includes sponsorship levels at the following NBA community events. Please register for each event 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 2/1/20).
- 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 2/15/20).
(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 partners 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 reach larger audiences for select NBA events. You can also find us at Instagram, LinkedIn and Twitter

- **NEW** – Each Partner will have an opportunity to be scheduled for a Spotlight feature on our Facebook & Instagram business pages. Includes up to 100 words briefly describing you/your business, and a photograph representing you/your business. NBA reserves the right to review / approve text.

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. Leigh is NBA Marketing Coordinator & Sponsorship Chair.

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

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES FOR 2020

Join the NBA, purchase sponsorship NOW online and start benefiting 1/1/2020 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.

IMPORTANT NOTE: Rain or Shine NBA Events – The NBA reserves the right to cancel or postpone any event if, in the judgment of the NBA, inclement weather may present a danger to participants or attendees. If an event is cancelled or postponed, the NBA reserves the right to decide whether an event will be rescheduled and if any fees will be refunded.

EASTER EGG HUNT 4/4/20 - Sponsorships close on 3/4/20.

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 4/12/20. Rain date is 4/11/20. If you wish to donate prizes for the hunt – please contact the chairperson by 3/23/20 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 2020 community event calendar distributed at the event.
- Promotional material or item may be brought to event and distributed.
- Verbal recognition at the event.
- Social media recognition.

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 2020 event calendar distributed at the event.
- Company name (not logo) on all event promotions including advertising and flyers.

WELCOME DAY 6/14/20 – Sponsorships close 5/14/20. Space reservations closes 5/14/20.

NEW: This year the date for the event is the 2nd Sunday in June. This street fair with flair has an estimated 7,000 to 10,000 attendees featuring music, NBA businesses, art, unique crafts, jewelry, food vendors, free activities for children, give aways 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.
- 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.
- Verbal recognition at the opening ceremony and during performances.
- Social media recognition.
- A 10' x 10' space at the event valued at \$105 (not including food vendors). Note: Participants are responsible for providing their own table, tent and chairs as needed. All Tents used at event must have a minimum of 20lb weight for safety / security.

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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.
- 10' x 10' space at the Welcome Day event valued at \$105. Note: Participants are responsible for providing their own table, tent and chairs as needed. All Tents used at event must have a minimum of 20lb weight for safety / security.

Bronze Entertainment Level - \$125

- Sponsor specific entertainment at the event. Includes social media promotion of sponsorship - Recognition of sponsored act on day of event.- Display company banner/sign during – Please contact Bill Sheffer for details (bsheffer@fbn.com)

ANTIQUE & CLASSIC AUTO SHOW 7/19/20 - Sponsorship closes on 6/19/20

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 1995. (There is no rain date for this event)

7/5/20 - 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.
- Social media recognition.
- 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 and select the car class & level 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.

Trophy pricing ranges from \$150 to \$75 depending on category chosen. All categories can be found on our website www.NewtownBA.org

Non-members may sponsor trophies.

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BUSINESS EXPO 9/9/20 Sponsorships close on 8/9/20

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 **8/19/20**. **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 7/19/20, 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 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 logo with a direct link to your website.
 - Social media recognition.
 - Display board recognition at the Expo.

HOLIDAY PARADE – 12/6/20 Sponsorships & participation registration close 11/6/20

Held on the first 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 & participation are open to non-members.

The Newtown Holiday Parade sponsorship is NOT included in the annual NBA Partner sponsorship benefits. However, NBA-Partner-Sponsors have two discount options for the parade. 1) Free participation in the parade; you must indicate your intention to participate when you register as a sponsor.. 2: A \$100.00 discount toward any parade sponsorship package which includes participation in the parade. This is the better of the 2 options, BUT requires you to indicate if you wish to participate when you register as a sponsor AND input a coupon code that will available to Partner Sponsors only.

Exclusive Holiday Parade Sponsorship - \$5000 ** Early bird discount of \$150 through 10/18/20

- Parade named for your business with your company banner leading the parade. 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.
- 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 10/18/20

- 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.

CR North & South Marching Band Sponsorship - \$1000 ** Early bird discount of \$100 ends 10/18/20

- A banner for your business created to walk in front of both HS band's during parade. Sponsorship limited to 1 business.
- Portion of proceeds of sponsorship to be gifted to each band.
- All benefits listed under the Gold Star Package are included.

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Gold Star Sponsorship - \$500 ** Early bird discount of \$50 through 10/18/20

- 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. 6th through Dec. 31.
- Social media recognition.
- 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.

Silver Lights Sponsorship - \$350 ** Early bird discount of \$25 through 10/18/20

- 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. 6th 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 - \$200 **Early bird discount of \$15 through 10/18/20

- 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. 6th 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 \$10 through 10/18/20

- 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.