



2017 SPONSORSHIP INFORMATION

www.germantownunitedcdc.org

About Sponsorship

Sponsorship in Germantown supports a growing community organization doing critical work to revitalize the business corridors, and provides broad visibility for your business or brand to diverse and engaged audiences throughout the year. Germantown United CDC's unique sponsorship program extends recognition that you will receive to all of Germantown United CDC's events for 2017 including:

For the Love of Germantown! 2017

Annual Fundraiser in April, 250+ attendees

Germantown Second Saturday Festival

Outdoor street festival in partnership with Historic Germantown

May 2017 2000+ attendees

Business info sessions

Bi-monthly Business Info Sessions attended by 20-25 business owners and community leaders

Civic Engagement Events

GUCDC and partner Just Act will be hosting 10-12 story-telling sessions focused on Germantown's relationship to the business corridors

Community meetings

GUCDC convenes 3-5 community meetings per year on important issues

Monthly "On the Corridors" e-Newsletter

Distribution to over 1,300 residents, businesses, and institutions

GUCDC Business Directory

Launching in October 2016 this web-based directory will connect Germantown's businesses, historic sites, and cultural attractions to residents and visitors alike

GUCDC's regular social media exposure via Facebook, Twitter and Instagram

There are different levels of sponsorship (detailed on the following pages) to match your needs and enhance vibrant Germantown. To sponsor or learn more, please contact Julie Stapleton Carroll at juliescarroll@gmail.com or call 215.828.5176.

Sponsorship Levels

Sponsor of the Year - \$5,000

As “Sponsor of the Year!,” your support enables Germantown United to promote and facilitate revitalization of Germantown’s business corridor both now and for future generations!

- Recognized as “Sponsor of the Year!” throughout 2017 with name, link, logo, and company profile displayed in a premium marketing position on Germantown United’s webpage and on a 3’ x 10’ vinyl banner at all 2017 GUCCDC events.
- Announced as “Sponsor of the Year!” during all 2017 GUCCDC events
- Announced as “Sponsor of the Year!” on all social media sites
- Opportunity to display table at all 2017 events
- Premium positioning including name and logo on both print and online marketing materials including:
 - Event invitations
 - E-mails preceding the event
 - Event press releases
 - Online event registration pages
 - Full page color advertisement in event booklet
 - Thank you e-mail sent after the event
- Recognized as “Sponsor of the Year!” in the 2017 “For the Love of Germantown!” program booklet
- Speaking opportunity during the 2017 “For the Love of Germantown!” event
- 10 VIP* guest entry tickets into the 2017 “For the Love of Germantown!” event

Sponsorship Extraordinaire - \$2,500

As “Sponsor Extraordinaire,” your support will enable us to provide resources for current and future entrepreneurs in this community!

- Announcement of company as “Sponsor Extraordinaire” during GUCCDC 2017 events
- Name and logo positioning for print and online marketing materials including:
 - Event Invitations
 - Event E-Invitations
 - Eventbrite Registration pages
 - Half-page color advertisement in front of “For the Love of Germantown!” event booklet
- Recognized as Sponsor Extraordinaire in the 2017 “For the Love of Germantown!” program booklet
- Opportunity to hang a banner at the 2017 “For the Love of Germantown!” event
- 6 VIP* guest entry tickets into “For the Love of Germantown!”

Sustaining Sponsor - \$1,000

As a “Sustaining Sponsor,” your support will help Germantown United CDC to sow seeds of rebirth and prosperity in the community!

- Announcement of company as a “Sustaining Sponsor” during GUCDC 2017 events
- Name listed both in print and online marketing materials, including event invitations, flyers and social media posts
- Quarter-page color advertisement in “For the Love of Germantown!” program booklet
- Recognized as a Sustaining Sponsor of “For the Love of Germantown!” 2017 program booklet
- 4 VIP* guest entry tickets into “For the Love of Germantown!”

Friend of Germantown - \$300

- Recognized as a “Friend of Germantown” in the “For the Love of Germantown!” 2017 booklet
- 2 VIP* tickets into “For the Love of Germantown!”

*VIP guest entry includes a limited edition gift and entrance to the event.