

PENN STREET MARKET 2019 SPONSORSHIP OPPORTUNITIES

Title Presenting Sponsor | \$10,000 | EXCLUSIVE

- Name and logo in full color added to event title as presenting sponsor on all marketing materials – print and digital
- Pre-event and in-season publicity through GRCA and Penn Street Market publications, website, and social media
- Name and logo recognition on Penn Street Market website and weekly, in-season email blasts
- Social media recognition throughout the season on Penn Street Market Facebook, Instagram, and Twitter
- Weekly recognition during the Main Stage market announcements made twice in English and Spanish
- Logo displayed in full color on signage throughout the Market season
- Opportunity to have a display table (10' x 10') weekly throughout the 13-week season

Steward Sponsor | \$5,000 | 2 AVAILABLE (Non-Compete)

- Logo in full color on all marketing materials – print and digital
- Logo recognition on Penn Street Market website and weekly, in-season email blasts
- Social media recognition throughout the season on Penn Street Market Facebook, Instagram, and Twitter
- Weekly recognition during the Main Stage market announcements made twice in English and Spanish
- Logo displayed in full color on signage throughout the Market season
- Opportunity to have a display table (10' x 10') weekly throughout the 13-week season

Harvest Sponsor | \$2,500 | 4 AVAILABLE (Non-Compete)

- Logo recognition on Penn Street Market website and weekly, in-season email blasts
- Social media recognition throughout the season on Penn Street Market Facebook, Instagram, and Twitter
- Weekly recognition during the Main Stage market announcements made twice in English and Spanish
- Logo displayed in black and white on signage throughout the Market season
- Opportunity to have a display table (10' x 10') up to 8 times throughout the 13-week season

Growth Sponsor | \$1,000 | 6 AVAILABLE (Non-Compete)

- Logo recognition on Penn Street Market website
- Social media recognition on Penn Street Market Facebook, Instagram, and Twitter
- Logo displayed in black and white on signage throughout the Market season
- Opportunity to have a display table (10' x 10') up to 6 times throughout the 13-week season

Root Sponsor | \$750 | UNLIMITED

- Logo recognition on Penn Street Market website
- Social media recognition on Penn Street Market Facebook, Instagram, and Twitter
- Opportunity to have a display table (10' x 10') up to 4 times throughout the 13-week season



Seedling Sponsor | \$500 | UNLIMITED

- Logo recognition on Penn Street Market website
- Social media recognition on Penn Street Market Facebook, Instagram, and Twitter
- Opportunity to have a display table (10' x 10') 2 times throughout the 13-week season

Pollination Sponsor | \$250 | UNLIMITED

- Logo recognition on Penn Street Market website
- Social media recognition on Penn Street Market Facebook, Instagram, and Twitter

SPECIAL EVENTS + PROGRAMMING SPONSORSHIP OPPORTUNITIES

Market Totes | \$1,000 | 1 AVAILABLE

- Logo recognition on Penn Street Market reusable tote bags

Live Music on the Main Stage | \$1,000 | 1 AVAILABLE

- Logo recognition on signage surrounding the Main Stage area
- Logo recognition on Penn Street Market website

Kids Creative Corner | \$750 | 1 AVAILABLE

- Activities include, but are not limited to coloring, sidewalk chalk, make and take totes
- Logo recognition on signage at the activity table

June 6th Opening Day Celebration with ribbon cutting ceremony and cupcake give-away | \$250 | 1 AVAILABLE

Ice Cream Party @ READAPALOOZA in July | \$500 | 1 AVAILABLE

- In celebration of National Ice Cream Month and READAPALOOZA presented by United Way of Berks County Ready. Set. Read! Initiative

Celebration of National Food Holidays at the Market – to be celebrated with a free give-away first-come-first-served once a month at the Market | \$500 | 1 PER MONTH AVAILABLE

- June: National Fresh Fruit and Vegetables Month
- July: National Ice Cream Month – See READAPALOOZA Opportunity
- August: Peaches
- September: Apples

**For more information on these opportunities, please contact Aaron Gantz,
Exec. Dir. Of Downtown Revitalization at 610.898.7788 or agantz@greaterreading.org**

We would love to work with you to customize the sponsorship to meet your goals!

