



2021 PHILLIPSBURG OLE TOWNE FESTIVAL

As April is wrapping up, and Governor Murphy has announced an increase in outdoor gathering limits as of May 10th. We are happy to be moving forward with our beloved Ole Towne Festival!

We are so thrilled to bring some fun back to our community after the tough year of uncertainty we have all had! This year the festival will be taking place on Friday, June 18th at Shappell Park and Saturday, June 19th at Walters Park. Friday night we have a 5k planned along with a concert from Dr. Dick. Saturday will host various vendors, a terrific lineup of bands including Inch and the Echoes, Timewhys, Bobby Clark Band and The Large Flowerheads, and ending the evening with a fabulous fireworks display.

Ole Towne Festival can only happen if we have the community support we've always garnered. As a key member in our community, we would love to have your support in any capacity you are willing or able to contribute.

As we know with the world today, things will look a bit different as we navigate through this 'new normal', we aim to maintain the charm of our traditional festival while staying compliant with CDC guidelines and regulations and ensuring our attendees feel safe.

Attached are the sponsorship opportunities for this event. We greatly appreciate your support in our efforts to navigate this years' event during these unprecedented times.

Join in on the excitement and help make this community event possible as an official festival sponsor!

Audience: About 2,000 Phillipsburg and Easton area residents and their families.



2021 Ole Towne Festival Sponsor Opportunities

Name: (as to appear in all promotions included with sponsorship) _____

Contact name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Please select a sponsorship level below and send form to:

PHILLIPSBURG OLE TOWNE FESTIVAL

158 A Northampton Street

Easton, Pa 18042

or

Fax to: 610-330-9177

Please make checks payable to: Phillipsburg Ole Towne Festival

Thank you for your support!

_____ **Premier Sponsor: \$5,000**

Category _____

_____ **Platinum Sponsor: \$3,500**

Category _____

_____ **Gold Sponsor: \$2,500**

_____ **Silver Sponsor: \$1,000**

_____ **Bronze Sponsor: \$500**

_____ **Friend of Phillipsburg: \$**_____

Questions?

Contact Liana Marte at:

610-739-1520 OR lianam@lehighvalleychamber.org

Sponsorship Opportunities

Premier Sponsor: **\$5,000**

- Free booth at Ole Towne Festival
- Distribution of marketing materials at Ole Towne Festival Headquarters
- **Large logo in all advertising**, including The Chamber's *E-Newsletter*
- **Large logo** in E-Blast Invitation to Chamber Members
- **Bold Listing** in official press release
- **NEW!** - Banner and signage displayed **in premiere location** at the festival (see categories below)

Premiere Sponsor Categories Available (1 of each):

Firework Sponsor

Main Stage Sponsor

- Recognition at opening ceremonies and over the public-address system throughout the weekend
- Social Media recognition on Chamber Social Media
- **Full page** advertisement in program
- Logo on Website: www.oletownefestival.com
- Large logo on Ole Towne Festival T-Shirt

Platinum Sponsor: **\$3,500**

- Distribution of marketing materials at Ole Towne Festival Headquarters
- Logo in Official E-Blast Invitation to Chamber Members
- Logo in all advertising, including The Chamber's *E-newsletter*
- Listing in official press release
- **NEW!** - Banner and signage displayed **in platinum location** at the festival (see categories below)

Platinum Sponsor Categories Available (1 of each):

5k Sponsor

Family Fun Sponsor

- Recognition at opening ceremonies and over the public-address system throughout the weekend
- Social Media recognition on Chamber Social Media
- **Half page** advertisement in program
- Logo on Website: www.oletownefestival.com
- Logo on Ole Towne Festival T-Shirt

Gold Sponsor: **\$2,500**

- Logo in all advertising, including The Chamber's *E-newsletter*
- Listing in official press release
- Banner displayed at festival
- Recognition at opening ceremonies and over the public-address system throughout the weekend
- Social Media recognition on Chamber Social Media
- **Quarter page** advertisement in program
- Logo on Website: www.oletownefestival.com
- Logo on Ole Towne Festival T-Shirt

Silver Sponsor: **\$1,000**

- Recognition at opening ceremonies and over the public-address system throughout the weekend
- Social Media recognition on Chamber Social Media
- **Listing & logo** in program
- Logo on Website: www.oletownefestival.com
- Name on Ole Towne Festival T-Shirt

Bronze Sponsor: **\$500**

- Social Media recognition on Chamber Social Media
- **Listing & logo** in program
- Logo on Website: www.oletownefestival.com
- Name on Ole Towne Festival T-Shirt

Friend of Phillipsburg: **Other Donation**

- **Listing** in program
- Logo on Website: www.oletownefestival.com
- Name on Ole Towne Festival T-Shirt

Thank you for your support!

