*A mural of a building

Description automatically generatedCelebrating over 25 years as a National Main Street Program*

Quakertown Alive! welcomes you to join us as we move forward in 2025 to enhance our beautiful historic community. Our organization has five events this year with many opportunities to be involved as a sponsor.

Your business can partner with Quakertown Alive! as we add another mural, art installations, interpretive signage, and other improvements to the Borough’s business district. In addition, you will contribute to making our business district more welcoming for residents and visitors. Sponsoring Quakertown Alive! events raises the visibility of your business or organization to the greater Quakertown area through recognition on social media, print, and direct communication with hundreds of residents and visitors attending our events.

Please partner with us to join in our traditional, annual street festivals that bring in thousands of visitors to raise awareness of our small businesses and our charming downtown! We thank you for your support.

|  |
| --- |
| Quakertownalive.com 215-536-2273 |

QUAKERTOWN ALIVE! 2025 EVENT

MARKETING OPPORTUNITIES

## Arts Alive! Festival- May 17 (rain date May 18) 10:00 AM – 4:00 PM

Fine artists & crafters exhibition, Broad Street

Six hours of on-stage musical performances (Third and Broad Streets) Children's courtyard - food court- over 100 vendors -artist driven Attendance: 6000 +/-

## Exclusive Show Sponsor $3,000

* Exclusive sponsor and prominent logo on pre-event cards and QA! stage signage
* Distribution of marketing materials, bags, or giveaways via volunteers
* **NEW!** One complimentary social media video/reel to promote your business
* On-stage exclusive opening remarks by sponsor
* Sponsor provided signage permitted on stage, if desired
* Presentation of winning artist award, if desired
* Featured as lead sponsor in radio ads when available
* Event emcee will announce sponsors from the stage throughout the day
* Name and hyperlink on website, social media, and newsletter
* Five-minute company announcement by emcee from the stage and additional time for giveaway, if desired
* Free single booth space

## Stage Sponsor $2,000

* Company logo on pre-event cards and QA! stage banner
* Limited distribution of marketing materials via volunteers
* **NEW!** One complimentary social media video/reel to promote your business
* Free single booth space
* Sponsor provided signage permitted on stage, if desired
* Event emcee will announce sponsors from the main stage throughout the day
* Name and hyperlink on website, social media, and newsletter
* Three-minute company announcement from the stage and additional time for giveaway, if desired

## Children's Train Ride Sponsor $1,500 or 2 co-sponsors of $750 each

* + Prominent company logo on train and on gate entrance
  + **NEW!** One complimentary social media video/reel to promote your business
  + Free single booth space
  + Company logo on pre-show cards and QA! stage banner
  + Event emcee will announce sponsor from the stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

## Children's Courtyard Sponsor $1,000, or 2 co-sponsors $500 each

* + Prominent company logo on sandwich board sign in courtyard and banner sign in courtyard area
  + **NEW!** One complimentary social media video/reel to promote your business
  + Free single booth space
  + Company logo on pre-show cards and QA! stage banner
  + Event emcee will announce sponsor from the stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

## Arts Appreciation Sponsor $1,000

* + Company logo on pre-event cards and QA! stage banner
  + Free single booth space
  + **NEW!** One complimentary social media video/reel to promote your business
  + Event emcee will announce sponsor name from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

## St. Luke’s Good Neighbor Sponsor $1,000

* + Company logo on pre-event cards and QA! stage banner
  + Free single booth space
    - **NEW!** One complimentary social media video/reel to promote your business
  + Event emcee will announce sponsors from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

**Arts Supporter Sponsor $500**

* + Company logo on QA! stage banner
  + Free single booth space
  + Name and hyperlink on website, social media, and newsletter
  + Event emcee will announce sponsor from the stage throughout the day

## Community Supporter Sponsor $250

* + Company logo on QA! stage banner
  + Name and hyperlink on website, social media, and newsletter
  + Event emcee will announce sponsor from the stage throughout the day

A person in garment with a shield and a child in front of a tent

Description automatically generatedA group of alpacas in a field

Description automatically generatedA child holding a shaved ice

Description automatically generated

**Upper Bucks Brewfest – Date and Time TBD**

Craft brews and canned cocktails - VIP tent – live music

**Event Sponsor $3,500**

* + - Exclusive Sponsor for the Quakertown Alive! Upper Bucks Brewfest
    - **NEW!** One complimentary social media video/reel to promote your business
    - Exclusive name on banner
    - Company name on beer vendor tents
    - Most prominent placement of name and logo on all marketing and advertising material such as event signage and pre-event cards
    - Name and hyperlink on website, social media, and newsletter
    - Opportunity to create a promotion in conjunction with the event
    - 6 VIP tickets

**Entertainment Sponsor $3,000**

* + - Name and logo on all marketing and advertising material such as event signage and pre-event cards
    - **NEW!** One complimentary social media video/reel to promote your business
    - Company name on beer vendor tents
    - Name and hyperlink on website, social media, and newsletter
    - Opportunity to create a promotion in conjunction with the event
    - 5 VIP tickets

**VIP Hour Sponsor $2,500**

* + - Name and logo on all marketing and advertising material such as event signage and pre-event cards
    - **NEW!** One complimentary social media video/reel to promote your business
      * Company name on beer vendor tents
      * Name and hyperlink on website, social media, and newsletter
      * Opportunity to create a promotion in conjunction with the event
      * 4 VIP tickets

**Games Sponsor $2,000**

* + - * Name and logo on all marketing and advertising material such as event signage and pre-event cards
      * **NEW!** One complimentary social media video/reel to promote your business
      * Company name on beer vendor tents
      * Name and hyperlink on website, social media, and newsletter
      * Opportunity to create a promotion in conjunction with the event
      * 3 VIP tickets

## Raffle Tent Sponsor $1,500

* Naming right to Raffle Tent
* Name and logo on stage banner
* **NEW!** One complimentary social media video/reel to promote your business
* Sponsor name introduced on stage during raffle
* Name and hyperlink on website, social media, and newsletter
* Opportunity to create a promotion in conjunction with the event
* 2 VIP tickets

## Community Sponsor $1,000

* Name and hyperlink on website, social media, and newsletter
* **NEW!** One complimentary social media video/reel to promote your business
* Opportunity to create a promotion in conjunction with the event
* Company name on beer vendor tents
* 2 VIP tickets

## Premium Sponsor $500

* Name and hyperlink on website, social media, and newsletter
* Company name on beer vendor tents
* 2 general admission tickets

## Tent Sponsor $300

* Name and hyperlink on website, social media, and newsletter
* Company name on beer vendor tents
* 1 general admission ticket

A group of people posing for a photo

Description automatically generated

A person and person standing under a table with food

Description automatically generatedA person and person posing for a picture

Description automatically generatedA group of people at a table with cans and cans

Description automatically generatedA group of people standing around a table

Description automatically generatedTwo men standing next to a tent

Description automatically generated

## Autumn Alive! Festival -October 18 (rain date: October 26) 10:00 AM – 4:00 PM

Pet Parade - Six hours of On-Stage Musical Performances- Food Court - Over 100 Vendors - Children's Courtyard Anticipated Attendance: 7,000 +/-

## Exclusive Show Sponsor $3,000

* Prominent logo on pre-event cards and QA! stage signage
  + **NEW!** One complimentary social media video/reel to promote your business
  + Distribution of marketing materials, bags, or giveaways via volunteers
  + On-stage exclusive opening remarks
  + Sponsor provided signage permitted on stage, if desired
  + Featured as lead sponsor in radio ads if available
  + Event emcee will announce sponsors from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Five-minute company announcement from the stage and additional time for giveaway, if desired
  + Free single booth space

## Entertainment Sponsor $1,500

* + Company logo on pre-event cards and QA! stage banner
    - **NEW!** One complimentary social media video/reel to promote your business
  + Limited distribution of marketing materials via volunteers
  + Free single booth space
  + Event emcee will announce sponsors from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

## A group of kids at a table with carrots and bananas Description automatically generatedA close up of a cow's nose Description automatically generatedA dog wearing a polka dot vest Description automatically generated

## Children's Train Ride Sponsor $1,500 or 2 Co-sponsors of $750 each

* + Prominent company logo on train and on gate entrance
  + **NEW!** One complimentary social media video/reel to promote your business
  + Free single booth space
  + Company logo on pre-show cards and QA! stage banner
  + Event emcee will announce sponsor from the stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

## Children’s Craft Courtyard Sponsor $ 1,000 or 2 Co-sponsors of $500 each

* + Prominent company logo on a-frame sign in courtyard and banner sign in courtyard area
  + **NEW!** One complimentary social media video/reel to promote your business
  + Free single booth space
  + Company logo on pre-show cards and QA! stage banner
  + Event emcee will announce sponsor from the stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

## St. Luke’s Good Neighbor Sponsor $1,000

* + Company logo on pre-event cards and QA! stage banner
    - **NEW!** One complimentary social media video/reel to promote your business
  + Free single booth space
  + Event emcee will announce sponsors from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter
  + Two-minute company announcement from the stage and additional time for giveaway, if desired

# Pet Parade Sponsor - benefits negotiable - $500

* + Logo and name on parade banner
  + Name and hyperlink on website, social media, and newsletter
  + Free single booth space
  + Event emcee will announce sponsor from the stage throughout the day

# Petting Zoo Sponsor $400

* + Logo and name on parade banner
  + Name and hyperlink on website, social media, and newsletter
  + Free single booth space
  + Event emcee will announce sponsor from the stage throughout the day

# Community Supporter Sponsor $250

* + Company logo on QA! stage banner
  + Event emcee will announce sponsor from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter

# Veggie Race Sponsor $200

* + Company logo on QA! stage banner
  + Company logo at veggie race
  + Event emcee will announce sponsor from the main stage throughout the day
  + Name and hyperlink on website, social media, and newsletter

A group of men wearing clothing and playing instruments

Description automatically generatedA child playing with a toy car

Description automatically generated

## A group of people at a market Description automatically generatedA dog in a garment Description automatically generated

## Christmas Tree Lighting Festival – November 22 (rain date: November 23) 4:00 PM – 7:00 PM

300 block of West Broad Street- 100 block of East Broad Street

Community caroling- Santa's arrival on a Quakertown firetruck- lighting of the Borough Christmas Tree - vendors - costume characters

Anticipated attendance: 4000 +/-

## Exclusive Event Sponsor $2,000

* + Exclusive sponsor and prominent logo on pre-event cards and QA! stage banner
    - **NEW!** One complimentary social media video/reel to promote your business
  + On-stage exclusive opening remarks by sponsor
  + Name and hyperlink on website, social media, and newsletter
  + Sponsor provided signage permitted on stage, if desired
  + Distribution of marketing materials, bags, or giveaways via volunteers
  + Assist with the countdown for the Christmas Tree lighting
  + Promotional onsite Christmas photo provided before event (at request)

## Deck the Halls Sponsor $1,500 or 2 Co-sponsors of $750 each

This sponsorship will help provide decorations for the Christmas trees, Broad Street, hanging baskets, planters, and adding to our downtown streetscape decorations

* + Company logo on pre-event cards and QA! stage banner
    - **NEW!** One complimentary social media video/reel to promote your business
  + Name and hyperlink on website, social media, and newsletter
  + Promotional on-site Christmas photo provided before event (at request)

## Silver Bells Sponsor $1,000

* + Company logo on pre-event cards and QA! stage banner
    - **NEW!** One complimentary social media video/reel to promote your business
  + Name and hyperlink on website, social media, and newsletter
  + Promotional on-site Christmas photo provided before event (at request)

## St. Luke’s Good Neighbor Sponsor $1,000

* + Company logo on pre-event cards and QA! stage banner
    - **NEW!** One complimentary social media video/reel to promote your business
  + Name and hyperlink on website, social media, and newsletter
  + Promotional on-site Christmas photo provided before event (at request)

## Candy Cane Lane Sponsor $600 or 2 Co-sponsors of $300 each

* + Company logo on QA! stage banner
  + Signage at Santa's throne
  + Name and hyperlink on website, social media, and newsletter
  + Promotional on-site Christmas photo provided before event (at request)

## Snow Machine Sponsor $600

* + Company logo on QA! stage banner
  + Signage at snow machine location
  + Name and hyperlink on website, social media, and newsletter
  + Promotional on-site Christmas photo provided before event (at request)

**Jingle Bells Sponsor $600**

* + Covers sound system for event
  + Signage next to DJ
  + Name and hyperlink on website, social media, and newsletter
  + Promotional on-site Christmas photo provided before event (at request)

## Warming Station Sponsor $500

* + Company logo on QA! stage banner
  + Name and hyperlink on website, social media, and newsletter
  + Company giveaways at event (i.e. hot cider)

## Strolling Victorian Carolers Sponsor $500

* + Company logo on QA! stage banner
  + Name and hyperlink on website, social media, and newsletter

## Community Supporter Sponsor $250

* + Name and hyperlink on website, social media, and newsletter
  + A crowd of people outside a building

    Description automatically generatedCompany or individual name listed on event "thank-you" signageA group of women in santa clothing on a stage

    Description automatically generated

# Christmas House Tour – December 7 – 2:00 PM – 5:00 PM

# 4-6 Quakertown houses on tour – pre-event market

# Exclusive House Tour Sponsor - $2,000

# Four free event tickets

# NEW! One complimentary social media video/reel to promote your business

# Premier signage of company name and logo at event host site

# Company logo on banner at pre-event reception location

# Full page ad in program

# Company logo on pre-event poster

* Name and hyperlink on website, social media, and newsletter

# Free table space at reception for business, materials, and giveaways

# House Tour Supporting Sponsor $1,000 – multiple available

# Three free event tickets

# NEW! One complimentary social media video/reel to promote your business

# Free table space at reception for business, materials, and giveaways

* Name and hyperlink on website, social media, and newsletter

# Company logo on banner at pre-event reception location

# ½ page ad in program

# Company logo on pre-event poster

# House Tour Business Sponsor $500 – multiple available

# Two free event tickets

* Name and hyperlink on website, social media, and newsletter

# Company logo on banner at pre-event reception location

# ¼ page ad in program

# Free table space at reception for business, materials, and giveaways

# Company logo on pre-event poster

# Exclusive House or Business Sponsor $250 – multiple available

# One free event ticket

* Name and hyperlink on website, social media, and newsletter

# Company logo on banner at pre-event reception location

# Business name and logo on sign in front of house or business being sponsored

# Company logo on pre-event poster

A living room with christmas tree and chairs

Description automatically generatedA teddy bear with a christmas tree and decorations

Description automatically generated

# 2025 Quakertown Alive! Event Sponsorship Commitment Form

1. **SPONSOR INFORMATION**

|  |
| --- |
| *NAME* |
| *COMPANY NAME* |
| *ADDRESS* |
|  |
| *EMAIL ADDRESS* |
| *PHONE NUMBER* |
| *WEBSITE (if applicable)* |
| *SOCIALMEDIA (if applicable)* |

1. **EVENT SPONSORSHIP LEVELS**

**Arts Alive! Festival: May 17 (rain date: May 18) 10:00 AM – 4:00 PM**

□$3,000 Exclusive Show Sponsor

□$2,000 Stage Sponsor

□$1,000 Arts Appreciation Sponsor

□$1,000 St. Luke’s Good Neighbor Sponsor

□$1,500 Children's Train Ride Sponsor

□750 ½ Sponsorship - Children's Courtyard

□ $1,000 Children’s Craft Courtyard

□ $500 ½ Sponsorship/Courtyard

□ $500 Arts Supporter

□$250 Community Sponsor

**UPPER BUCKS BREWFEST: Date & Time *TBD***

□$3,500 Event Sponsor

□$3,000 Entertainment Sponsor

□$2,500 VIP Hour Sponsor

□$2,000 Games Sponsor

□$1,500 Raffle Tent Sponsor

□$1,000 Community Sponsor

□$500 Premium Sponsor

□$300 Tent Sponsor

**Autumn Alive! Festival: October 18 (rain date: October 26) 10:00 AM – 4:00 PM**

□$3,000 Exclusive Show Sponsor

□$1,500 Entertainment Sponsor

□$1,500 Children’s Train Ride Sponsor

□$750 Co-sponsor Train Ride

□$1,000 St. Luke’s Good Neighbor Sponsor

□ $1,000 Children’s Craft Courtyard

□ $500 ½ Sponsorship/Courtyard

□$500 Pet Parade Sponsor

□$400 Petting Zoo Sponsor

□$250 Community Supporter

□$200 Veggie Race Sponsor

**Christmas Tree Lighting Festival: November 22 (rain date: November 23)**

**4:00 PM - 7:00 PM**

□$2,000 Exclusive Event Sponsor

□$1,500 Deck the Halls Sponsor

□$750 Co-sponsor Deck the Halls

□$1,000 Silver Bells Sponsor

□$1,000 St. Luke’s Good Neighbor Sponsor

□$600 Candy Cane Lane Sponsor

□$300 Co-sponsor Candy Cane Lane

□$600 Snow Machine Sponsor

□$600 Jingle Bells Sponsorship

□$500 Warming Station Sponsor

□$500 Strolling Victorian Carolers Sponsor

□$250 Community Supporter

**Christmas House Tour: December 7 – 2:00 PM – 5:00 PM**

□$2,000 Exclusive House Tour Sponsor

□$1,000 House Tour Supporting Sponsor

□$500 House Tour Business Sponsor

□$250 Exclusive House or Business Sponsor

**3. PAYMENT INFORMATION**

Quakertown Alive! accepts cash or checks for sponsorship payments. Checks should be made payable to Quakertown Alive! with "(event name) Sponsorship" on the memo line.

**IMPORTANT** *Please Note: Payment* is *not due until four (4) weeks prior to the event, but it* is *highly recommended to let QA! know of your sponsorship intent as soon as possible for all events to receive full marketing benefit. Please send your company logos and/or program ads via digital file to* [*taylor@quakertownalive.com.*](mailto:taylor@quakertownalive.com.)

Please return form ASAP to: **Quakertown Alive!**

**Attn: Event Sponsorship**

**314 W. Broad Street St. 202 Quakertown, PA 18951**

Signature Date

***Thank you for your generous support of Quakertown Alive!***

*Quakertown Alive! is a non-profit organization under section 501 (c) (3) of the Internal Revenue Code.*

A crowd of people in a street

Description automatically generated