Radnor Township

Recreation & Community Programming Department

Community Event Sponsorship Opportunities

Reaching the Community Together Through Recreation!

Location: Downtown Wayne

North Wayne Avenue and West Avenue

Radnor Township
301 Iven Avenue
Wayne, PA 19087
www.radnor.com
610-688-5600

Radnor Township Recreation & Community Programming Department

Wheels of Wayne Car & Motorcycle Show Sponsorship Opportunities

Reaching the Community Together Through Recreation!

Dear Radnor Township Community Supporter,

The Recreation and Community Programming Department together with the Wayne Business Association are pleased to work together to bring you another wonderful ***Wheels of Wayne Car & Motorcycle Show to be held on North Wayne Avenue in Downtown Wayne!*** This is a community event in the heart of Wayne featuring a variety of antique, classic, and custom cars & motorcycles, entertainment, DJ, food, prizes, and more for the whole family! The events have drawn over 3,000 spectators in each of their years!

The Recreation Department's mission is to identify and address the recreational interests and needs of Township residents by providing meaningful programs and services that enhance the quality of life for both the individual and the community. Our programming base spans a range of activities for preschoolers, youths, teens, adults, seniors and families. Activities are developed to promote healthy and active lifestyles, stimulate social interaction, boost mental health and well being, strengthen the community, and celebrate the natural environment. We recognize the far reaching ability that our programs and events have on the residents of our community. Aside from seasonal programming, Radnor Recreation also plans many special events designed to bring the community together. These fun and enriching events help us with our goal of making a great place even better!

Sponsors and community supporters like you play a vital role in our community by supporting the above recreational programming and services. With a participating sponsorship in this year's Wheels of Wayne event you can promote your business/organization through multiple advertising channels depending on the sponsorship level including, but not limited to: recognition on event related promotional materials including Radnor Township Newsletters (sent to 12,000 Households, Businesses and Agencies), opportunity to display a sponsor table at the event and to distribute promotional materials, and promotion on the township website with a link to your business/company website.

We encourage you to look at the Sponsor Participation Levels attached and kindly invite your partnership with us for this wonderful community event that will become a yearly tradition in Radnor Township. Through a partnership, you will experience exceptional visibility and make a positive impact on our community. This is a unique opportunity to reach out to the community and promote awareness of your business. Please consider sponsoring Wheels of Wayne and complete the enclosed "application" form.

On behalf of Radnor Township and the Recreation Department, we would like to thank you in advance for your consideration in partnering with us and helping to make this community event a great success! Please contact me at 610-688-5600 ext. 141 or send an email to tcohen@radnor.org for more information.

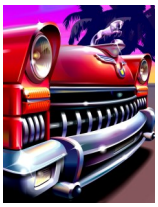
Sincerely,

Tammy S. Cohen
Director of Recreation & Community Programming

Radnor Township Recreation & Community Programming Department
301 Iven Avenue, Wayne, PA 19087
Phone: 610-688-5600
Fax: 610-971-0450
Website: www.radnor.com

WHEELS OF WAYNE

Sponsorship Levels



BEST OF SHOW EVENT SPONSOR $6000

Primary sponsor for the event (1 opportunity available)

- Event will be Co-Branded with sponsor name "Wheels of Wayne Presented By…"
- Recognition on all event related promotional materials, including the Radnor Township Newsletters (sent to 12,000+ Households, Businesses, and Agencies & e-mailed to 5,000+ recipients)
- Recognition in Recreation Department e-newsletter blast (includes 3,000+ recipients)
- Corporate name and logo displayed on all advertising materials
- Corporate name and logo on street banner anticipated to be displayed in Downtown Wayne prior to and during event
- Promotion on Township website with link to your business website
- Corporate name and logo displayed on information sheet at event
- Opportunity to make announcements during event/welcome or closing/announce winners
- Corporate name included on Radnor Cable Channel electronic bulletin board event slide
- Corporate name featured on Radnor 411 Monthly TV Show including event slide
- Corporate name featured in heading of thank you message displayed on website
- Opportunity to display signage at event including event banner with corporate name and logo
- Opportunity to set up sponsor table, attend event, and distribute promotional items or gifts, and/or execute activity at event
- Live recognition by MC at the event

CLASSIC SPONSOR $3000

- Recognition in Recreation Department e-newsletter blast (includes 3,000+ recipients)
- Promotion on Township website with link to your business website
- Corporate name included on Radnor Cable Channel electronic bulletin board event slide
- Corporate name mentioned on Radnor 411 Monthly TV Show including event slide
- Corporate name in thank you message displayed on website
- Opportunity to display signage at event
- Opportunity to set up sponsor table, attend event, and distribute promotional items or gifts, and/or execute activity at event
- Live recognition by MC at the event

HOT ROD SPONSOR $500

- Opportunity to display signage at event
- Opportunity to set up Sponsor table, distribute promotional items or gifts, and/or execute activity at event
- Promotion on Township website with link to your business website
- Live recognition by MC at the event

PRODUCT/NON-MONETARY CONTRIBUTION EST. VALUE: $200-$250

(may include the following or more depending on contribution)

- Provide food/beverage/souvenir to patrons or an identified monetary contribution
- Opportunity to display signage at event
- Opportunity to set up Sponsor table and distribute promotional items or gifts

Please indicate the exact amount of your contribution on the Sponsorship Application Form.
Please contact us if you are interesting in giving an amount not listed above
or are interested in add-on media benefits or other opportunities.

Radnor Township Recreation & Community Programming Department

WHEELS OF WAYNE

Sponsorship Application Form

Thank you for sponsoring Wheels of Wayne Car & Motorcycle Show coordinated by Radnor Township Recreation and Community Programming Department & the Wayne Business Association. We strive to provide our residents with endless recreational opportunities that focus on building community. With the combination of our expertise and the valued partnerships of our local businesses our vision comes to life. Through these mutual partnerships, you as the sponsor, and us as the program provider can only benefit and grow. Please take a moment to complete the application form and return it to the Recreation Office.

SPONSOR INFORMATION

Business/Organization Name:_____

Contact Name & Title:_____

Business Mailing Address:_____

City:_____ State:_____ Zip:_____

Website:_____

Business Phone Number:_____ Contact Phone Number:_____

Email Address:_____ Fax Number:_____

How did you learn about this sponsorship opportunity? _____

SPONSORSHIP LEVELS

Please check your participating level.

- ❒ **BEST OF SHOW SPONSOR $6,000**
- ❒ **CLASSIC SPONSOR $3,000**
- ❒ **HOT ROD SPONSOR $500**
- ❒ **PRODUCT SPONSOR/NON-MONETARY CONTRIBUTION**

Sponsor's Logo

Radnor Township Recreation & Community Programming reserves the right to use the sponsor logo in all advertising material as I indicated on the *Sponsorship Levels* form. If necessary, please indicate any logo use restrictions below.

_____

Signature:_____ Date:_____

Business Contact Person

Please return completed form and sponsorship amount to: Tammy Cohen, Director
Radnor Township Recreation and Community Programming Department
301 Iven Avenue, Wayne, PA 19087
If you have any questions, please contact Tammy Cohen at 610-688-5600 ext. 141.
Radnor Township Tax ID Number is 23-6000-200