



April 25, 2017

Dear Business Owner:

Pints in the Square is returning to the Ellis Preserve on September 9, 2017! Pints in the Square is a craft brew festival and 5k run/walk through the beautiful Ellis Preserve. There will be live music, local food vendors, over 30 local and regional craft breweries and a timed 5k walk/run through the preserve. On behalf of Newtown Square Neighbors, a volunteer run non-profit organization dedicated to promoting local businesses and fostering positive community relationships, I am pleased to offer your business an opportunity to sponsor this popular local event.

As you may have heard, Newtown Square Neighbors' first Pints in the Square last September was a resounding success. Residents of Newtown Square and surrounding areas turned out in droves for a fabulous, fun day. More than 300 walkers and runners participated in the 5k and 500 beer lovers sampled products from more than 25 different craft brewers. We received many compliments from last year's participants as well as some suggestions, which we will need to make this year's event even better. Last year, most of our ticket holders came from Newtown Square, Broomall and neighboring communities within Chester and Delaware County. Our sponsors and vendors had a great day also, which translated into future business, networking and increased name recognition within the community. Most significantly, we raised \$25,000 for the volunteer Newtown Square Fire Company, a 501c3 non-profit organization. The net proceeds from this event again will benefit the Newtown Square Fire Company.

As we have begun planning for Pints in the Square 2017, most of the breweries who attended last year have already expressed interest in participating again, as have many sponsors and vendors. We anticipate selling 750 brew fest tickets this year, as tickets sold out well before the event last year, and we have already had many requests for tickets. As a local business that can benefit from exposure during this event, we would like to offer you the opportunity to be one of our premier sponsors. Below are the details concerning this year's sponsorship levels.

\$250-\$499 – "Pint" Sponsor:

- Name recognition on all social media platforms with logo and link to your company website
- Company or family name on back of official event t-shirt given to over 500 - 5k participants

\$500-\$999 – "Growler" Sponsor:

- Table display at Brew Fest or 5k
- 2 Complimentary tickets to Brew Fest
- Name recognition on all social media platforms with logo and link to your company website
- Company or family name on back of official event t-shirt given to over 500 - 5k participants

\$1,000-\$2,499 – Bronze Sponsor:

- Company logo on banner to be displayed inside Brew Fest area
- Table display at Brew Fest or 5k
- 4 Complimentary tickets to Brew Fest
- Name recognition on all social media platforms with logo and link to your company website
- Company logo or family name on back of official event t-shirt given to over 500 - 5k participants

\$2,500 - Silver Sponsor:

- Company name and logo on print ads and on posters to be displayed at local businesses
- Logo on the Brew Fest Event Map available online and distributed the day of the festival
- Company logo on banner to be displayed inside Brew Fest area
- Prominent table display at Brew Fest or 5k
- 6 Complimentary tickets to Brew Fest
- Name recognition on all social media platforms and website with a 1 paragraph description of your company and link to your company website
- Company logo or family name on back of official event t-shirt given to over 500 - 5k participants

\$5,000 - Gold Sponsor:

- Title Sponsor with "Presented by" Banner on giant inflatable photo op set up at festival entrance
- Company Banner on giant 15' inflatable Pints in the Square float during Newtown Square/Broomall July 4th parade
- Opportunity to issue a press release with the Newtown Square Fire Company
- Company name and logo on print ads and on posters to be displayed at local businesses
- Logo on the Brew Fest Event Map available online and distributed the day of the festival
- Company logo on banner to be displayed inside Brew Fest area
- Prominent table display at Brew Fest and 5k
- 8 Complimentary tickets to Brew Fest
- 8 Complimentary race entries for 5k
- Name recognition on all social media platforms and website with a 1 paragraph description of your company and link to your company website
- Large Company logo or family name on back of official event t-shirt given to over 500 - 5k participants

If your business would like to participate in this year's event as a sponsor, please call Rick Thompson at 610-733-6002. Thank you for your time and consideration.

Sincerely,

Newtown Square Neighbors
newtownsquareneighbors@comcast.net



SPONSORSHIP CHECK LIST

Pints in the Square * Ellis Preserve* September 9, 2017

Business Name: _____

Address: _____

Contact Name: _____

Phone: _____ **E-Mail:** _____

Business Website: _____

Sponsorship Level (please circle one): Gold Silver Bronze Other

Amount: _____

*Please email your logo in EPS format to newtownsquareneighbors@comcast.net as soon as possible.

*Please provide us with your business website address and a 1-2 sentence description of your business:

For sponsors \$500 and over only:

Please specify where you will be setting up your table (please circle one): 5k Brew Fest

*If you are staffing a table at the event, we will provide you with one 8' table and two chairs. However, you will need to provide a tent, if desired. We will provide more information on set up, parking, etc. as we get closer.

*Deadline to provide advertising/marketing materials for race bags is September 1.

*Any complimentary tickets will be available day of at the "Will Call" table.

Please return completed form and check made out to "Newtown Square Neighbors" to Newtown Square Neighbors, 805 Ellis Avenue Newtown Square, PA 19073.

**Once we have received your information and check, please allow 2 weeks for your information to be updated on our website.

Contact Richard Thompson at 610-733-6002 or Judy Sotorrio at 484-620-6612 for more information or to discuss additional exclusive sponsorship opportunities.

Thank you for your support!
Newtown Square Neighbors
5k/Brew Fest Committee