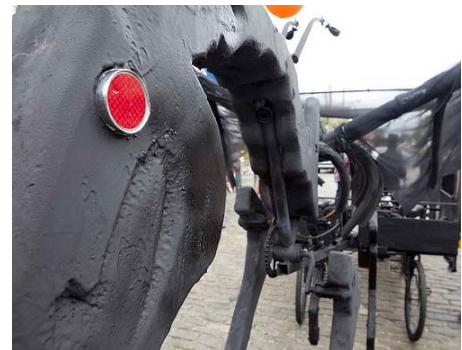


## Sponsor the 2010 Kensington Kinetic Sculpture Derby!

**NKCDC** is a non-profit organization dedicating to revitalizing the East Kensington, Fishtown and Port Richmond neighborhoods of Philadelphia. Since 1985 we have been working with local residents and businesses, the city, and other partners to strengthen the physical, social and economic fabric of the community by being a catalyst for sustainable development and community building.

The fourth annual **Kensington Kinetic Sculpture Derby (KKSD)** is an economic development initiative promoting the Kensington area and our locally owned businesses, our neighbors and our creative atmosphere. The **KKSD** is a design competition and parade celebrating creativity and human powered vehicles. By joining forces with the **East Kensington Neighborhood Association** as they held their annual **Trenton Avenue Arts Festival**, these events drew around 5,000 event spectators in 2009. This day long craft fair that featured live music, local food and over 100 vendors compliments the derby. As a parade of giant squids, roman chariots, shad fish, pigs and aliens on creative transit populated the neighborhood, energy and excitement surrounding the neighborhood's rebirth could be felt as well!



Photos from past KKSD's

Mark your calendars for **Saturday May 22<sup>nd</sup> 2010!** We need businesses and organizations to make this event a success once again. Sponsorship will assist in covering event promotion, event materials, prizes for the winners, and operational costs. Printed materials are **distributed throughout the region** and you will have a presence in our community to over **5,000 spectators** on event day. Past sponsor include the William Penn Foundation, Fuji Bikes, Breezer Bikes, Greater Philadelphia Tourism and Marketing Corporation, R.E.Load Bags, Philadelphia Brewing Company, Johnny Brenda's to name a few.

### There are few ways for your business to sponsor the event:

- Provide free or discounted services such as advertising or printing.
- **Donate items from your business to be raffled or to be given as prizes to the winners (including gift certificates for products or services).**
- Donate cash to help cover operating expenses and marketing.

**Sponsoring local events is a great way to give back to the community. Sponsors are a critical part of a successful event and *all donations are 100% tax deductible.***

## **Sponsorship Levels**

### **Event Underwriter- \$1000+**

- Logo will be displayed on ALL printed materials including, posters, postcards, banners, print ads, t-shirts, etc.  
Logo on Septa Ads
- Logo placement on website with link to your website
- Stage time at the event
- Complimentary table at the event
- Complimentary t-shirts
- Mention in press releases

### **People's Choice level- \$500**

- Logo will be on ALL printed materials, including posters, postcards, banners and print ads, t shirts etc.
- Logo on Septa Ads
- Logo on website with links to your website
- Complimentary T Shirts

### **Kinetic Genius Level- \$250**

- Logo on website with a link to your website.
- Logo or name on t-shirt.
- Your logo on SELECT printed materials.

### **Kinetic Apprentice level- \$100**

- Logo on our website with links to your site.
- Your logo or name on T-shirt.

### **T Shirt Sponsor Level- \$50**

- Logo OR name on T-shirt.

**DEADLINE is MARCH 17<sup>th</sup> 2010 to give time for designing and printing materials.**

Please contact Sarah Corlett, Director of Economic Development if you are interested in making the Kensington Kinetic Sculpture Derby extra special this year. She can be reached at 215-427-0350 ext. 111 or scorlett@nkcdc.org. Thank you for your support in advance! Don't forget to think of ways your business can sponsor by donating products or services including gift certificates!

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Please fill out and return to Sarah Corlett 2515 Frankford Ave Philadelphia, PA 19125  
Make your check payable to New Kensington CDC.

Our name is \_\_\_\_\_

Our contact here is-(name) \_\_\_\_\_

They can be reached at (Phone or email) \_\_\_\_\_

### **Our Sponsorship level is- (please check one)**

Underwriter \$1000     People's Choice \$500     Kinetic Genius \$250     Kinetic Apprentice \$100     T-Shirt \$50

We would like to donate the following products to raffle or as prizes-

Before you send this in, please make sure you can include a **CD of your logo** in a 300 dpi jpg, giff, tiff or pdf file format OR you can also email this to [kdoherly@nkcdc.org](mailto:kdoherly@nkcdc.org).

2515 Frankford Avenue • Philadelphia, PA 19125 • t: 215.427.0350 • f: 215.427.1302 • [www.nkcdc.org](http://www.nkcdc.org)

