



Dear Philanthropic Business Owner,

The Kensington Kinetic Sculpture Derby (KKSD) needs your support! This dynamic, growing event will draw an estimated 10,000 creative people to up and coming East Kensington, and it is a great opportunity to support an important event, and gain exposure for your company.

The KKSD started in 2007 as an Economic Development Initiative of the New Kensington Community Development Corporation (NKCDC). NKCDC is a nonprofit organization dedicated to revitalizing the Kensington, Fishtown, and Port Richmond neighborhoods in Philadelphia.

This year marks the **5th Annual Kensington Kinetic Sculpture Derby**; an estimated 10,000 people will converge on East Kensington from across the city of Philadelphia and the Mid Atlantic Region to enjoy the derby and its companion even, the Trenton Avenue Art Festival, hosted by the East Kensington Neighbors Association (EKNA). There will be shoppers, gawkers, drinkers, eaters, artists, families, architects, musicians, and neighbors. With your help we can make this year's Derby bigger and better than ever, with more kinetic vehicles, a new and improved route, and vastly improved mud pit / finish line viewing area complete with bleachers!

We've grown from an event where nearly a thousand people came to a blighted street to flaunt their creativity, to an event where 10,000 people (including the Mayor) are expected in a rapidly revitalizing neighborhood with a First Friday that has come to rival that of Old City!

This event has always been made possible by the generous support of local businesses who understand the importance of the arts in our community and the benefit of supporting local events. But you too will benefit from supporting KKSD, your business's name will be seen by thousands in our pre-event advertising blitz and on the day-of the event by the excited, energetic visitors and residents of ***Philadelphia's most creative neighborhood!***

Sponsoring the KKSD puts your company in the spotlight of East Kensington's revitalization. Act fast, the deadline for getting your logo on promotional materials is **MARCH 4th**! See below for all the sponsorship options and contact Henry Pyatt at hpyatt@nkcdc or 215-427-0350 ext. 124.

Sponsorship Levels

Kinetic Captain \$1,000

Your logo on the T-shirt, postcards, website, posters, event guide/map and possible appearance at event

Sculpture Engineer \$500

Your logo on t-shirt, postcards, website, posters, event guide

Consulting Artist \$250

Your logo on website, event guide, and posters (not postcards)

Prop Master \$100

Your logo on website, name on event guide

Production Assistant \$50

Your logo on website

An additional Sponsorship Option: Sponsor a Barricade!

Steel barricades are used to keep spectators clear of the derby's mud pit finale at Norris St and Trenton Ave. Like the ads on the "boards" at a hockey game, this year we are offering businesses the opportunity to sponsor a barricade and in turn receive the right to place a sign on the barricade, which will be seen by the throngs watching the derby finale. Signs will be hung by derby staff, but provision of signs will be the responsibility of the sponsoring business. NKCDC will be glad to coordinate the production, delivery and installation of your business's sign with our contracted sign maker, with your business being responsible to pay our sign maker's standard rates.

| Barricade Sponsorship Rates | | |
|------------------------------------|---------------------|------|
| ½ barricade | 42" wide x 36" tall | \$40 |
| Full barricade | 88" wide x 36" tall | \$75 |

If you have questions please don't hesitate to call 215-427-0350 and ask for Henry!