



Sponsor the Fishtown Shad Fest

Discover the Rich History of Fishtown and the Delaware River

The Fishtown Area Business Association (FABA) is hosting the first annual Shad Fest this spring and we need your help to make it happen. We are seeking sponsors for the event at various levels for cash or in-kind donations. Sponsor levels start at just \$25 so there are ways to include everyone's budget. 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*. Please read about the event and see the Sponsorship level information below.

DATE: Saturday, April 25, 2009 11 am – 5 pm
Rain date: Sunday, April 26th

PURPOSE: To celebrate the historical and environmental significance of Fishtown, one of Philadelphia's oldest riverfront neighborhoods, and energize the next generation to become involved in the future of the riverfront.

LOCATION: Penn Treaty Park Delaware Avenue and Beach Sts. Philadelphia, PA

ACTIVITIES:

- The Shad Run - a 5K race benefitting the Park organized by the Fishtown Beer Runners
- Live Music featuring **Hoots and Hellmouth**
- Educational Kiosks - sponsored by area environmental groups
- Maritime displays and free Kayaking open to the public
- Local Arts & Crafts vendors
- Food Booths – featuring shad fish, festival-themed foods and local specialties
- Trolley Tours with Historian *Ken Milano*
- Valet Bike Parking by Neighborhood Bike Works

Partnering Organizations:

- Funded in part by the Delaware Valley Regional Planning Commission's *Take Me to the River* program
- Fishtown Area Business Association (FABA)
- Pennsylvania Horticultural Society (PHS)
- Pennsylvania Environmental Council (PEC)
- New Kensington Community Development Corporation (NKCDC)
- Fishtown Neighbors Association (FNA)
- Friends of Penn Treaty Park

Please consider getting involved in any way your business can.

Sincerely,

Paul Kimport
President of FABA



2009 Fishtown Shad Fest Sponsor Levels

To become a sponsor, download Sponsor Form and mail with your check to Mary Freihofner at 537 E Girard Ave 19125 or contact FABA Secretary Mary Freihofner at 215 203-0995.

PLEASE NOTE- If you have services or products to donate as an IN-KIND donation, please call Kathryn to discuss that option of sponsoring. Kathryn- 215 427 0350 x 120

PRESENTING SPONSOR: \$2500

- Banner Hanging Opportunity on Main Stage (Provided by sponsor)
- Logo/Name on Sponsors webpage- with link to your site with Link
- Mention on press releases
- Opportunity to introduce 1 band
- Free booth space to promote business with other vendors
- Prominent Name/Logo on Advertising - Print & Digital (Pending deadlines)
- Prominent Name/Logo on Flyer
- Prominent Name/Logo on Event T-Shirts
- Name on Thank you signage
- 2 Free T-Shirts

F.A.B.A. FRIEND SPONSOR: \$1000

- Logo/Name on Sponsors webpage- with link to your site
- Opportunity to introduce non-headliner
- Free booth space to promote business with other vendors
- Prominent Logo on advertisements and flyers
- Name/Logo on Event T-Shirts
- 1 Free T-shirt
- Representation on 3-D Map presentation of area

SHAD SPONSOR: \$500

- Logo/Name on Sponsors webpage- with link to your site
- Free booth space to promote business with other vendors
- Name/Logo on Advertising - Print
- Name/Logo on Flyer
- Name/Logo on Event T-Shirts
- Representation on 3-D Map presentation of area

RIVERFRONT SPONSOR: \$250

- Logo/Name on Sponsors webpage- with link to your site
- Name/Logo on Flyer
- Name/logo on T Shirt
- Representation on 3-D Map presentation of area

PATRON: \$100

- Logo/Name on Sponsors webpage- with link to your site
- Representation on 3-D Map presentation of area

MEMBER: \$25- •Representation on 3-D Map presentation of area

Fishtown Shad Fest 2009 Sponsor Form

Name of Business _____

Contact _____

Address _____

Website _____

Phone _____ Email _____

How did you find about the Shad Fest and Sponsoring?

Sponsor Level Choice- Check one box

- | | | |
|---|--|--|
| <input type="checkbox"/> Presenting Sponsor- \$2500 | <input type="checkbox"/> FABA Friend- \$1000 | <input type="checkbox"/> Shad Sponsor- \$500 |
| <input type="checkbox"/> Riverfront Sponsor - \$250 | <input type="checkbox"/> Patron- \$100 | <input type="checkbox"/> Member- \$25 |

Please mail to Mary Freihofner at 537 E Girard Ave Philadelphia PA 19125 with your check MADE OUT TO FABA.
EMAIL YOUR LOGO as a HIGH RESOLUTION JPEG to Kathryn- kdoherly@nkcdc.org