



PRESENTED BY: **parx**  
CASINO

## Sponsorship Opportunities

*“The interesting thing about Franklin Square is that you forget that you’re in the middle of the city while you’re there. And in the city, you are, with the park sitting practically at the foot of the Ben Franklin Bridge.”*



**Thursday, May 18, 2017**



# An Evening in Franklin Square

## ABOUT FRANKLIN SQUARE

Franklin Square has a rich and treasured history, dating back to 1682. The park had been used as many things, and in 1837, the city made Franklin Square into a public park. The fountain was restored in 1976 for the City's Bicentennial celebration, but shortly thereafter fell into disrepair. In 2006, Historic Philadelphia, Inc. (HPI) was granted the rights to renovate and manage Franklin Square as an outdoor recreational site.



## AN EVENING IN FRANKLIN SQUARE

Plans are under way for HPI to host the **ninth annual *An Evening in Franklin Square* presented by Parx Casino on Thursday, May 18, 2017**. The event has become a special tradition for the park and for the City, and we hope that you will consider joining us this spring. Dollars raised during this annual fundraising extravaganza will help HPI maintain the safe and welcoming green space, signature attractions and free programming.



*An Evening in Franklin Square* will begin at 5:30pm with cocktails, silent auction and the suspenseful Parx Square Derby, followed by a seated dinner in the tent, live auction, and dancing.

## SPONSORSHIP

Sponsorship of *An Evening in Franklin Square* will allow your organization to reach an audience of Franklin Square patrons and supporters, which includes community leaders and opinion makers. By sponsoring *An Evening in Franklin Square*, your organization can leverage a high profile opportunity to demonstrate leadership and citizenship in the Greater Philadelphia region, help sustain a pivotal resource for the local residential and business communities, and benefit from unique marketing and branding programs. The levels for sponsorship are described on the following pages, along with opportunities for additional value throughout the year.



# An Evening in Franklin Square

- ★ **COCKTAIL GARDEN SPONSOR (\$10,000):** The cocktail reception is one of the best parts of this event. Cocktail Garden sponsorship entitles you to:
- ★ Logo presence as Cocktail Garden Sponsor in all print materials including, save the date and event invitation (distribution 1,500), program, advertising and signage display, as well as logo with hyperlink on HPI's website sponsor page and fundraising event page for one year (513,449 annual visitors in 2016)
- ★ Receive one table of ten seats in the dinner tent (premier location)
- ★ Signature cocktail named for sponsor
- ★ Full page ad in the event program book (distribution approx. 450-500)
- ★ Dedicated postings on HPI social media outlets leading up to event
- ★ Opportunity to distribute a give-away to each event attendee
- ★ Listing in the sponsor section in the monthly Gazette publication (approx. 250,000 distributed annually)
- ★ 60 tickets to each of the Franklin Square attractions – Philly Mini Golf and the Parx Liberty Carousel – to be used during the 2017 operating season
- ★ First right of refusal for 2018 event



## **CAROUSEL TABLE SPONSOR (\$5,000):** Carousel table sponsorship entitles you to:

- ★ One table of ten seats in the dinner tent (premier location)
- ★ Listing in the event invitation (distribution 1,500) and program
- ★ Half page ad in the event program book (distribution 500)
- ★ Opportunity to “name” a carousel figure for the Square Derby
- ★ Listing with hyperlink on the HPI website on the sponsor page for one year and on the Franklin Square fundraising event page
- ★ 30 Tickets to each of Franklin Square's attractions – Philly Mini Golf and the Parx Liberty Carousel – to be used in during the 2017 operating season



FRANKLIN SQUARE

# *An Evening in Franklin Square*

## **FOUNTAIN TABLE SPONSOR (\$3,000):**

Fountain table sponsorship entitles you to:

- ★ One table of ten seats in the dinner tent
- ★ Listing in the event invitation (distribution 1,500) and program
- ★ Listing with hyperlink on the HPI website on the sponsor page for one year and on the Franklin Square fundraising event page
- ★ Franklin Square fundraising event page
- ★ 15 tickets to each of the Franklin Square attractions – Philly Mini Golf and the Parx Liberty Carousel – to be used during the 2017 operating season



**Playground Patron (\$500):** Playground Patron sponsorship entitles you to:

- ★ Listing in the event program book (distribution approx. 450-500)
- ★ Two individual tickets in the dinner tent
- ★ 6 tickets to each of the Franklin Square attractions – Philly Mini Golf and the Parx Liberty Carousel – to be used during the 2017 operating season



FRANKLIN SQUARE