

GIVE ONCE

AND RECEIVE BENEFITS

THROUGHOUT 2010

The Jenkintown Community Alliance's mission is to support the redevelopment of the Jenkintown business district comprised of more than 200 businesses that bring customers throughout the region to our authentic downtown. The JCA is a community-based non-profit that manages our business improvement district and leverages funds from property owners, private, and public sources. Monies raised from our events and corporate sponsorships are reinvested back into our revitalization efforts and have visible impact on restoring historic facades, decorating the town with quaint holiday charm, and co-operative marketing. For our two signature events, the JCA partners with our corporate citizens, community organizations, and media partners to maximize our exposure, mobilize residents, and activate our town's resources. **Your investment will give you valued recognition while supporting strategic work of dedicated community volunteers.** In-kind sponsorships are always welcomed and recognition will be uniquely tailored.

JENKINTOWN SUNSET RUN & WALK TUESDAY, JUNE 22, 2010

This 5-K run brings nearly 400 racers to town for a winding race through our tree-lined borough. Last year with the addition of a 1 mile fun walk we rerouted the race and celebrated a finishers' crossing on our Town Square with music, food, and prizes for all age groups. This event is done in cooperation with the Kiwanis Club of Jenkintown and their volunteers. Net proceeds from the event benefit both the JCA's town efforts and the Kiwanis' charity for children.

Your sponsorship of the event can include visibility on our custom designed race shirt, posters and visibility at this event, as well as a listing on our registration form mailed to 4,000 local racers.



JENKINTOWN FESTIVAL OF THE ARTS SUNDAY, SEPTEMBER 19, 2010

The traditional Jazz & BrewFest has been expanded this year with the addition of a **juried art show** with cash prizes, more eclectic music on our main stage, plus performances, tastings, and art demonstrations in and around Jenkintown. Our successful BrewFest remains one of the friendliest and tastiest in the region, and our free and fun Kids Court rounds out a fun day for the whole family. Your sponsorship of the event can include visibility at this event on posters as well as benefits from our media partnership with Montgomery Media both online and in **Art Matters, Ticket, Times Chronicle & The Globe**, and a special **Jenkintown Festival of the Arts Magazine** reaching more than 15,000 residents through distribution at select locations.



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Cash Sponsorship opportunities provide sponsors maximum visibility throughout the year via a one-time request for donation. As our expression of gratitude, Pace-Setters, Medalists, and Champions (below) will be listed as supporters on all fund-raising drives online, in press releases, and on event signage throughout the year. Payment plans are available.

COMMUNITY PARTNER: \$500 Cash Investment

- Logo on Sunset Run & Walk Race Shirt
(400 distributed to registered participants on Race Day)
- Listing in either Sunset Run Promotional Mailer or Advertisement (4.77" x 2.7") in Festival of the Arts Montgomery Media Insert
- Sponsorship Listing at sponsored events

COMMUNITY BUILDER: \$1,000 Cash Investment

- Logo on Sunset Run & Walk Race Shirt
- Listing in Sunset Run Promotional Mailer and website
- Advertisement (4.77" x 5.6") in Festival Magazine
- Recognition in JCA event email
- Sponsorship Listing at all JCA events and recognitions
- Tabling and/or product distribution at all JCA events

SUSTAINING DEVELOPER: \$2,500 Investment (5 available)

All of the benefits of a Sustaining Developer plus:

- Prominent banner positioning at JCA events
- Corporate Naming and stage presentation of Juried Art Prize at Jenkintown Festival of the Arts and corporate logo on posters
- Prominent advertisement (9.667" x 5.6") in Festival Magazine, plus
- Advertisement in JCA Community Update Newsletter mailed to 4000 homes
- Naming of newly installed bicycle rack in Borough of Jenkintown

JENKINTOWN CHAMPION: \$5,000 Cash Investment (2 available)

All of the benefits of a Sustaining Developer plus

- Prominent banner positioning at Jenkintown events
- Exclusive Logo on Community Volunteer T-shirt distributed to all event staff
- Logo and links on event and Jenkintown.net homepage for one year
- Photo and feature in the JCA Community News Newsletter

Also, A La Carte Options For Specific Interests

- Logo on Sunset Run Custom Designed Race Shirt, \$300
- Naming of Bicycle Rack, \$500
- Vending Opportunities at Event, \$100-200



SPONSORSHIP REPLY FORM

Thank you for your support. We expect to have a great event this year and look forward to your participation and want to make certain we have accurate information to acknowledge your gift and keep you informed about the promotional opportunities.

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Corporate Name:
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Address:
.....
City, State, Zip:
.....
Contact: Contact Title:
.....
Phone Number: Email:
.....
Website
.....

Yes, I would like to participate in Jenkindtown’s events. As a sponsor, our contribution is a **charitable tax-deductible contribution** in accordance with the law.

..... **Community Partner: \$500 Cash Investment**

In addition to the race shirt, I’d like to be listed on Sunset Run Promotional mailer OR Advertisement (4.77” x 2.7”) in Festival of the Arts Montgomery Papers Insert

..... **Community Builder: \$1,000 Cash Investment**

..... **Sustaining Developer: \$2,500 Investment (5 available)**

..... **Jenkindtown Champion: \$5,000 Cash Investment (2 available)**

A La Carte Options to meet your Specific Interest

..... **Logo on Sunset Run Custom Designed Race Shirt, \$300**

..... **Naming of Bicycle Rack, \$500**

Signature: Date:
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To make certain of taking advantages of all promotional opportunities, please mail payment and email your logo before or on April 15, 2010.

For questions, please call: **Linda Kligman at 215.517.5507**

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The official registration and financial information of Jenkindtown Community Alliance may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement.

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