

UPPER MERION PARKS AND RECREATION

BANNER SPONSOR PROGRAM - REGISTRATION FORM 2022

Banner Sponsorship Program Levels and Benefits			
	PLATINUM \$4,000 (2 YRS)	GOLD \$2,500	SILVER \$1,000
Exclusive 4'X8' nylon Sponsor Banner displayed in Community Center Gymnasium for 2 years	4'x8'	-	-
Group Sponsor Banner System with Company logo Banner - Banners displayed at township-wide events/ UMPR summer youth day camp (subject to change <i>due to COVID</i>)	2'x2'	2'x2'	2'x2'
Digital Sponsor Ad on Township Building and Community Center display monitors	100 times/day	70 times/day	50 times/day
Social Media Video Ad—Company Sponsor on Instagram, Facebook (NEW!)	Once every Quarter	Twice annually	-
Print Ad in Parks & Rec Activity Guide (4 editions annually) – digital web publication	Half Page 7"x4.75"	Quarter Page 4.5"x3.5"	Business Card 2.4"x3.5"
Company Display Table — At township-wide UMPR events: Earth Day Fest, 4 th July, Community Fair, Holiday Village	✓	✓	✓
Sponsor Listed on UMPR Event Web Pages	Sponsor Logo	Sponsor Logo	Sponsor Name
eNewsletter Sponsor Thank You – with click thru	Sponsor Logo	Sponsor Logo	Sponsor Name
UMPR Bi-Weekly eNewsletter Sponsor Ad w/click-thru (Square:1080x1080px Horizontal: 600x200px)-print ready digital to be supplied by sponsor	✓	✓	\$500 add on
Complimentary Facility Space Usages at Community Center - Accommodations for up to 45 people for up to 3 hours	4 times	2 times	1 time



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Check Your Sponsorship Package:

- Platinum Level (\$4000) – 2 YRS**
- Gold Level (\$2,500) – 1 YR**
- Silver Level (\$1,000) – 1 YR**
- Digital AD SPECIAL (\$500 addition to Silver) (Sponsors only offer) in the Parks & Rec eNewsletter (Bi-Weekly, 6,000 subscribers) - Digital Ad with click-thru to your website (Supply a print ready PNG or JPG of your ad with the following specs: 1080x1080px or 600x200px)**

Please provide the following:

1. **Sponsor Logo** – high res image – place on:
 - **Group Banner System:** displayed live events– 2’x2’ individual sponsor banner
 - **UMPR Event Webpages:** Platinum-Logo; Gold and Silver -NAME
2. **eNewsletter Ad-** (Platinum/Gold included; additional fee for Silver) Digital with click-thru in the new bi-weekly Parks & Rec eNewsletter (6,000 subscribers)
3. **eNewsletter Sponsor Thank you section:** Sponsor Thank You section in Township eNews weekly and Parks & Rec bi-weekly eNewsletter
4. **Sponsor Ad UMPR Activity Guide (4 issues annually) Digital** – dimensions of print-ready color ad for UMPR Activity Guide (8.5”x11”): **Platinum-** half page (7”x4.75”); **Gold-** quarter page (4.5”x3.5”); **Silver-** business card size (2.4”x3.5”)
5. **Digital Ad for Monitor Displays** (UMT Township Building and Community Center) – high res graphic display-ready for 1920w x 1080h screen. Sponsor can submit anytime during sponsor period.
6. **Social Media image** (Instagram image 180x180;
7. **Social Media Video** File type: mp4; Video caption: up to 125 characters
 - Video resolution: 600 x 600 pixels (square) or 600 x 315 pixels (landscape)
 - Aspect Ratio: 1:1 (square) or 1.9:1 (landscape)
 - Min resolution: 600 x 600 pixels; Max resolution: 1080 x 1080 pixels
 - Min length: 3 seconds; Max length: 60 sec; Max size: 4GB
 - Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate (30fps max), progressive scan
 - Audio: Stereo AAC audio compression, 128kbps + preferred
8. **Upper Merion Community Center Nylon Banner with SPONSOR LOGO (PLATINUM LEVEL ONLY)** – high-res vector image
Polyester Fabric Banners for Platinum Level Sponsorship:
 - 1 Polyester Fabric Banner Size 4’x 8’, Color Royal Blue with full color sponsor logo. *Note: Banner product is determined by Parks & Rec. No other banners will be authorized.*
 - Banner includes Sponsor’s full color logo. (Layout for all banners to be within preset specs.)
 - The Community Center Sponsor Banner is an exclusive promotion at the Platinum level (\$4000). Sponsor Banner will hang in the Center Recreation Area wall for the 24-month agreement.

Send media to gvattimo@umtownship.org. Contact Gerri at 484-636-3899 with any questions.



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Advertising / Sponsorship Agreement:

As an authorized purchaser for the named organization, I hereby agree to the purchase of the indicated sponsor package. I also agree to abide by the sponsorship policy set forth in this document.

Level Selected: Platinum \$4,000 (2YRS) Gold \$2,500 (1YR) Silver \$1,000 Ad Special \$500

Silver addition/included with Platinum/Gold

Company Name:

Contact Person:

Address:

Phone:

Email:

Link to company website or social media:

Full Sponsor payment is due with the signing of this advertising / sponsorship agreement.

Amount enclosed: \$_____ Make all checks payable to "Upper Merion Township".

Signature: _____ Date: _____

