



Presenting Businesses with a Banner Opportunity!



UPPER MERION PARKS & RECREATION

Banner Sponsorship Program

Upper Merion Township offers a unique and rewarding opportunity for businesses to support Upper Merion Parks & Recreation and the Upper Merion Community Center!

The exciting new Banner Sponsorship Program will connect your business to the community through multiple family-oriented, township-wide community events and summer camps, which engage thousands throughout the year! The newly established Upper Merion Community Center is the centerpiece of this program and will provide **Platinum** sponsors with exclusive and effective value and visibility! Become a sponsor and show corporate citizenship while gaining greater visibility and valuable exposure within this expanding, robust township!



Be Seen Here

The Upper Merion Community Center is a 70,000 square foot, state-of-the-art facility that offers a wide array of classes, camps and activities to both residents and non-residents.

The Center is equipped with a huge indoor track, group fitness room, multiple courts for a variety of games, meeting spaces and a cooking studio. Members have access to all of the amenities, plus free WiFi and childcare. While using the facility, members also receive a discount on township pool memberships and all UMPR programs and trips. With its three green roofs, the Center also furthers the Township's goal of achieving a sustainable community.

We are proud of the Community Center's early success:

- **76,538 Community Center Visits Quarterly**
(includes members, daily pass, program participants)
- **2200+ UMCC Members**
- **15,000 Residences Receive Parks & Rec Mailers and Parks & Rec Quarterly Activity Guides** (4 annually)
- **7000+ subscribers to the Upper Merion Parks & Rec eNewsletter and Social Media**

EXCLUSIVE BENEFIT FOR PLATINUM SPONSORS!

Included with your Platinum Sponsorship is a beautiful fabric banner with your company's branding, which will be displayed in the Upper Merion Community Center gymnasium for a full two (2) years!



Sponsorship Levels & Benefits

	PLATINUM \$4,000+ (2 YRS)	GOLD \$2,500+ (1 YR)	SILVER \$1,000+ (1 YR)
Exclusive 4' x 8' Nylon Sponsor Banner Displayed in Community Center Gymnasium for 2 Years	4' x 8'	—	—
Company Logo Banner as Part of Group Sponsor Banner System — Banner System displayed at township-wide events and UMPR summer youth day camps	2' x 2'	2' x 2'	2' x 2'
Company Display Table — Set up at township-wide community events (Earth Day, 4th July, Community Fair, Holiday Village)	✓	✓	✓
Ad in UM Parks & Rec Activity Guide (4 editions annually to 15K+ residents)	Half Page 7" x 4.75"	Quarter Page 4.5" x 3.5"	Business Card 2.4" x 3.5"
Complimentary Facility Space Usages at Community Center — Accommodations for up to 45 people for up to 3 hours	4 times	2 times	1 time
Sponsor Ad Promoted Repeatedly on Community Center Lobby Display Monitor	100 times/day	70 times/day	50 times/day
Sponsor Name Listed on Event Web Pages — Fee waived for sponsor to exhibit at annual Upper Merion Community Fair, our largest annual event	Sponsor Logo on Event Web Pages	Sponsor Logo on Event Web Pages	Sponsor Name on Event Web Pages
Sponsor Click-thru on Parks & Rec Event-Specific Email Blasts — Sent to 7,000+ individuals on Parks & Rec's listserv and Social Media event post	Sponsor Logo Click-thru	Sponsor Name Click-thru	Sponsor Name Listed
Sponsor Name Listed on Parks & Rec Various Event-Related Print Media	Sponsor Name Listed	Sponsor Name Listed	Sponsor Name Listed

Be Seen Everywhere!

UPPER MERION TOWNSHIP SPECIAL EVENTS

Fun Throughout the Year!

As a **Banner Program Sponsor** of Upper Merion Parks & Recreation, your company will be visible to thousands of residents, businesses and guests through an array of fun, family-oriented public events!



Earth Day Festival
(approximate attendance 500)



4th of July Celebration
(approximate attendance 5,000)



Community Fair & Fall Festival
(approximate attendance 3,000)



Holiday Village
(approximate attendance 500)

UPPER MERION PARKS & RECREATION SUMMER CAMPS

(approximate attendance 1,000)



Adventure Day & Beechtree



Teen Leadership



Consortium of the Arts

Be a Sponsor

Sponsorship will provide your company great visibility. Parks and Recreation is committed to providing quality fitness, recreational, and life enrichment opportunities to the community. Don't let this amazing opportunity pass you by!

Go to umtownship.org for more information about the Upper Merion Parks & Recreation's Banner Sponsorship Program and to register as a sponsor.

Still have questions? Contact **Gerri Vattimo**, Marketing and Special Events: **484.636.3899** or gvattimo@umtownship.org



175 W. Valley Forge Road
King of Prussia, PA 19406

PRESORT STD
U.S. POSTAGE

PAID

PERMIT 245
SEPA 19399

