



EAST MT. AIRY
NEIGHBORS



February 19, 2019

Dear Neighborhood Friend:

For many years, early May has been greeted with much excitement by residents of Northwest Philadelphia as they await the first Saturday in May to celebrate its annual community festival. This spectacular event known as Mt. Airy Day is many things:

- **A family friendly event with activities and games for children;**
- **A culinary adventure with food vendors spotlighting many different cuisines;**
- **A resource fair which community agencies share information about their services;**
- **An opportunity to listen to and view local performing groups;**
- **A time to mingle with fellow citizens both old and new of Northwest Philadelphia and to appreciate the diversity of our community.**

Mt. Airy Day, since its inception, forty-nine years ago, has been put on by a small group of dedicated volunteers from two community associations, East Mount Airy Neighbors (EMAN) and West Mount Airy Neighbors (WMAN). The two organizations have created a community festival that has brought together over 5,000 attendees in the past. This multi-faceted event could not be held each year without the financial support of local businesses and corporate sponsorship. With this in mind, we would like to count on your support as a sponsor for this year's event. Your financial support helps EMAN and WMAN to address all of the important details necessary for a successful event. Depending on your level of support, your donation will enjoy great visibility benefits, including logo placement on event signage and promotional print and online materials, including flyers, posters and on the EMAN and WMAN websites, respectfully. We will also recognize your support in press releases and social media outreach on Facebook and Twitter.

Mt. Airy Day will take place on **Saturday, May 4, 2019, at 11:00 am – 5:00 pm**. This year's Mt. Airy Day once again, promises to be an enjoyable event and a great neighborhood celebration.

We hope you join us in supporting this important event. We have attached a sponsorship form that outlines contribution levels and we would be happy to discuss how we could further tailor a sponsorship to meet your needs. We also welcome in-kind donations of food, print services, and promotional support.

If you have any questions, please contact Natalia Serejko, Sponsorship Committee Chair at 215-242-4170 or via email at natalia@eastmountairy.org.

We are requesting that all sponsorships be submitted no later than Friday, April 12, 2019. All checks can be made payable to Mt. Airy Day Committee or via online <https://eman.wildapricot.org/event-3279881>.

Thank you in advance for your favorable response to this request.

Sincerely,

Jimmie

Jimmie Reed
Co-Chair, Mt. Airy Day Committee
East Mount Airy Neighbors

Judy

Judy Weinstein
Co-Chair, Mt. Airy Day Committee
West Mount Airy Neighbors

**East and West Mt Airy Neighbors
Mt. Airy Day
Saturday, May 4, 2019**

Sponsorship Level

Mt. Airy Level: \$2,500

- Company banner hung on the entertainment stage
- Company shout out throughout the day on stage
- Complimentary table
- Company logo featured prominently on both Mt. Airy Day poster and website
- Logo prominently featured in all publicity including, but not limited to press releases, flyers and social media outreach
- Acknowledgement in East and West Mt. Airy Newsletters

Cliveden Level: \$1,500

- Company banner hung at the event
- Complimentary table
- Company logo featured prominently on both Mt. Airy Day posters and website
- Logo prominently featured in all publicity including, but not limited to press releases, flyers and social media outreach
- Acknowledgement in East and West Mt. Airy Newsletters

Upsala Level: \$750

- Company banner hung at the event
- Complimentary table
- Company logo on Mt. Airy Day poster
- Company logo included on all advertisements
- Acknowledgement in East and West Mt. Airy Newsletters

Hortter Level: \$500

- Complimentary table
- Company logo on Mt. Airy Day poster
- Company logo on Mt. Airy Day website
- Company logo included on all advertisements
- Acknowledgement in East and West Mt. Airy Newsletters

Pelham Level: \$250

- Company name on Mt. Airy Day website
- Company name included in all advertisements
- Acknowledgement in East and West Mt. Airy Newsletters

Your sponsorship provides essential support for the Mt. Airy Day celebration itself, and also for the community programs of East and West Mt. Airy Neighbors.

YES! My company will sponsor Mt. Airy Day 2019 at the following level:

____ \$2,500 Mt. Airy ____ \$1,500 Cliveden ____ \$750 Upsala ____ \$500 Hortter ____ \$250 Pelham

Name _____

Company/Organization Name _____

Address _____

City _____ **State** _____ **Zip Code** _____

Email _____ **Website** _____

**Please make check payable to “Mt. Airy Day Committee.”
Mt. Airy Day Committee, c/o EMAN
7301 Germantown Avenue
Philadelphia, PA 19119**

via online <https://eman.wildapricot.org/event-3279881>

We are requesting that all sponsorships be submitted no later than Friday, April 12, 2019.

If you should have any questions, please contact Natalia Serejko – Mt. Airy Day Sponsorship Chair at 215- 242-4170 or natalia@eastmountairy.org.

Thank you in advance for your support!