



## Northern Lehigh Recreation

### 2024 Sponsorship Opportunities

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The Northern Lehigh Recreation Authority (NLRA) is seeking partners from the Northern Lehigh community for our upcoming year of programs and services. Our mission is to provide a diverse range of educational and recreational programs and activities that promote a strong sense of community. For NLRA to accomplish its mission, we must rely on our community partners to assist us.

Why should your business/organization become a partner with NLRA?

- ❖ You and your business/organization will help maintain and advance the growing presence of NLRA and the services that we provide to the community.
- ❖ Your business/organization will be a part of the excitement of NLRA. The public will be able to recognize and appreciate you as being involved and supportive of the programs, special events and services within the Northern Lehigh community.
- ❖ Recognition of your business/organization will be provided through various ways, including printed material, social media, signage and other customized forms.

Please take a few minutes to review the following programs and events, each of which list the various ways that partners can help us provide high quality, valuable, essential programs and events to our community. If you find a program of special interest to you, or if you have any questions, please contact Executive Director, Kasey Taylor at 484-633-0093 or [nlreauthority@gmail.com](mailto:nlreauthority@gmail.com)

If you have any questions, please contact:  
Kasey Taylor at [nlreauthority@gmail.com](mailto:nlreauthority@gmail.com) / 484-633-0093

## Wednesday UnWine'd

Slatington D & L Trailhead, 89 Main Street, Slatington

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Wednesday UnWine'd has quickly become a community favorite! The program combines popular local musicians with great local wineries. The concerts are held every other Wednesday evening at the D&L Trail's Slatington Trailhead from 6:00pm to 8:00pm for a total of 6 events in all! You can sponsor one concert, more than one or all!

### 2024 Concert Schedule

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- ❖ June 12      Jeni Hackett
- ❖ June 26      Colin Wolf from Smooth Restina Glow
- ❖ July 10      TWO of a KIND
- ❖ July 24      The Two Taboo
- ❖ August 7      Eliza Rush
- ❖ August 21    BURN Unplugged

### Presenting Sponsor (Only One): \$900 for all 6 Concerts

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- ❖ Your Business/Organization name and logo:
  - Will appear prominently on all promotional material as Presenting Sponsor;
  - Will be announced at each concert;
  - Will appear prominently on website and social media;
  - Will be displayed near pavilion / performer;
  - Will be in all press releases;
- ❖ Vendor space will be provided for Business/Organization at all concerts.

### Program Sponsor: \$175 per Concert

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- ❖ Your Business/Organization name and logo:
    - Will appear on that dates promotional material;
    - Will be announced at concerts;
    - Will appear on website and social media;
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# A Day In The Park

Saturday, July 20, 2024 / Victory Park, 1237 Main Street, Slatington

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The festival is a family-friendly event that features music, children's games and activities, a variety of foods, and that highlights local businesses and organizations. The 2024 festival promises to be even better than ever! Burn Classic Rock Band will provide outstanding classic rock music throughout the event!

## Event Sponsor (Only One): \$1,500

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- ❖ Your Business/Organization name and logo:
  - Will appear prominently on all promotional material as Event Sponsor;
  - Will be formally acknowledged during the event;
  - Will appear prominently on website and social media;
  - Will be displayed near amphitheater;
  - Will be displayed as Event Sponsor in all press releases;
  - Will appear in monthly NLRA newsletter
- ❖ Vendor space will be provided for Business/Organization at the event.
- ❖ Opportunity to distribute promotional gifts or items

## Music Sponsor (Only One): \$800

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- ❖ Your Business/Organization name and logo
  - Will be displayed at the amphitheater;
  - Will be displayed on website and social media;
  - Will appear in the monthly NLRA newsletter;
  - Will be acknowledged during the event.
- ❖ Vendor space will be provided for Business/Organization at the event;
- ❖ Opportunity to distribute promotional gifts or items;

## Children's Activities Sponsors: \$500

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- ❖ Business/Organization name and logo:
  - Will be posted at activity area;
  - Will be displayed on website and social media;
  - Will appear in monthly NLRA newsletter;
- ❖ Vendor space will be provided for Business/Organization at the event.
- ❖ Opportunity to distribute promotional gifts or items

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# Victory Park Summer Concert Series

Victory Park, 1237 Main Street, Slatington

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NLRA continues to grow a wonderful summer tradition by offering Summer Concerts in the Park at the Angelo Scarselletti Amphitheater in Victory Park. Food trucks and craft brewers will also be there for enjoyable Friday nights in the park.

## 2024 Concert Schedule

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- ❖ June 21                      The WonTon Soups
- ❖ July 12                        AM Radio Tribute Band
- ❖ August 2                      Brian Dean Moore Band
- ❖ August 23                    Band of Brothers

## Presenting Sponsor (Only One): \$6,650 for Four Concerts

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- ❖ Business/Organization name and logo will
  - Appear prominently on all promotional material as Presenting Sponsor;
  - Be announced at each concert;
  - Appear prominently on website and social media;
  - Be displayed near pavilion / performer;
- ❖ Business/Organization name and role as Presenting Sponsor will be in all press releases;
- ❖ Vendor space will be provided for Business/Organization at all concerts.

### Concert Sponsor:

**June 21 & July 12 Concerts:            \$2,000 per Concert**

**August 2 Concert:                        \$1850**

**August 23 Concert:                      \$1000**

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- ❖ Business/Organization name and logo will:
    - Appear on that dates promotional material;
    - Announced at concert;
    - Appear on website and social media;
    - Appear in monthly NLRA newsletter;
    - Be displayed near pavilion / performer;
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## Shakespeare In The Park

Friday June 14 | Victory Park, 1237 Main Street, Slatington

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The Pennsylvania Shakespeare Festival is making Slatington one of their stops on their “Play On! Community Tour”. They will be performing Shakespeare’s “Comedy of Errors”. This new type of cultural arts programming will make Northern Lehigh and Victory Park the place to be this summer!

### **Presenting Sponsor (Only One): \$1,000**

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- ❖ Your Business/Organization name and logo:
  - Will appear prominently on all promotional material as Presenting Sponsor;
  - Will be announced at the performance;
  - Will appear prominently on website and social media;
  - Will be displayed near performer;
  - Will be in all press releases;
- ❖ Vendor space will be provided for Business/Organization.

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## Holiday Events

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NLRA offers a number of free special events for the community throughout the year, including, but not limited to Trunk or Treat, Letters From Santa and a Candy Cane Hunt. These events continue to grow and to be able to expand and improve these events to benefit the entire Northern Lehigh community directly relates to our core mission of building a strong sense of community. These events provide a great opportunity to promote awareness of your business while supporting NLRA.

### 2024 Event Schedule

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|--------------|--------------------|
| ❖ October 18 | Trunk or Treat     |
| ❖ December   | Letters From Santa |
| ❖ December 7 | Candy Cane Hunt    |

### Event Sponsors: \$300 per Event

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- ❖ Business/Organization name and logo will:
  - Appear on all promotional material as an Event Sponsor;
  - Acknowledged during each event;
  - Appear on website and social media;
  - Be acknowledged as Event Sponsor will be in all press releases;
  - Appear in the NLRA monthly newsletter

If you have any questions, please contact:  
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