



Northern Lehigh Recreation

2023 Sponsorship Opportunities

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, Lindsay Taylor at 484-633-0093 or nlrecauthority@gmail.com

Kid Culture

Vigilant Fire Hall, 110 South Walnut Street, Slatington

Kid Culture is guaranteed to quickly become a family favorite! The program will bring renowned local theater arts productions to Northern Lehigh starting with the wonderful Tucker's Tales Puppet Theater's March 26th production of Aesop's Fables!

Presenting Sponsor (Only One): \$500

- ❖ 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.

If you have any questions, please contact:
Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093

Wednesday UnWine'd

Slatington D & L Trailhead, 89 Main Street, Slatington

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!

2023 Concert Schedule

❖ June 14	Jeni Hackett
❖ June 28	Jay Smar
❖ July 12	Eliza Rush
❖ July 26	Carl Handwerk
❖ August 9	Ariel Sly
❖ August 23	Mike Peters

Presenting Sponsor (Only One): \$850 for all 6 Concerts

- ❖ 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: \$150 per Concert

- ❖ Your Business/Organization name and logo:
 - Will appear on all promotional material;
 - Will be announced at concert(s);
 - Will appear on website and social media;

If you have any questions, please contact:
Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093

A Day In The Park (formerly Northern Lehigh Food Truck Festival)

Saturday, July 22, 2023 / Victory Park, 1237 Main Street, Slatington

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 2023 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

- ❖ 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): \$700

- ❖ 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

- ❖ 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

If you have any questions, please contact:
Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093

Victory Park Summer Concert Series

Victory Park, 1237 Main Street, Slatington

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.

2023 Concert Schedule

- ❖ June 16 The WonTon Soups
- ❖ July 7 AM Radio Tribute Band
- ❖ July 28 Band of Brothers
- ❖ August 18 The Midnight Special Band

Presenting Sponsor (Only One): \$5,000 for Four Concerts

- ❖ 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 16 & July 7 Concerts: \$1,600 per Concert
July 28 & August 18 Concerts: \$900 per Concert

- ❖ Business/Organization name and logo will:
 - Appear on all promotional material;
 - Announced at concert(s);
 - Appear on website and social media;
 - Appear in monthly NLRA newsletter;
 - Be displayed near pavilion / performer;

If you have any questions, please contact:
Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093

Shakespeare In The Park

Victory Park, 1237 Main Street, Slatington

The Actors Guild of Schuylkill County comes to Victory Park to perform their modern day interpretation of the Shakespeare classic- Othello. 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

- ❖ 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.

If you have any questions, please contact:
Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093

Wildlands Conservancy & Outdoor Recreation

Slatington D & L Trailhead, 89 Main Street, Slatington OR
Covered Bridge @ Trout Run, 7875 North Seventh Street, Slatington

NLRA offers a variety of outdoor education programs program providers, including Wildlands Conservancy. The goal is to get residents out on the trails, enjoying and learning about nature and trying new things. Programs include community hikes, family snowshoeing and creek crawls that are offered to the public at no charge.

2023 Program Schedule

- | | |
|----------------|--|
| ❖ May 25 | Birds of Prey |
| ❖ June 22 | Paddling 101 – Introduction to Canoes & Paddling |
| ❖ July 13 | Creek Crawl |
| ❖ September 14 | Meet the Natives |
| ❖ October 12 | Hoot Hike |

Community Recreation Sponsor (Only One): \$500 for Five Programs

- ❖ Business/Organization name and logo will:
 - Appear prominently on all promotional material as Community Recreation Sponsor;
 - Be formally acknowledged during each program;
 - Appear prominently on website and social media;
 - Be acknowledged as Community Recreation Sponsor will be in all press releases;
 - Appear in the NLRA monthly newsletter.

Program Sponsors: \$115 per Program

- ❖ Business/Organization name and logo:
 - Appear on all promotional material;
 - Be formally acknowledged during the program;
 - Appear on website and social media;
 - Be in all press releases;
 - Appear in the NLRA monthly newsletter.

If you have any questions, please contact:
Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093

Holiday Events

NLRA offers a number of free special events for the community throughout the year, including, but not limited to Trunk or Treat, a Turkey Shoot Foul Shooting Contest, 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.

2023 Event Schedule

- | | |
|---------------|--------------------------------|
| ❖ October 20 | Trunk or Treat |
| ❖ November 10 | Turkey Shoot Foul Shot Contest |
| ❖ December | Letters From Santa |
| ❖ December 13 | Candy Cane Hunt |

Event Sponsors: \$300 per Event

- ❖ 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:

Lindsay Taylor at nlrecauthority@gmail.com / 484-633-0093