

# UPPER MERION PARKS AND RECREATION

## BANNER SPONSOR PROGRAM - REGISTRATION FORM 2024

Banner Sponsorship Program Levels and Benefits			
	PLATINUM \$4,000 (2 YRS)	GOLD \$2,000	SILVER \$1,000
<b>Exclusive 4'X8' nylon Sponsor Banner</b> displayed in Community Center Gymnasium for 2 years	4'x8'	-	-
<b>Group Sponsor Banner Display with Company logo Banner</b> - at township-wide events/summer youth day camp	2'x2'	2'x2'	2'x2
<b>Digital Sponsor Ad</b> on Township Building and Community Center display monitors	100 times/day	70 times/day	50 times/day
<b>Social Media Video Ad</b> —Company Sponsor on Township Instagram, Facebook	Once Per Quarter	Twice annually	-
<b>Bi-Weekly Park &amp; Rec eNewsletter Sponsor Ad</b> w/click-thru (Square:1080x1080px Horizontal: 600x200px)-print ready digital	✓	✓	\$500 add on
<b>Print Ad in Parks &amp; Rec Activity Guides (4 editions annually)</b> – digital web/print publication read by thousands	Half Page 7"x4.75"	Qtr Page 4.5"x3.5"	Bus Card 2.4"x3.5"
<b>Township eNewsletter Sponsor Thank You Section</b> – with click thru – weekly all year	Sponsor Logo	Sponsor Logo	Sponsor Name
<b>Company Display Table</b> — Large township-wide events: Earth Day Fest, 4 <sup>th</sup> July, Community Fair, Holiday Village	✓	✓	✓
<b>Sponsor Listed</b> on UMPR Event Web Pages	Sponsor Logo	Sponsor Logo	Sponsor Name
<b>Complimentary Facility Space</b> Usages at Community Center - 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 (\$2,000) – 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 vector and jpg
2. **eNewsletter Ad-**
3. **Sponsor Ad UMPR Activity Guide (4 issues annually) Digital** – Print-ready color ad for Park & Rec 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")
4. **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.
5. **Social Media image** (Instagram image 180x180)
6. **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
7. **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](mailto: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: <input type="checkbox"/> Platinum \$4,000 (2YRS) <input type="checkbox"/> Gold \$2,000 (1YR) <input type="checkbox"/> Silver \$1,000 <input type="checkbox"/> Ad Special \$500 Silver addition
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: \_\_\_\_\_

